



## This is Your Crew

### Sennheiser Celebrates 75<sup>th</sup> Anniversary

*Marlow/ Wedemark, March 4, 2020 – In 2020, Sennheiser celebrates a very special anniversary year as the audio specialist turns 75! Since its formation, Sennheiser has shaped the future of audio. Its innovative products and solutions create outstanding sound experiences for customers the world over. During its anniversary year, Sennheiser will be giving voice to the people that make magic sound moments happen, while saying thank you to all Sennheiser fans with exciting promotions, competitions and special editions.*

“We are very happy to celebrate our anniversary this year. It is a celebration of our 75-year history, which has not only been shaped by exceptional ideas and innovations, by taking on challenging projects and achieving numerous successes – above all, we are celebrating an enduring passion for great sound”, said Dr. Andreas Sennheiser, co-CEO of Sennheiser, who alongside his brother Daniel Sennheiser is the third generation of the family to lead the company. “This passion still drives us today: We are constantly innovating new technologies and products to create sound that our customers can feel, instead of just hear.”

Creating extraordinary sound experiences – this is what Sennheiser employees around the world are working for. “Just like the crew at a concert makes unforgettable stage performances possible, our Sennheiser crew brings ideas to life – for and together with our customers. This is why ‘This is Your Crew’ is the perfect motto for our anniversary year”, explains Daniel Sennheiser, co-CEO of Sennheiser. “We would like to introduce and tell the stories of the people who are usually outside of the spotlight – our customers, partners, artists, friends and most of all our employees.”

### 75 magic moments

75 stories describe 75 magic moments from the past and the present – together providing a unique insight to the world of Sennheiser. Available on the Sennheiser anniversary website [www.sennheiser.com/75years](http://www.sennheiser.com/75years) these stories from employees, customers, friends and fans exemplify what makes Sennheiser so special. Visitors to the site can explore the stories through text, video or as audio. Throughout the year, the website will also provide new things to discover – from historic milestones to anniversary promotions and special edition products.



### **Send your birthday wishes for a chance to win**

Anyone keen to share their own personal Sennheiser moment or anniversary congratulations is invited to do so on the [anniversary website](#) or via Instagram or Twitter using the hashtag #Sennheiser75. All participants will become part of the Birthday Wishes World Map and automatically enter a raffle for an opportunity to win a pair of Sennheiser headphones.

### **Anniversary promotions and special editions**

Throughput its anniversary year, Sennheiser will be offering special editions, exciting promotions and birthday for the fans. For professional customers, special deals on selected microphones, wireless systems and professional headphones will be available every month – in March this will be the [ew IEM G4-Twin](#) in ear monitor system as well as the [ew 112P G4](#) lavalier microphone set. There will also be [special deals for music lovers](#), including from Sennheiser's high-end range such as the HD 820 in combination with the HDV 820. In addition, several "75 Years" special editions will be launched during the anniversary year. With so many good reasons to check out the anniversary website, it is definitely worth revisiting regularly to avoid missing out!

### **75 years of making unforgettable sound experiences**

Since its foundation, Sennheiser has always been driven by a fascination for innovation. That pioneering ethos was passed on from one generation to the next. "When our grandfather Fritz Sennheiser founded Sennheiser in 1945, he started a venture which would be called a "start-up" today. It didn't start in a garage – like the usual start-up story does – but in this farmhouse near Hanover. When people visit our headquarters - where you can still find this farmhouse – you can feel the passion for sound and the desire for new ideas", said Dr. Andreas Sennheiser. Prof. Dr. Fritz Sennheiser soon discovered fast-growing business opportunities, using the knowledge and skills that he gained in his prior scientific career to respond to a high demand for measuring devices and microphones. In 1947, "Lab W" entered the audio world with the launch of its first self-developed microphone. This was just the start of a story of innovation and the pursuit of new ideas. The first "shotgun" microphone followed in 1956 and ten years later the first open-type headphone, the HD 414 revolutionized the market.

The 1980s marked the starting point for the internationalization of the family business under the management of Prof. Dr. Jörg Sennheiser. The first sales subsidiary, Sennheiser France, was founded. Nowadays, Sennheiser has 21 subsidiaries worldwide. During this period, even more product highlights were created, most notably including the creation of the world's best



headphone – the legendary Orpheus – in 1991. Numerous patents and awards in its 75 years history – including an Emmy, a Grammy, a Scientific and Engineering Award of the Academy of Motion Picture Arts and Sciences, and the Engineering Emmy's® Philo T. Farnsworth Award – prove that customers and experts alike acknowledge Sennheiser's groundbreaking technology and innovative spirit.

Since 2013 Dr. Andreas Sennheiser and Daniel Sennheiser lead the independent family company as co-CEOs. Jointly they follow Sennheiser's vision to shape the future of audio, "One thing has remained the same over all those years and that is our dissatisfaction with the status quo, that is always pushing us further. And to know that you have a team – a crew – equipped to make magic moments happen, no matter how challenging the production", says Daniel Sennheiser.

Learn more about [Sennheiser's history](#).

## ABOUT SENNHEISER

Founded in 1945, Sennheiser is celebrating its 75th anniversary this year. Shaping the future of audio and creating unique sound experiences for customers – this aim unites Sennheiser employees and partners worldwide. The independent family company, which is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser, is today one of the world's leading manufacturers of headphones, loudspeakers, microphones and wireless transmission systems. In 2018, the Sennheiser Group generated turnover totaling €710.7 million.

[www.sennheiser.com](http://www.sennheiser.com)

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