

“Sport” Headphones – Designed for Action

Wedemark, April 2006 – Those who like to combine sports activities with their favorite music can now choose from a range of headphones from audio specialist Sennheiser that can really go where the action is. The new “Sport” range fits securely with maximum comfort and is unaffected by rain, sweat and low temperatures. Sennheiser offers a model for virtually every taste and every wearing style. The MX 70 Sport, winner of the Golden iF Product Design Award, is a set of earphones with magnetic surfaces, and the MX 70 VC Sport also comes with a convenient volume control. The MXL 70 VC Sport earphones have a lanyard for the player, while the MX 75 Sport model features an innovative twist-to-fit system. Maximum flexibility is the trademark of the completely new “flex” headphones LX 70 Sport. For fans of neckband headphones, the PMX 70 Sport is the ideal model. All headphones come with practical and tried-and-tested accessories.

Fresh green, white and sporty light gray: a design that even couch potatoes can't resist. But in addition to superb design, sports enthusiasts have more specific demands when it comes to headphones – and audio specialist Sennheiser took care to analyze them in detail when developing the new sports models. Of course, headphones should always sound good and look attractive. But above all, sports headphones have to fit securely, be resistant to humidity and to low temperatures – and be easy to clean. Sennheiser's answer: sturdy, hard-wearing headphones that not only go in a completely new direction in terms of design and ear coupling but also have an extremely well-balanced sound image. The water-resistant earpieces have a cable that remains soft and flexible even at -10°C.

The stereo earphones **MX 70 Sport** and **MX 70 VC Sport** (shown here) are ideal for joggers. The faces of the earpieces are magnetic, allowing these attractive models to be casually clipped around the neck. The earphones come complete with a carrying case and an extension cable for the asymmetrical cable. This allows a player to be



worn at different heights, with a convenient cable clip to hold the connection cable to the clothing. Ear adapters ensure an optimum fit inside the ear canal. The model MX 70 VC Sport also has a volume control integrated into the cable, and the earpieces can be clipped to this too.

The **MXL 70 VC Sport** has an additional feature: a lanyard with a volume control and a small, removable cord that secures the mobile player to the neck strap. For sports enthusiasts who prefer to keep their player in their pocket, an extension cable is included.



The **MX 75 Sport** earphones, which come complete with a case and a cable clip, feature an innovative, patent-pending “twist-to-fit” system that guarantees optimum fit during all kinds of sports. A small “stopper” that is twisted gently into the outer ear makes sure that the earpiece stays in place even during the most energetic activities. Rubber pads in various sizes ensure optimum fit and comfort. The earpieces themselves also have a choice of three sizes, allowing them to be optimally adapted to the ear canal. The MX 75 Sport has already impressed the judges of the iF Design Award: together with the MX 70 Sport (Golden iF Product Design Award) and the MXL 70 VC Sport, the new headphones won the coveted Design Award.



The **PMX 70 Sport** neckband headphones are both sturdy and ergonomically optimized. Their vertical transducer system ensures that they sit extremely comfortably, and the single-sided cable attachment and practical cable clip allow absolute freedom of movement during sports.

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The most unusual model is without doubt the **LX 70 Sport**. Here, the headband has been replaced by a thin, flexible plastic tube with a metal core. The extremely lightweight model (patent pending) has a single-sided cable attachment and comes complete with ear adapters, a cable clip and a case into which the flexi-headphones elegantly slide after use.



These sturdy companions for a sporty sound experience are available in stores from May.

As one of the world's leading manufacturers of microphones, headphones and wireless transmission systems, the Sennheiser Group with its headquarters in Wedemark near Hanover, Germany, had total sales of about €300 million in 2005. The export share is 83%. Sennheiser has a total workforce of more than 1,650 employees, of whom about 60% are employed in Germany. Sennheiser is active worldwide and, in addition to other partnerships, has its own sales subsidiaries in France, the UK, Belgium, the Netherlands, Denmark, China, Singapore, Canada, Mexico and the USA.

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