

Stylish headphones for people on the move

Wedemark, April 2006 – The new “Style” range from Sennheiser – elegant headphones in a metal look for portable music players and multimedia devices. The new Style range includes earphones with a newly developed securing mechanism (MX 90 VC Style), earbow headphones (OMX 90 VC Style) and “flex” headphones (LX 90 Style). The earphones and flex headphones feature such an innovative and unusual design that they are already candidates for new patents. Sennheiser has been granted around 80 patents in the past three years alone.

They should provide optimum sound and look stylish and elegant – that’s what people want today from portable music and multimedia devices, which have long since become an essential part of modern life. Sennheiser’s new “Style” range of headphones combines sound quality and elegance with high-quality materials, gold-plated plugs and an intelligent storage system.

The stereo earphones **MX 90 VC Style** feature a completely new securing system. A small “stopper” holds the earphones securely to the outer ear, while rubber pads in three different sizes ensure a comfortable and ergonomic fit. The earpiece itself can also be optimally adapted to the ear canal with its choice of three ear adapters (S, M, L). The sound image is detailed, clear and transparent. A comfortable feature is the volume control integrated into the cable – the user doesn’t need to reach for the player in order to adjust the volume.



No sooner they were launched, the ergonomically optimized earbow headphones **OMX 90 VC Style** already won trophies. In March, they were presented with the coveted iF Design Award. Their earbows have individual height adjustment, and ear adapters in three sizes provide a comfortable fit in



Sennheiser electronic GmbH & Co. KG

Am Labor 1, 30900 Wedemark, Germany

Phone: +49 (5130) 60 00, Fax: +49 (5130) 60 03 00

www.sennheiser.com

the ear canal. In this model too, the cable has an integrated volume control.

Flexible and clever – the **LX 90 Style**. In this model, Sennheiser has replaced the conventional headband with a flexible, thin plastic tube with a metal core. This unusual patent-pending design promises a perfect fit. These headphones also come with ear adapters. A specially tuned damping system generates a very fine, accurately detailed sound image.



The “Style” headphones 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.

For further information about Sennheiser please visit us on the Internet at www.sennheiser.com or contact:

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

fischerAppelt Kommunikation
Sandra Hartwig
Waterloohain 5 • 22769 Hamburg
Phone: +49 (40) 899 699-976
Fax: +49 (40) 899 699-910
E-mail: sah@fischerappelt.de

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