

## Perfect sound for jogging and working out

### Sennheiser and adidas present new sports earphones

Las Vegas, 6 January 2010 – Top-quality sound, excellent wearing comfort and insensitivity towards external influences such as water, sweat and cold: these are the features that characterise the new range of sports earphones from Sennheiser and adidas. These two renowned companies are launching their new cooperation with a total of four earphone models that have been specially designed for sports applications.

"When you're listening to music while jogging or working out, you want your headphones to provide an energetic sound. At the same time you expect them to meet the extreme demands of sports applications without compromises. Precisely these expectations are fulfilled by the new range of Sennheiser/adidas sports headphones," explained Sven Wilhelmsen, Product Manager at Sennheiser. "The models of the new sport line enable sports enthusiasts to concentrate entirely on their training. The ear pieces fit securely and comfortably in the ears and offer fantastic sound," said Franz Brunnberg, Head of Licensee Management and Marketing Cooperations at adidas.

#### For optimum sports performance

In all of the models, powerful and robust dynamic loudspeaker systems guarantee excellent, motivating sound. The volume can be adjusted at any time using the volume control integrated into the cable. Their sturdy and hard-wearing materials mean that the earphones are insensitive to vibration and even the toughest use. The fibre-reinforced cables still remain flexible at temperatures as low as minus ten degrees. These true sports companions are also unaffected by external influences: 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 workout, the earphones can simply be rinsed off under the tap.



A perfect fit is guaranteed by various ergonomically designed ear pieces. For the **MX 680** stereo earphones, Sennheiser's patent-pending EarFin holding system ensures, that the ear pieces fit securely and comfortably in the ear. A simple twist fixes the

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innovative “fin” to the outer ear. Ear adapters and various fin sizes are included to make sure that the earphones fit any ear size.

The premium-quality **CX 680** ear canal earphones are also fitted with the new EarFin system and come with various ear adapters. The ear canal phones fit securely and comfortably and are ideal for sportsmen and women who want to concentrate on their music while working out: the ear pieces offer excellent insulation against external noise.



Adjustable ear clips and a special ear fitting system with three different adapters ensure that the **OMX 680** also fits securely during even the most gruelling training sessions. The ear clips are made of a flexible material and offer optimum wearing comfort.

The **PMX 680** guarantees a particularly secure fit with its sturdy and ergonomically designed neck band. The single-sided cable also offers plenty of freedom of movement while jogging or working out. An additional feature is the reflective strip on the neck band for extra safety in the dark.



### Reliable training partner

Each sports earphones model comes with tried-and-tested accessories. An extension cable allows the standard-length cable to be extended at any time – depending on whether the audio source is in a trouser pocket or clipped to the arm. To ensure that the cable never gets in the way during the most energetic workouts, it can be fixed to the clothing by a handy cable clip. When the training session is over, the sports earphones can simply be packed away in the carrying pouch provided.

The new sports headphones will be dispatched to Sennheiser sales partners and adidas Sport Performance stores from January 2010.

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**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](http://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](http://www.adidas.com).

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