

Award-winning product launch

Sports headphones from Sennheiser and adidas win CES Innovations Award

Las Vegas, 6 January 2010 – The CX 680 sports headphones won the prestigious CES Innovations Award at the Consumer Electronics Show (CES) in Las Vegas. The ear canal phones from Sennheiser and adidas impressed the interdisciplinary jury in the “Headphones” category. The award-winning headphones will be presented to an international audience for the first time at the trade show from January 7th to January 10th 2010.



"We are delighted to have been presented with this award by the Consumer Electronics Association and are extremely proud that the CX 680 has been able to celebrate such a successful debut in Las Vegas," said Susanne Seidel, President Global Marketing at Sennheiser. The “Innovations Design and Engineering Award” are presented once a year to recognise the most innovative consumer electronics products. A jury made up of engineers and trade journalists chose the sports headphones on the basis of their development, design,

function and user-friendliness. The award for the CX 680 is one of six presented by the jury to Sennheiser products this year.

“The CX 680 provides top-quality sound and meets the extreme demands of sports applications without compromises," said Sven Wilhelmsen, Product Manager at Sennheiser, describing the new sports headphones. The powerful sound image ensures plenty of motivation during the toughest workouts. Sennheiser's patent-pending ergonomically designed EarFin holding system makes sure that the ear pieces fit perfectly in the ear. A simple twist fixes the innovative “fin” to the outer ear. Ear adapters and various sizes for the fins are included to guarantee a comfortable and secure fit. By sitting snug in the ear canal they also offer effective insulation against surrounding noise.

The earphones are ideal even for the toughest training sessions: their sturdy and hard-wearing materials make the earphones insensitive to strong vibrations, for example during jogging. They can also withstand cold and moisture: their fibre-

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reinforced cable still remains soft and flexible even at temperatures as low as minus ten degrees. A completely new protection system against moisture not only effectively repels sweat but also protects the internal components of the earphones against rain water. After a training session, the earphones can simply be rinsed off under the tap.

The CX 680 is part of the Sennheiser/adidas sport line. The four new headphones will be dispatched to Sennheiser sales partners and adidas Sport Performance stores from January 2010.

About the CES Innovations Awards

The "Innovations Design and Engineering Awards" (in short: CES Innovations Awards) have been presented by the Consumer Electronics Association since 1976. The award is given to the most innovative products of the year. A jury consisting of industrial designers, independent engineers and members of the trade press judges the products submitted on the basis of their development performance, design, function and user-friendliness. Products chosen as the most impressive in a total of 36 categories are selected as honourees and are put on display during the International Consumer Electronics Show in January 2010 at the Las Vegas Convention Center.

About Sennheiser

The Sennheiser Group with its headquarters in Wedemark, near Hannover, Germany is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company established in 1945 recorded sales of over €385 million in 2008. Sennheiser employs over 2,100 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, the United Kingdom, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA and through long-term trading partners in other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres). For more information about Sennheiser, please visit www.sennheiser.com.

About adidas AG

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories with the mission to be the leading sports brand in the world. Brand adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport. For further information please visit www.adidas.com.

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