

Sounds right on the ball: Sennheiser technology for the 2006 Soccer World Cup

Wedemark, Germany, June 2006. – When the World Cup curtain-raiser between Germany and Costa Rica kicks off on 9 June, 66,000 spectators will be there in person at Munich's Allianz Arena, with another half a billion or so TV viewers and radio listeners tuning in across 213 countries. Their being able to see and hear the first goal – if and when it comes – is thanks in no small part to audio specialists Sennheiser, with their state-of-the-art RF wireless technology.

Some World Cup matches are the stuff of legend. Most famously of all for the Germans, in 1954 radio reporter Herbert Zimmermann booked his place in TV and World Cup history with his commentary: “Rahn schießt ... Tooor! Tooor! Tooor! Tooor für Deutschland!” (“Rahn shoots Gooaal! Gooaal! Gooaal for Germany!”) It was the World Cup final in Switzerland, and the German victory is to this day celebrated as “The Miracle of Berne”, which was a much-needed morale-booster for the whole country. Even today, listening again to Zimmermann’s dramatic account of the game, it is clear that this was about more than just soccer.

Today, not only is a World Cup without TV and radio coverage quite inconceivable, but live broadcasts present an unparalleled logistical challenge, with some 300 TV stations from more than 200 countries wanting to show all 64 games – and everything else going on besides – in their respective home countries. Most of the radio and TV broadcasting companies have for many years now been working with professional wireless systems from Sennheiser.

Whether it's the super-compact SK 5212 pocket transmitter, clip-on mics or headphones for radio commentators, or camera microphones and receivers



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– Sennheiser products will be in use in the new outside-broadcast vehicles and television studios, behind the goals and on the coach’s bench. “Our SKM 5200 handheld transmitter will be the most high-profile Sennheiser product at this soccer World Cup,” says Rolf Meyer, speaker of the Executive Team and President Marketing and Sales. What’s more, the conference rooms of all twelve German stadiums being used – from Hamburg to Stuttgart – are fitted out with Sennheiser technology.

So that no-one need miss out on a single goal, terrace chant or pitch-side reaction from the players, the technology must work just perfectly. “To make sure it does, we’re providing an Internet support portal and a telephone helpline,” says Meyer. “Here engineers and users of our products can access important information and services. A Sennheiser support team will also be giving ongoing assistance in getting things set up for the transmissions, and they will of course be on hand during the World Cup too.”

By the end of the tournament, more than 42,000 hours of coverage will have been logged – round the world, round the clock – with over 12,000 technicians and journalists involved. A cumulative total of 30 billion viewers will have followed the 64 games of the World Cup. And Sennheiser technology will also feature prominently on July 9, helping to ensure that everyone tuning in right around the globe will hear – live – those magic words: “...and the World Cup winners are....”.

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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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