



## SENNHEISER ANNOUNCED OFFICIAL SPONSOR OF THE 2020 PHOTOGRAPHY SHOW & THE VIDEO SHOW VIRTUAL FESTIVAL

**Audio specialist offers a full line-up of its latest wireless and plug-n-play on camera microphones for audio video applications**

*Marlow, UK, September 18, 2020* – Audio specialist Sennheiser has been an active supporter of The Photography Show & The Video Show for the last four years, showcasing an array of its latest microphones and having a team of experts on hand offering talks and demos, as well as answering pundit’s questions about choosing best microphones for specific audio for video applications. This year, the company is pleased to embrace the show’s new online format and present its newest offerings, including the MKE 200 mini-microphone, on its virtual Sennheiser booth on 20-21 September.

A full range of wireless microphones for audio for video applications, including the award-winning XS Wireless Digital, AVX, and evolution wireless G4, will be showcased. The company will also have its latest line up of on-camera mics, the MKE 400, MKE 440 stereo mic, MKE 600, and the newest member of the MKE family, the MKE 200 mini-microphone, designed for easy on-camera use with DSLRs and mirrorless cameras and mobile devices, where it ensures clean and crisp audio and gives that professional touch to video clips.

“After the show’s cancellation earlier this year due to the pandemic, we are very pleased to be returning to what has now evolved into a virtual festival celebrating the latest offerings, as well as the work of talented individuals across the filming and photography industries,” says David Atkinson, Sennheiser’s Trade Marketing Manager.

As well as product demonstrations on the Sennheiser virtual stand, the company will be officially sponsoring the ‘Video Skills’ section. Here, audio specialists will host a series of panels, with some of the industry’s most prominent filmmakers talking about the importance of audio in their filmmaking. These include internet filmmaker Andy Burgess, who will highlight the importance of audio in storytelling; Tania Esteban, a specialist in wildlife filmmaking, who will share her most recent experiences in Papua New Guinea, Mexico and Japan; and videographer and commercial content creator, Dillon Osborne.



Live sessions will be available on the following days and times (this is subject to a change):

Sunday, September 20– Day 1

MAIN STAGE

1010-1040 “The importance of sound in visual storytelling” by Andy Burgess

CONNECT

1130-1200 “What is content creation and how can you make a living out of your passion?” by Dillon Osborne

Monday, September 21– Day 2

MAIN STAGE

1305-1335 “Shooting for the edit - wildlife filmmaking” by Tania Esteban

As part of the virtual booth experience, visitors will be able to walk down the aisle by scrolling across the window to view company’s latest products on display, as well as see videos and click on various links for additional information. End users will also be able to ask questions in real time and chat with the Sennheiser team via the show’s vFairs platform.

“We can’t wait for this fantastic two-day virtual experience!” exclaims Atkinson. “End users can chat with us directly, and in real time, via the online booth by entering groups chats or choosing a member of staff to talk to privately.

“We will have heaps of new products on display to get everyone’s creative juices flowing, and are equally excited about the online talks from our three legendary filmmakers, all delivered virtually so visitors can enjoy the full experience from the comfort of their own homes.”

For more information about the virtual event and tickets, plus the full timetable and schedule for talks, please visit <https://www.photographyshow.com/>



### **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 2019, the Sennheiser Group generated turnover totaling €756.7 million.

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

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