**sennheiser attending power of video festival**

**Sennheiser helps provide unique learning experience at Power of Video**

***London, 24 September 2019 –* The end of August saw audio specialist Sennheiser take part in Power of Video, a multi-day festival which attracts the world's top creators and major creative brands to Belfast for a unique hands-on learning, entertainment and a networking experience.**

The event included three masterclasses from filmmakers Cody Wanner, Gene Negata, and Elle Mills, as well as 11 workshops where Sennheiser was in the prestigious company of Adobe, Blackmagic Design and Epidemic Sound.

Sennheiser delivered three workshops with its Sennheiser Sound Academy, which were hosted by John McGregor, who was a long-time sound engineer and lecturer in audio technology before joining the Sennheiser Sound Academy where he works on subjects such as Audio4Video, and ex-banker turned serial entrepreneur, global authority in the photo and film Industry and Sennheiser ambassador Victoria Grech. The workshops covered the following topics:

* Better sound for better videos (audio for filmmakers 101)
* The future of audio – the importance of 3D sound for filmmakers, including the AMBEO VR mic and AMBEO Smart Headset (ASH)
* Audio for smartphones, which looked at the advantages of the ASH, Memory Mic and XS Wireless Digital systems

“The workshops were incredibly well attended,” says Sennheiser’s Tim Constable, Channel Sales Manager – Pro Audio Solutions, who was also on hand throughout the event. “A unique learning experience for attendees was the session we gave on “the future of audio” which expanded the participant’s horizons and provided fuel for their creative fire to elevate their storytelling to the next level! It was an enormous pleasure to have Victoria join us. She’s a massive Sennheiser fan and user and, like with all our video ambassadors, has more hands-on experience with our products than even we do and was able to give a lot of invaluable tips and tricks to the attendees.”

"Having the audio experts at Sennheiser involved with our Workshops at Power of Video was integral in creating an all-encompassing learning experience for our attendees,” add Power of Video founder and chief Billy May. “Seeing them leave with new tips and tricks for recording audio, or even taking their recorded audio more seriously, means that they will be able to create even more compelling, evocative videos in the future, which is exactly what this event is all about."

# about Sennheiser

Shaping the future of audio and creating unique sound experiences for customers – this aim unites Sennheiser employees and partners worldwide. Founded in 1945, Sennheiser is one of the world’s leading manufacturers of headphones, loudspeakers, microphones and wireless transmission systems. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2018, the Sennheiser Group generated turnover totaling €710.7 million. www.sennheiser.com

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