



ISE 2018

Sennheiser presents Sennheiser Business Solutions – the 360-degree portfolio for the corporate market

***Amsterdam/Wedemark, February 6, 2018* – Sennheiser Business Solutions is a comprehensive portfolio of innovative audio solutions for the corporate market covering the three core areas of personal communication, meetings and conferences, and presentations. With the new portfolio, Sennheiser is both deepening its focus on enterprises and helping these customers better understand the significant efficiency gains that can be realized by its high-performing audio products. Professional-quality, easy-to-use audio technology can decisively impact on the productivity of every employee – and help drive the overall success of a business.**

Digital and mobile technologies have changed the global corporate world, especially the way we communicate with our colleagues and business partners. Thanks to unified communications (UC), all communication channels are now networked in real time. This should simplify the everyday working lives of employees – at least in theory. In practice, however, the complexity of communication solutions has actually increased as networks became more integrated, which has led to a higher susceptibility to errors.

With Sennheiser Business Solutions, audio specialist Sennheiser is placing a clear focus on the user experience and on simplifying communication. The portfolio has therefore been created to not only offer the right product for every area of corporate communication, but to also ensure that each product offers a winning combination of the highest audio quality and the very best ease of use. With these key priorities, Sennheiser is helping enterprises ready their employees for the fast-paced business world, letting them perform at the highest level. The Sennheiser Business Solutions product portfolio is divided into three core areas:

1. Personal Communication

Sennheiser offers a rich portfolio of advanced headsets for contact centers, offices or mobile use. All Sennheiser headsets are fully UC-certified through strategic partnerships with all major UC and softphone brands, along with world-class sound quality, exceptional comfort and high-quality design. Among the latest models in this product range is the MB 660 – a wireless, UC-optimized headset with adaptive noise cancellation (ANC). Not only does it



provide a unique audio experience when talking on the phone but it also enables you to work productively in noisy office environments. Centralized management, updating and configuration of the MB 660 and many other Sennheiser models is enabled by HeadSetup™ Pro Manager, a cloud-based IT management solution. HeadSetup™ Pro Manager allows you to control all available headsets in a company at the same time, saving valuable time and resources for IT managers.

2. Meeting and conferencing

In today's business world, meetings can take place anywhere. And with teams often spread across multiple locations, virtual conferencing becomes increasingly important. Sennheiser's conferencing systems are designed to make these virtual conferences as comfortable and productive as possible. This including small portable solutions like the SP 220, a portable dual speakerphone solution, as well as a portable and wireless conference solution like TeamConnect Wireless – but also for fixed installations for up to 400 people. They all feature great audio quality, ease of use, fast setup and state-of-the-art connectivity.

3. Presentations

Whenever professionals speak or present to a wider audience, it is crucial that they can focus on their presentation – and are not distracted by technical issues. In presentation audio, simple installation and use as well as high reliability are all essential. Sennheiser's SpeechLine Digital Wireless microphone system delivers on all fronts: It is the first microphone solution designed exclusively for voice applications and works reliably and without errors thanks to automatic frequency and interference management. Like all Sennheiser microphone solutions, SpeechLine Digital Wireless can be controlled, configured and maintained via remote access with the Sennheiser Control Cockpit software.

Digital and mobile technologies offer huge potential for the mobile world. They allow people to communicate in real time, encouraging everyone to work more collaboratively for greater productivity. But in many companies this potential is not fully exploited. In some cases, perceived cost considerations lead to the purchase of inferior solutions. In other cases, solutions from different providers have been combined, but in practice fail to work together as expected.

With Sennheiser Business Solutions, the audio specialist is the first to bring to market a 360-degree product portfolio that – for the first time – covers all conceivable application areas



within an enterprise. Every product within the portfolio is both easy to use and able to work with other solutions flawlessly, ensuring that employees can enjoy stress-free, productive work that drives their company's success.

For more information, see [sennheiser.com/business-solutions](https://www.sennheiser.com/business-solutions).

About Sennheiser

Sennheiser is shaping the future of audio – a vision built on more than 70 years of innovation culture, which is deeply rooted within the family-owned company. Founded in 1945, Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. With 20 sales subsidiaries and long-established trading partners, the company is active in more than 50 countries and operates its own production facilities in Germany, Ireland and the USA. Sennheiser has around 2,800 employees around the world that share a passion for audio excellence. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2016, the Sennheiser Group had sales totalling €658.4 million.

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