

Technical innovation and meticulous attention to detail

The new HD 800 is Sennheiser's latest sound sensation

Las Vegas, 7 January 2009 – The new premium headphone model, the HD 800 from Sennheiser, offers an incredibly brilliant sound image and impressive spatiality. The dynamic stereo headphones with their completely open-back design combine innovative technology with carefully selected materials and the highest quality workmanship. The result is a level of performance, quality and attention to detail that is clearly audible. The key components of the HD 800 are a completely new type of transducer and the innovative ear cup design. In total, the new sound sensation features no less than three new patents.

Patented technology: transducer with a ring design

The HD 800 sets new standards with its innovative transducer technology. Measuring 56 mm, the transducer in the HD 800 is the largest that can currently



be found in dynamic headphones. In simple terms: the more transducer surface area is caused to vibrate, the purer the headphone sound becomes at low frequencies. However, transducers with a large surface area have the disadvantage that, at high frequencies, undesired resonances occur at

the diaphragm, resulting in distortions in sound reproduction. The new design principle of the HD 800 resolves this dilemma. "Sennheiser's patented ring design for the diaphragm minimises the distortion of the sound image, even with a transducer as large as 56 mm," explained Axel Grell, acoustics developer at Sennheiser. The result is impressive: the HD 800 has brilliant trebles, precise bass reproduction and an exceptionally clear sound image. The frequency response is 6 to 51,000 Hertz.

Natural listening experience: the new ear cup design

Audio recordings do not become a true listening experience until we can perceive the sound with a spatial extension – as if we were sitting in a concert hall or listening to a live jazz session. The new, premium-model HD 800 headphones from Sennheiser offer precisely such a sound experience. “Today, most music is made to be reproduced by two loudspeakers, which form an equal-sided triangle together with the listener. This results in a sound field close to the ears that is at a slight angle to the head,” explained Axel Grell. This causes the sound to be reflected into the ear canal with slight time differences. The HD 800 simulates this effect by directing the sound wave to the ear at an angle of 45 degrees. No other manufacturer comes as close as Sennheiser to achieving a spatial listening experience with headphones.

Wearing comfort: top-quality materials and finish

With their circumaural design, the ear cups fit precisely round the ears without pressure and are still comfortable to wear even after hours of music enjoyment. The material used for the ear pads is Japanese Alcantara, which is particularly friendly to the skin and easy to clean. All other materials have also been carefully selected – not least to optimally support the outstanding sound properties of the HD 800. “We allowed ourselves a lot of time to perfect the HD 800,” said Maurice Quarré, Product



Manager Home Audio at Sennheiser. “Not only to develop the technical intricacies but also to select the finest materials to make it perfect in every detail.” As a result, the HD 800 has an exterior design that perfectly reflects its outstanding sound quality: a puristic design language and a black/silver finish give the headphones a look of exclusive elegance, turning them into a true designer object. And all this is ‘Made in Germany’: the HD 800 was developed and designed at Sennheiser’s corporate headquarters in Wedemark, Germany. The new

headphones will be produced there too – with the usual meticulous attention to detail.

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of over €395 million in 2007, 83% of which were generated abroad. Sennheiser employs almost 2,000 people worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA, and is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), K + H Vertriebs- und Entwicklungsgesellschaft mbH (Klein + Hummel studio monitors, installed sound) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com, or by contacting:

Sennheiser electronic GmbH & Co. KG
Press & PR • Edelgard Marquardt
Am Labor 1 • 30900 Wedemark • Germany
Tel.: +49 (0)5130 600 329
Fax: +49 (0)5130 600 295
E-mail: edelgard.marquardt@sennheiser.com

Press Release