

**Sennheiser becomes the official sponsor
of the tour guide system of the German Pavilion Expo 2010 Shanghai**

Shanghai, China, 02nd July 2010 – Being a sponsor of the German Pavilion, Sennheiser provided audio equipment for the pavilion’s press conference held on 25 March 2010. This was a significant contributor to the conference’s success. Following this, Sennheiser will be the official tour guide system sponsor in the German Pavilion during the World Expo 2010 Shanghai.

Sennheiser will give its full support to the tour German Pavilion’s guide system by providing SK 2020-D, HSP 2, EZL 2020-D and HDE 2020-D. Audio systems in the VIP room comprise KR 100S and ew 135 G3 as well as wireless systems in different areas of the venue consisting of ew 100 G3, ew 300 G3, 2000 series and MD 421.

Guides across all of the German Pavilion exhibition halls will use Sennheiser’s tour guide system to accompany VIP visitors on their walk through the various exhibition halls. Visitors will be divided into small groups and will enter the exhibition hall through a “Tunnel” surrounded by pictures of typical German cities and an atmosphere imbued with sounds of the city. At the end of the tunnel, an underwater world will appear. An elevator will transport visitors to this underwater world. Visitors now have entered the exhibition hall of “Harbour”. With the Hamburg port area as an example, the exhibition hall introduces the injection of modern architectural elements on the basis of preserving old buildings so as to give the urban area a new look and life quality.

On this occasion, the tour guide systems provided by Sennheiser are the SK 2020-D, HSP 2, EZL 2020-D and HDE 2020-D series, and they will deliver high-



quality cable-free sound effects to the VIP visitors touring the Expo’s German Pavilion. "It's so convenient!" said Peter Wrede, who is the German Pavilion’s Head Host, “If we had to organize cables every time the headsets are used, we might end up as cable cleaner rather than host or presenter. With these one piece receivers, we can hand headsets out and have

them returned to us ever so easily. Everything is straightforward."

Apart from its one piece construction, the HDE 2020-D receiver also features an auto power-off function. Two minutes after the guest removes the receiver from his ear, the receiver will switch itself off to reserve power. "The less power being used, the cleaner our environment will be. This also coincides with the 'better city better life' strap line of World Expo. As the world-leading manufacturer, Sennheiser is leading the trend." adds Sennheiser Product Manager, Mr. Ziqian Chen.

The "Depot" and the "Factory" will display products designed by German companies and new inventions "made in Germany" demonstrating future development trends which will enable city life to become even better. Visitors can watch and explore these exhibits during the expo.



Among the range of products, of which Germany is proud and which visitors can experience, are the two Sennheiser headphones, HD 800 and IE 8.

During the Shanghai 2010 Expo, the "Balancity" VIP room of the German Pavilion will play host to a large number of senior government officials and delegations from all over the world. Sennheiser will give its full support to the audio and conference systems in the German Pavilion's VIP room by providing KR 100S and ew 135 G3.

For the duration of the 6-month expo, the VIP room will display the work of a different German artist each month. We understand that the German Pavilion will be the first to display the work of EVOL in during May 2010. EVOL is the pseudonym of a Berlin street artist. He creates detailed architectures by spray painting onto waste cardboard packaging using a technique similar to colour painting and dyeing. He often incorporates the original message printed on the cardboard into his own work using

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the technique of switching between painting and graffiti. This creates stunning and surrealistic works of art giving us his own unique perspective on miniature cityscapes. In addition, the German Pavilion will also display oil paintings, spray-paintings and photography from famous artists such as Sebastian Schrader (塞巴斯蒂安·施拉德), Tom Fleischhauer (汤姆·弗莱施豪尔) and Jürgen Chill(于尔根·齐尔).

German officials said earlier that they expected to attract approximately 8 million visitors to the pavilion during the expo through innovative architectural designs and a wide variety of events in the pavilion. The exhibition company responsible for staging and organizing expo participation hopes that, after being awarded the gold prize by the organizer at the Expo 2005 Aichi, Japan, they will again win this prize at the Expo Shanghai.

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.cn or contact:

Sennheiser Beijing Representative Office

Marketing Manager: Victoria Song

Rm1601, 16th Floor, Tower 2, ZhuBang 2000 Business Center,

No.99 Balizhuangxili, Chaoyang

District, Beijing, China 100025.

Tel : +86 10 8586 7729 ext.821

Victoria.song@sennheiser.com.cn

Sennheiser electronic GmbH & Co. KG

Pressereferat • Edelgard Marquardt

Am Labor 1 • 30900 Wedemark

Fon: +49 (5130) 600-329

Fax: +49 (5130) 600-295

e-Mail: edelgard.marquardt@sennheiser.com