

Sennheiser Group strengthens immersive audio initiatives

Wedemark, March 27, 2025 – The Sennheiser Group is consolidating and strengthening its activities in the field of immersive audio under the AMBEO brand. To better leverage future potential, Dear Reality will no longer continue as an independent company and the brand will be phased out.

Sennheiser has long-standing expertise in developing immersive audio technologies, which are increasingly becoming a vital part of the professional audio industry. Solutions such as AMBEO 2-Channel Spatial Audio, Sennheiser Mobility (AMBEO In-Car sound systems), and the AMBEO Soundbar are just a few examples. In order to fully leverage future opportunities, the Sennheiser Group is now consolidating its immersive audio initiatives. As part of this transition, Dear Reality will no longer continue as an independent company and brand.

Starting March 25, 2025, the communication channels of Dear Reality will be discontinued: The website and webstore will redirect to the Sennheiser website. At the same time, Dear Reality's social media channels will be integrated into Sennheiser's platforms, and the Dear Reality newsletter will be merged with the Sennheiser AMBEO newsletter.

The current Dear Reality product portfolio will no longer be developed or maintained, and all licenses will be deactivated on July 31, 2025. Existing customers will be able to download license-free full versions of their purchased plug-ins to ensure that they can continue to use them to their full extent. They will be actively informed and supported throughout the transition to ensure a smooth and seamless experience.

In addition, Sennheiser will enable everyone to start producing immersive audio. Therefore, starting March 25, free full versions of most Dear Reality plugins will be publicly available on Sennheiser's website and can be downloaded and used without restriction upon registration for the Sennheiser AMBEO newsletter.

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