

Young and self-confident: the new "Street" range from Sennheiser

Wedemark, April 2006 – What kind of headphones do kids want? Audio specialist Sennheiser got together with market researchers and teenagers to find out what today's kids are really looking for. The results can be seen – and heard – from May onwards in the new "Street" range from Germany's leading headphones professional. Seven models will be "strutting their stuff" for fashion-conscious teenagers: two classic earphones, a model with a lanyard, two earbow models, and two earphones with a new, patent-pending "twist-to-fit" system.

When it comes to headphones, unusual design, secure fit and practical accessories are top of the list of priorities for teenagers – and they can all be found in Sennheiser's new range of "Street" headphones, each one a genuine lightweight with a powerful, bass-driven sound for music players and portable gaming systems. The headphones tread totally new paths in design, with new types of ear coupling, mirrored trim elements and cleverly designed cases – a fact that was recognized by the renowned Industry Forum Design with the presentation of the coveted iF Award for the OMX 50 VC Street. Whether you want relaxation, fun or action: the Street range is the ideal companion to brighten up your day.

The **MX 50 Street**, the entry-level model in the new range, features a clever elastic cable attachment that puts an end to broken cables at the earpieces. The ergonomic design and asymmetrical cable arrangement ensure an optimum fit for the transparent-white headphones.



Attractively finished in petrol blue with a luxurious reflective trim, the **MX 51 Street** packs away into an elegant, metallized plastic case. Its sister model, the **MXL 51 Street**, has a convenient lanyard and a



removable cord that holds the mobile player securely to the neck strap. A 1 m long extension cable is included to allow the player to be stowed in a pocket or bag.

The completely new, patent-pending “twist-to-fit” system is a special feature of the headphone models **MX 55 Street** and **MX 55 VC Street** with volume control (shown here). In addition to the actual earpiece, which has ear adapters in different sizes to guarantee a perfect fit in the ear canal, both models have a small “stopper” that holds the earphones to the outer ear. One turn and the earphones fit like a glove. The stopper also comes with rubber pads in different sizes. And the MX 55 VC Street comes with an extra feature: two additional trim elements that allow you to give the headphones a completely new outfit.



The **OMX 50 VC Street** features individually adjustable earbows and adaptable earpiece sizes. Its asymmetrical cable ensures optimum wearing comfort, while the volume control integrated into the cable provides convenient operation. The headphones come complete with ear adapters in different sizes.

The only supra-aural model **OMX 52 Street** comes complete with a case and exchangeable trim elements. The new “Basswind plus” system guarantees a superior music experience with its expressive sound and rich basses.



The attractive new models for listening on the move will be available in stores from May 2006.

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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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