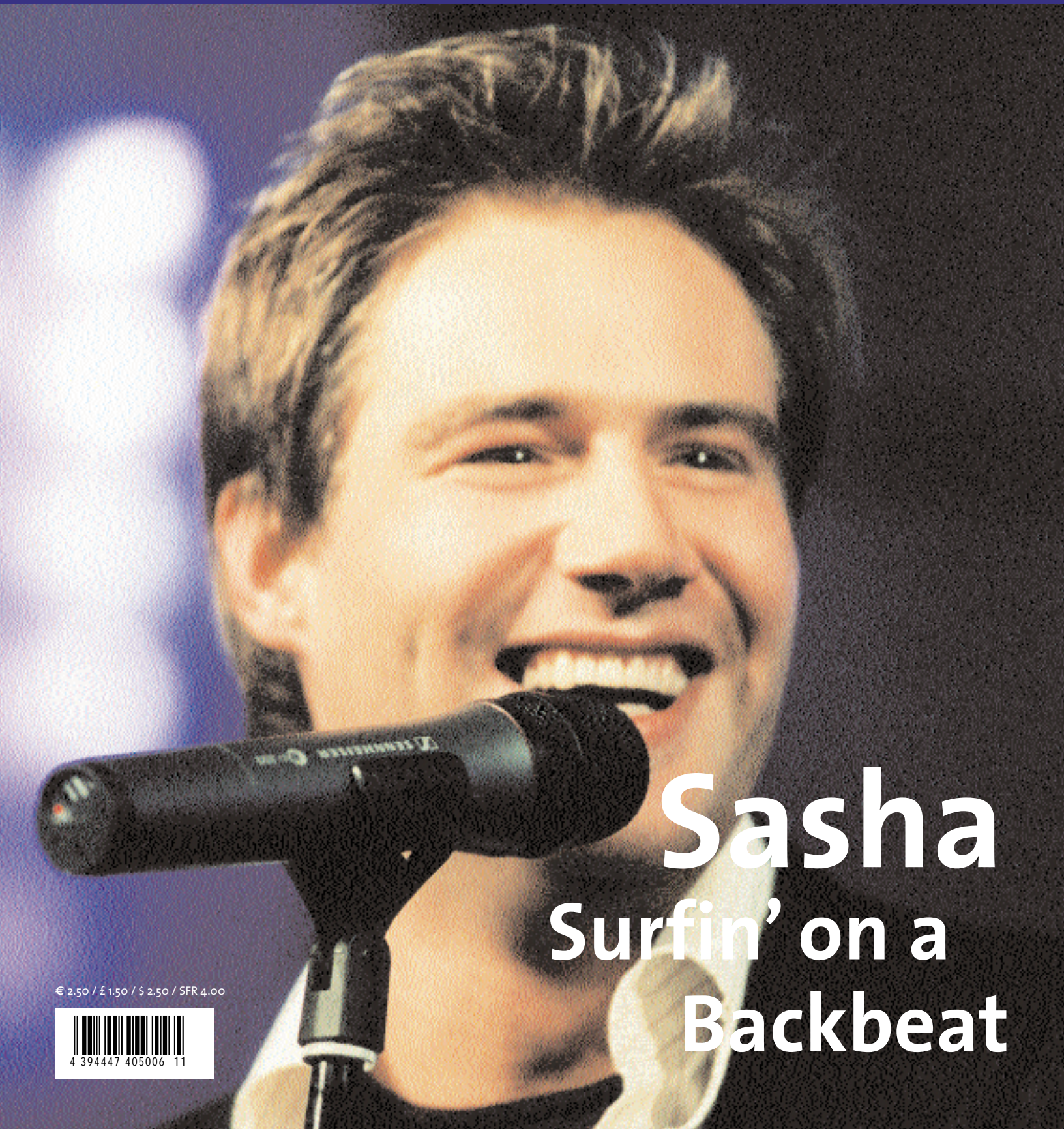


Volume 5, Number 1

SOUNDings

 SENNHEISER



Sasha Surfin' on a Backbeat

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Dear readers,

Full of zest we have started into the new year – inspired by a very successful 2001. Again, professionals and consumers all over the world have opted for Sennheiser quality, whether for complex system solutions or single products such as our award-winning headphones.

This issue of Soundings focuses on a very special new product: GuidePort. Sennheiser's pioneering new tourguide system is about to turn museums and theme parks into

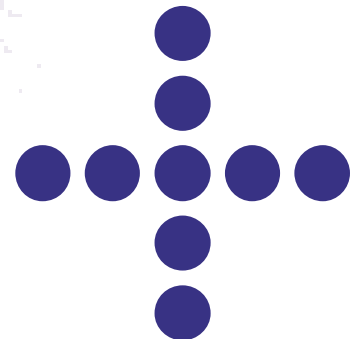
even more exciting visitor attractions. And on its official launch day, GuidePort "enticed" a very special visitor to our head office in Wedemark... We will present you the Rain Forest House in Hanover and El Rey on Cancún, two of the first GuidePort projects. Our partner in Switzerland, Bleuel Electronic AG, has also succumbed to the GuidePort "fever". With their installation at Mystery Park in Interlaken, Bleuel has won an important audio contract.

As usual, Soundings will take you around the world to encounter audio solutions from Sennheiser and Neumann: on the high seas with the club ship AIDAvita and the research ship Aldebaran, in the famous London Air Studios, the Real World Studios, at the "Lion King" in Hamburg, at the Olympic Winter Games and at the MTV Video Music Awards in New York. Artists, sound engineers, musical stars and even clowns – they all rely on our expertise. Sasha, No Angels, Bro'Sis, Carlotta and Tanya Chua sing their hits with Sennheiser microphones, and we have begun a very special cooperation with the Philippine super star Gary V.

We hope you will enjoy the articles from the Sennheiser world!

Yours,

Rolf Meyer
President of Marketing and Sales



Minister at GuidePort Launch

The official sales launch of Sennheiser's new tourguide system "GuidePort" was the occasion for a visit by Dr. Susanne Knorre, Minister of Economics of the German state of Lower Saxony, to the company's head office in Wedemark. "The positive business development of Sennheiser in recent years and the innovative audio solutions and products of the company are proof that Sennheiser as an acoustics specialist is providing important impetus to worldwide development in that sector. Sennheiser is a good example of how a mid-sized company secures its good market position for the future with modern production methods and excellently trained employees."

The minister was impressed by the quality and options offered by GuidePort. With most tourguide systems the visitors have to follow the audio information, whereas with GuidePort the information follows the user. The visitor can plan his or her very own route through an exhibition or theme park with complete freedom. And GuidePort has overcome yet another handicap of conventional information systems: a tour outside closed rooms. Since GuidePort uses radio instead of infrared, the transmission is perfect even outdoors.

As Rolf Meyer, President of Marketing and Sales, said in a conversation with the Minister: "With the completely new components and innovative logics of GuidePort, we are setting

new standards in the area of tourguide systems. That's why we're particularly proud of GuidePort."



Dr. Susanne Knorre, Lower Saxony's Minister of Economics, in a talk with Professor Dr. Jörg Sennheiser

Over 50,000 Counterfeit Items Confiscated

Together with China's Administration for Industry and Commerce (AIC), Senn-



The counterfeit microphones may look like the originals but have very poor sound quality

heiser and Shure, the two leading manufacturers of microphones worldwide, have joined to take a stand against the production and sale of counterfeit microphones. On December 12, officials from the AIC's Jiangmen and Enping offices conducted raids at three locations of one counterfeit manufacturer, and routine inspections on four other manufacturers located within Enping City, China. Over 50,000 pieces of Shure and Sennheiser counterfeit items were confiscated during the day's events, among them large quantities of counterfeit Shure SM58, BG Series, and 14A models, as well as Sennheiser evolution e 818 and e 835 microphones. All goods were confiscated pending an investigation by China's AIC, but inspection and testing revealed that the counterfeit goods had very poor sound quality and severe handling noise.

Rolf Meyer, President of Marketing and Sales at Sennheiser: "Product piracy is an immense problem which damages the reputation of the whole industry. Therefore it is only logical to work together with our competitors in planning and implementing effective action against a common opponent. We have an obligation to provide our customers with a quality standard, and will do all that we can to protect that standard." Sandy LaMantia, President and CEO of Shure Incorporated, added: "We asked Sennheiser to join us in this fight because we wanted to show a united front to counterfeiters and consumers alike, demonstrating that our industry will not tolerate these activities. We embrace fair competition, which inevitably pushes the industry forward, but we refuse to stand by idly as people attempt to deceive our consumers with inferior versions of products bearing our name."

Discover New Worlds with GuidePort



A Scientist Is Lost...

Scientific genius Professor Fritz Frank, inventor of the bionic decoder which decodes the language of plants and animals, has disappeared. After a failed demonstration of his invention he retreated to the Brazilian rain forest where all trace of him was lost. Now, visitors to the Hanover Regenwaldhaus, or Rain Forest House, can find his base camp as well as the bionic decoder – which closely resembles Sennheiser's GuidePort receiver... Equipped with this decoder, they journey into the wilderness and discover the Rain Forest. Here they can hear plants speak, eavesdrop on the conversation of two poison dart frogs, and learn astonishing things about the life of termites and forest ants...

The small GuidePort receiver proves to be a dependable and unobtrusive companion on this voyage of discovery through the Rain Forest House. Whenever visitors arrive at an information station in the jungle, descriptions and facts are transmitted via audio in the selected language.

Jungle Zones

The Hanover Regenwaldhaus is the site of the world's first GuidePort installation, and will make visitors' trip through this jungle an unforgettable experience. In order to transmit the abundance of audio information on flora and fauna, the Regenwaldhaus, designed by British architects Gordon Wilson and Ray Hole, has been divided into acoustic zones. For each of these zones a dedicated cell transmitter is located in the engineering room. Audio information is sent to the visitor's receiver via camouflaged antenna modules. Located amidst the lush jungle vegetation are information stations which contain small transmitters that identify and call up the appropriate information, either automatically or with manual activation by the visitor.

Prime Clime

In contrast to the cell transmitters, which are kept dry in the engineering room, the devices found in the jungle are exposed to rather extreme weather conditions. On an hourly basis, water jets spray a fine misty fog, while a large waterfall acts as a natural humidifier. This system allows climate engineers to re-create the 70 to 80% humidity of the Mata Atlântica, Brazil's mountainous coastal region, which served as the model for the vegetation of the Rain Forest House. Due to these environmental extremes, the identifiers and the external antenna modules have to be packed in hermetically sealed, moisture-proof housings.



Sylke Gernd of the Hanover Rain Forest House demonstrating an information station

Light, Air, and Radio Frequency

With GuidePort and its radio-frequency transmission, a new level of audio quality has entered the Regenwaldhaus. The previous system, using infrared transmission, was plagued by transmission problems caused by sunlight shining through the impressive glass dome of the Rain Forest House. In addition, visitors in the second row could not receive the entire audio information because the infrared light was blocked by visitors in the first row. GuidePort, however, ensures constant audio quality, regardless of sunlight levels or location of the information terminal from the visitor.

www.regenwaldhaus.de







El Rey on Cancún

Be a Guest of the Mayas

Cancún, located off Mexico's Yucatan Peninsula, is the site of the first GuidePort installation in Latin America. Cancún is home to "El Rey" ("The King"), one of the most interesting archaeological digs in all of Mexico. To date, 47 buildings have been uncovered in the tropical vegetation of the excavation site. Important artifacts from the Mayan culture include a stone figure with an extravagant headdress, from which the settlement's name was derived.

The remains of the Mayan settlement, including three palatial structures, a cult area and an administrative area, date back to the pre-Hispanic period, between 1300 and 1550 AD. El Rey was the center of a small city, and due to its privileged location, was successful in maritime trade and fishery. With the arrival of the Conquistadores came the end of prosperity. The city lost its strategic importance, and El Rey was abandoned by its inhabitants.

Time Traveling

At the end of March, visitors to El Rey will also have access to an extraordinary theme park: a reconstructed Mayan settlement, in which actors bring the ceremonial rites and customs of this ancient culture to life. Visitors enter a tunnel and begin their journey into the ancient world of the Maya. The public is treated to scenes from the daily life of the Maya, including glimpses of the palace life, religion, science, craftsmanship, and trading practices. "El Rey", King Kin Ich Ahau invites the visitors to

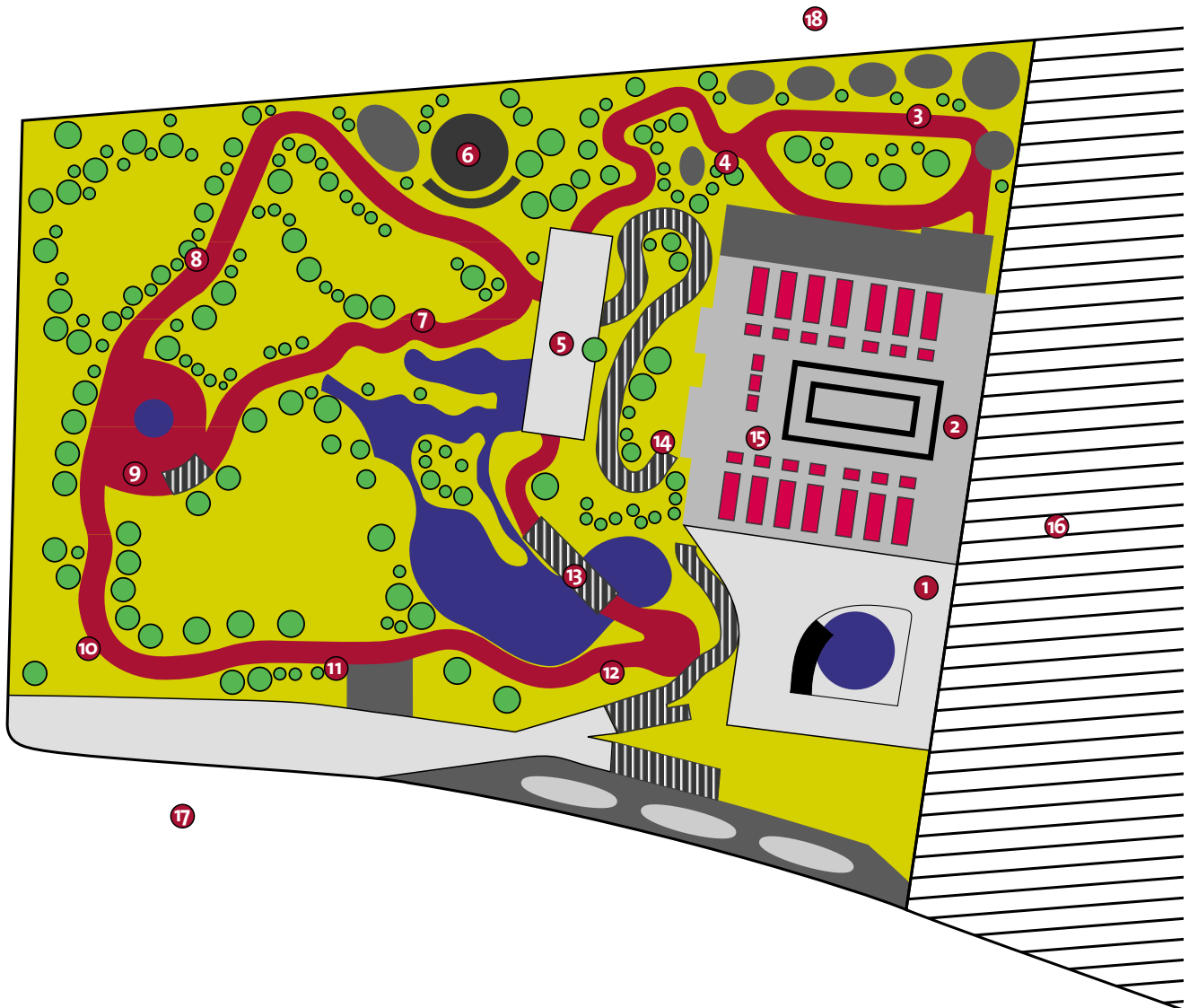
partake in a ceremonial meal in the palace dining room. Exotic foods are prepared using ancient cooking methods. While enjoying a Mayan meal, visitors are entertained by traditional music and dance. A grand purification ceremony concludes this experience. Finally, the evening ends with a fantastic light and sound show on the Mayan excavation site. Music from ages past, mysteriously illuminated ruins, and torches close a fun-filled day with the Maya.

Versatile Information Thanks to GuidePort

In this unusual theme park, GuidePort enhances the integration of normal exhibit texts with live events and shows. As a result of GuidePort data compression, the audio information and its translation are in perfect synchronization with the events on stage. Sennheiser México and its partner Gilsama set up the GuidePort system for multiple languages, and also created a tour designed especially for children. With crystal-clear stereo sound, astounding effects, and exciting texts, GuidePort makes El Rey a wonderful experience for all visitors. On March 29, Mexican president Vicente Fox will participate in the official opening of the theme park, along with numerous archaeologists and cultural functionaries. Thus opens the door to the ancient world of the Maya...



A world long lost is given new life in the neighboring theme park of the ancient Mayan culture



The Maya Theme Park

- | | | |
|---------------------------------|---------------|------------------------|
| 1 Welcome | 7 Warriors | 13 River |
| 2 Tunnel | 8 Salt Mine | 14 Ramp |
| 3 Village | 9 Witch Pit | 15 Stage (Live Events) |
| 4 Itzamná, the Supreme Maya God | 10 Astronomer | 16 Archaeological Site |
| 5 Palace | 11 Sowing | 17 Kukulcan Boulevard |
| 6 Market | 12 Craftsmen | 18 Nichupte Lagoon |

An Orpheus for a Good Cause



Berlin Tempelhof Airport is normally busy with vacationers and businessmen hurrying to their flights. However on September 1, 2001 celebrities from TV, music, sports, film, and politics appeared with waiter's aprons and grill utensils to support a charity barbecue on behalf of the Tabaluga Children's Foundation. German luminaries such as actors Iris Berben and Götz George served around 600 paying guests. At the start of the 1980s, Peter Maffay, for 30 years a successful rock musician, created the little fairy tale dragon Tabaluga, who is now the symbol of his children's foundation.

Well-known and successful names and faces making themselves available for a good cause is a tradition to which Sennheiser also subscribes. Thus this barbecue became a very special experience for Mr. and Mrs. Martens of Berlin. As the winners of the benefit lottery, they really hit the jackpot with the Sennheiser Orpheus. The Orpheus electrostatic headphones with tube amplifier are by far the best headphones in the world – and since they are available in a limited edition of only 300 sets worldwide, they represent a real prize for audiophiles.

Katrin Bode (center), Business Area Manager for consumer electronics, with the two lucky winners

www.tabalugahilfe.de

Aldebaran Documents Treasure Hunt

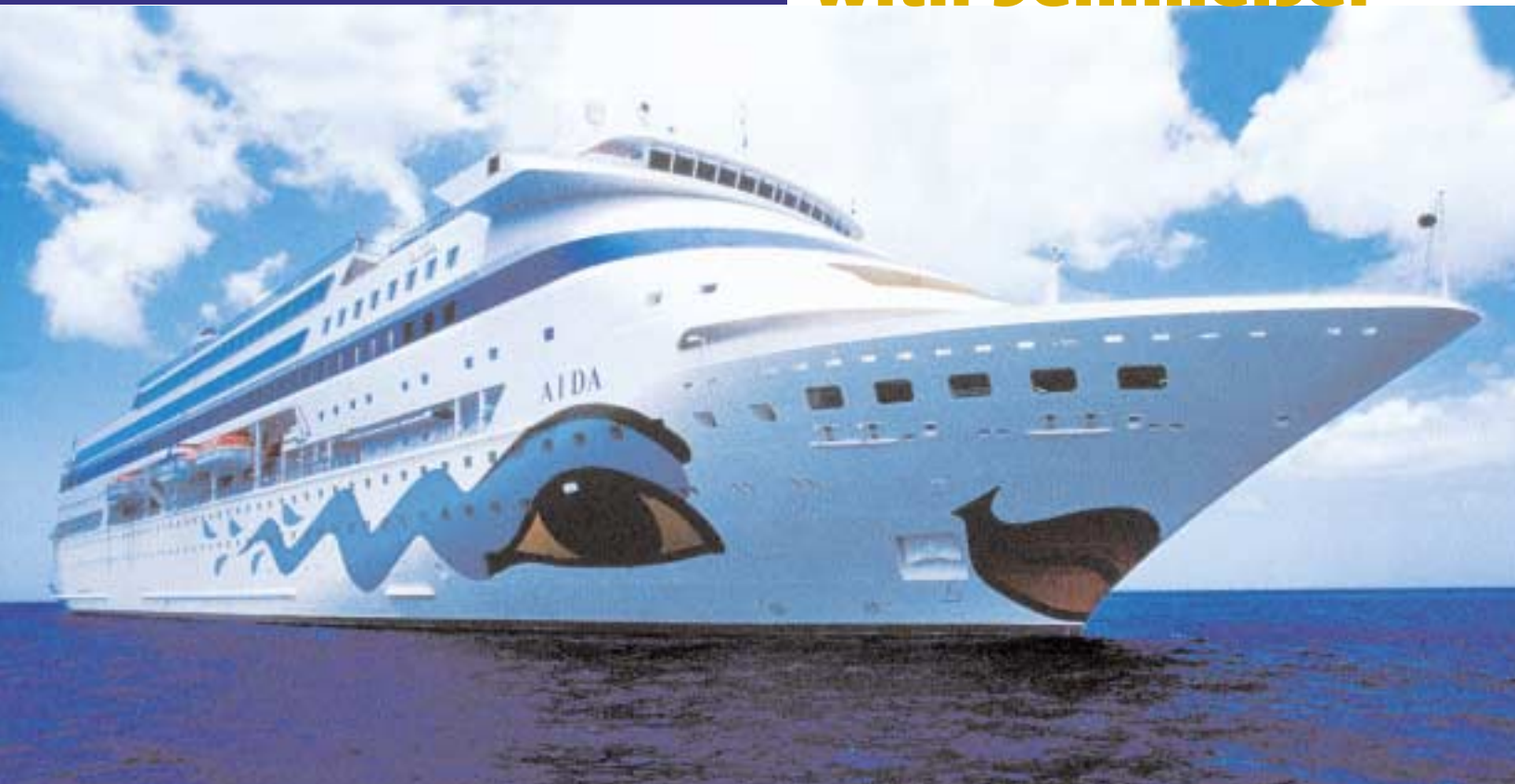
430 dead in shipwreck in North Sea – the newspaper headlines may have read in January 1883. The sinking of the passenger steamer “Cimbria,” which sank off the island of Borkum on January 19 on its way from Cuxhaven to New York, was one of the worst accidents in the history of civilian seafaring. In dense fog the English coal steamer “Sultan” rammed the 100-meter-long propeller-driven steamer. The violent collision knocked the “Cimbria” on its side, a position from which it was unable to right itself. Within 15 minutes the ship filled with water, and passengers and crew drowned in the ice-cold water.

In 1974 the “Cimbria” once again made headlines, as a surveying ship of the German Federal Office of Sea Navigation and Hydrographics (BSH) located the wreck at a depth of 25 meters. It was believed that on board the sunken ship were several hundred tons of valuable porcelain, which was to be shipped from Hamburg to New York. Analysis of dives and sonar recordings indicated that the third of the six decks, where the precious cargo was suspected, was substantially preserved. One hundred nineteen years after the tragic sinking, the German salvage company Sea Explorer AG, under the direction of Klaus Keppler, went on a treasure hunt and found it. The team of treasure hunters, archaeologists, professional divers, and hi-tech specialists succeeded in salvaging the precious cargo of porcelain. The adventurous salvage work was supported and documented by the media and research ship Aldebaran. Equipped with transmission technology, microphones, and headphones from Sennheiser, the Aldebaran sent live reports from the high seas.

www.aldebaran.org



Enchanting Vacation Experience with Sennheiser

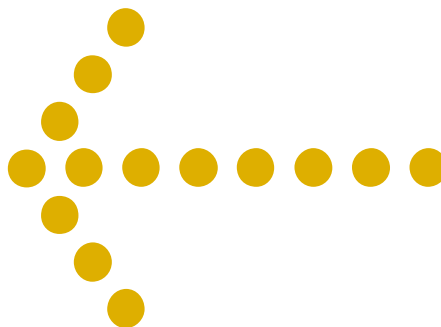


If Aida only makes you think of the famous opera by Giuseppe Verdi, surprise yourself by clicking www.AIDA.de! The AIDA that appears there is a ship, or more precisely, a whole new way to take a vacation at sea. The club ship AIDAcara offers sun decks, a wellness area, numerous sporting activities, three chic restaurants, several bars. Most of all, guests are enchanted with the numerous daily live events.

From May 2002 the shipping company Seetours will send a new cruise ship to sea, the AIDAvita – and Sennheiser audio technology will also be on board. For extravagant shows, exciting

theater evenings, and fascinating live entertainment, Seetours needed RF wireless mics with a special antenna system that was suited for use on board. 18 channels of Sennheiser's 3000 series and 37 channels from the evolution wireless series support the AIDA team in reaching their goals: "If you count up all the hours of good moods, relaxation, generosity, and bliss, it adds up to 24 hours. Every day." We wish bon voyage and a relaxing vacation!

www.aida.de



“Monte Cristo”

On December 13, 2001, 80 stage actors and 70 employees of the Prague Congress Center had reason to celebrate: it was the first birthday of their musical “Monte Cristo”. With pride and unflagging enthusiasm for the most ambitious musical project to date in the Czech Republic, the crew could look back on 250 shows and a total of over 350,000 enthusiastic fans. On the country’s largest stage, Czech superstars Dan Hůlka, Leona Machálková, Jiří Korn, Iveta Bartošová, and Karel Černoch tell the story of the Count of Monte Cristo in a spectacular stage setting. The 1,700 spectators who find room in the Congress Center witness gripping scenes in a 10 meter tall reproduction of “If” fortress, admire Monte Cristo’s magnificent Paris mansion, and even watch the ship Pharaoh as it appears on stage – surrounded by masses of water. But “Monte Cristo” is not only a feast for the eyes. The music of the hit musical is by Karel Svoboda, whose film music has made him a name throughout Europe.

The wonderful Svoboda compositions are transmitted by Sennheiser bodypack transmitters with MKE 2 Gold clip-on microphones. Backstage Petr Ackermann is the master of 22 EM 3532 receivers, remote-controlled via a central PC. With his



Setting sail in Prague’s Congress Center: Monte Cristo’s Pharaoh

“dream system”, Ackermann has already worked on earlier musical productions.

Next to the sensational success of “Monte Cristo”, Jaromír Tužil, managing director of the Sennheiser partner Panter s.r.o., considers the praise of Karel Svoboda the greatest gift. Svoboda was ecstatic about the sound quality and the dependability of the Sennheiser systems – and he has his eye on them for future projects...

www.montecristo.cz

MKH 800 Conquers the Studios



Ready for excellent recordings: the MKH 800 pairs

Tim Vine-Lott, Technical Manager of Air Studios, is frequently asked, “Are you sure this little microphone is for recording?” The internationally renowned London studios have expanded their already impressive inventory of world-class microphones to include several Sennheiser RF condenser models, among them four MKH 800 extended bandwidth mics. Their external appearance may be extremely compact, but their sound quickly silences even the most hardened skeptics...

The first studio microphone with a frequency response of up to 50 kHz was specially developed for the new, high-resolution digital audio formats, such as DVD Audio and SACD. For Tim Vine-Lott, the switchable pattern MKH 800 is the answer to the ever-increasing number of customer requests for 24-bit/96-kHz recordings. As a result, the two matched MKH 800 pairs

are enjoying an ever-growing popularity. Vine-Lott says: “The MKH 800s are used on most of the classical and film scoring sessions we do. They are often used on remote stands to capture the orchestra sound and impressive acoustics in our 19th century hall.”

Initially, some customers are skeptical, because the MKH 800 is very compact, almost too small for its extraordinary performance. “We do have people comment from time to time that they’re not looking for a ‘mic like that’ when we are going over microphone choices,” explains Vine-Lott. “People are often looking for something physically bigger. It’s only when they hear the microphone that they realize their assumptions were not entirely correct. It’s simply a great sounding mic!”

www.airstudios.com

Clowns Without Frontiers

Visitors to the Paris “Olympia” were treated to a colorful and joyous spectacle last December, and were even able to do a good deed in the process! Together with “Clowns sans frontières” (“Clowns without frontiers”), “M”, one of France’s best known pop and rock artists, issued an invitation to a 24-carat benefit performance. This event combined musicians, clowns, and artistes into a colorful stage show.

“Clowns sans frontières” helps people around the world who are suffering from the experiences of war, are excluded from society, or are physically or mentally handicapped. Since its founding in 1994, the group has constantly been involved in the world’s political hot spots. In Sarajevo, the clowns “transported” those traumatized by war into another world. The clowns performed for street children in Madagascar. In Moldavia, the poorest country in Europe, the clowns, with their colorful costumes and antics, provided a fun filled change of pace to those in prisons, hospitals, and children’s homes. The clowns believe that for those individuals who are shut out from society and traumatized by war and displacement, these “moments of joy and moral support are just as important as financial aid.”

In addition to musical artists, Sennheiser France was also instrumental in the support of this good cause. For the concert held at the Olympia, the company expanded their existing 4-

channel system (EM 3032 with SK 50) with three additional racks of equipment. Two of the three racks held a total of 14 evolution

wireless EM 500 receivers, which support handheld transmitters, instrument transmitters, and bodypack transmitters with headsets.

In the third rack, a full-duplex intercom system was placed. Three stage technicians were equipped with EK 300 in-ear monitoring receivers, SK 300 pocket transmitters, and the new HD 280 headsets. An Australian Monitor mix console was utilized to mix the signals of the three EM 300 wireless in-ear receivers. The signals were sent out via an SR 300 in-ear transmitter set.

With the support of Sennheiser’s dependable technology, the evening was a success for artists and the audience alike – and a portion of the proceeds went directly to the clowns with the big hearts...



www.clowns-sans-frontieres-france.org

A Double Pack of Fun!

The four member Italian pop group Pooh, with their hits over the past 30 years, has become a living legend in Italy. Sennheiser partner Exhibo has created a special “acoustic” package under the motto “when two legends meet.” Exhibo is offering two headphones, the cabled evolution eH 1430 and the wireless RS 30, with an exclusive Pooh CD. Regardless of which headphones Italy’s consumers choose, they are guaranteed to get their money’s worth. In addition to the dynamic Sennheiser sound, they receive a Pooh CD with four of their greatest hits, three live recordings, photos, and a screensaver with live pictures. This limited edition package has already arrived on store shelves and when they are gone, they are gone...

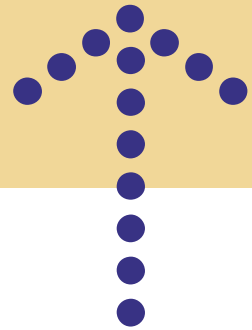
www.exhibo.it

www.pooh.it



They created an exclusive multimedia CD for Sennheiser: the Italian band Pooh

Salt Lake City 2002



Evolution Party with Jackson Browne

A central event at each NAMM show is Sennheiser Electronic Corporation's evolution party. And the absolute highlight of this year's evolution party was legendary singer-songwriter Jackson Browne! Over 600 Sennheiser guests at the Galaxy Theater in Santa Ana, California, were treated to a concert of superlatives. Opening the show were Rascal Flatts and Charlotte Martin, followed by Browne and his full band, who energized the crowd with hits spanning his thirty-year career. Highlights included "Running on Empty", and a standing-ovation encore of "Somebody's Baby".

"Jackson Browne demonstrated what an amazing performer he is," said Karl Winkler, Sennheiser's Director of Marketing Communications. "Everyone was blown away by his catalog of great songs and by the skill and artistry of his performance. It was a truly great two-hour set that none of us will forget."

www.jacksonbrowne.com

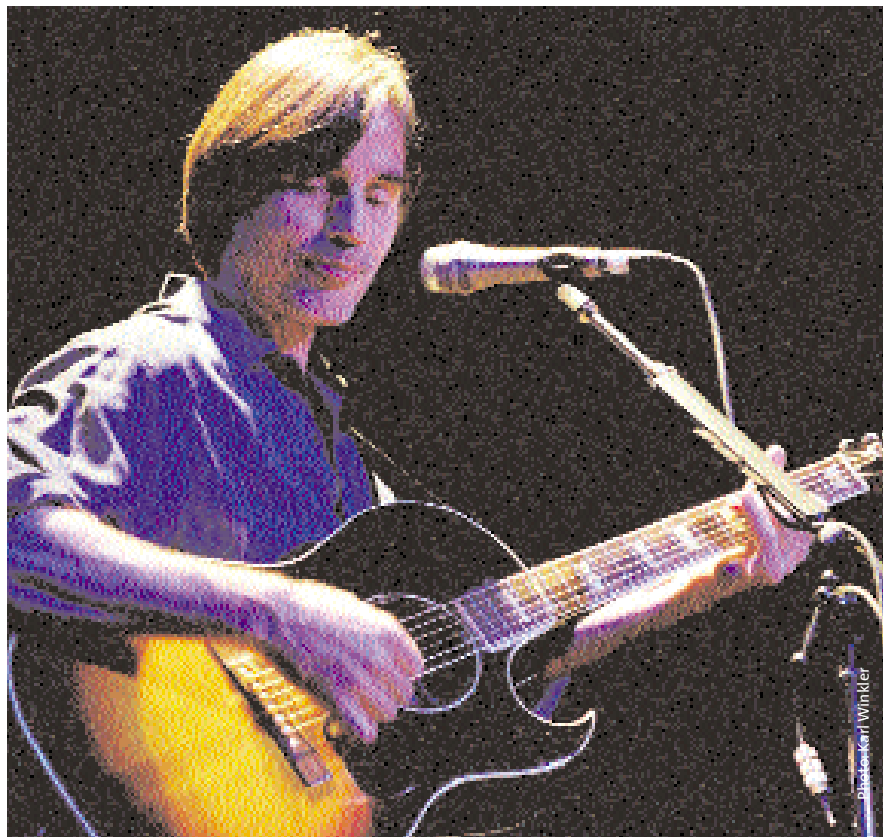


Photo: Karl Winkler

While fans around the world delighted to the sights and sounds of the 2002 Winter Olympics in Salt Lake City in February, Sennheiser wireless systems were breaking records in the background. Not only were over 100 channels of Sennheiser wireless used by NBC, an additional 100+ were allocated to various international broadcast crews. In total, over 300 (!) channels were operating on the Salt Lake City Olympic compound.

Coordinating the effort for NBC was Bob Dixon, NBC's Olympic project manager for sound design. After supporting many successful sporting events including the 2000 Summer Olympics in Sydney, Dixon again relied on Sennheiser wireless to perform flawlessly against a background of unprecedented RF noise. "When you have the responsibility for something as prestigious as the Olympics, you have to strike a balance between advanced technology and risk. In Sydney, I found myself in situations where we had lots of RF microphones working together, and the distance between the transmitters and receivers was much more than I'd hoped for. In those situations, the Sennheiser high-powered wireless microphone system was my single and best option."

As was the case in Sydney, Sennheiser's high-end 3000 and 5000 wireless series were the systems of choice. EK 3053 and EK 3041 bodypack and camera receivers, SK 250 bodypack transmitters and SKM 5000/SKM 3072 handheld transmitters were a standard, while the newly introduced QP 3041 Receiver Quad Pack and the miniature SK 5012 bodypack transmitter made their broadcast debut.

But Sennheiser was doing more than simply delivering the equipment that made such a flawless broadcast possible. Uwe Sattler, Technical Director for Sennheiser USA, and Klaus Willemsen from Sennheiser Germany were on site to assist in frequency coordination, system configuration and general troubleshooting. All approved broadcasters had access to their services – an unprecedented cooperation between Sennheiser and end users. Rolf Meyer, President of Marketing and Sales: "Just like two years ago in Sydney, the close cooperation of all those involved has proved worthwhile – and the viewers at home could benefit from first-class broadcasts!"

MTV

Video Music Awards

Held at New York's stately Metropolitan Opera House on September 6, the 2001 MTV Video Music Awards delivered over three hours of seamless performances on stage, at the presenter's podium, and even backstage! MTV hired the industry leader Wireless First to coordinate frequencies and to set up the entire wireless intercom, microphone, and in-ear systems. This kind of elaborate setup is always a challenge, but especially in a frequency jungle like New York. On top of the complicated RF terrain, there were also the copious RF claims made by three nearby theaters and the "foreign" ENG teams who came to the event, leaving Wireless First's RF guru Kevin Sanford with a job worthy of his talent.

To pull off such a monumental task without a hitch, Sanford relied on flexible, powerful equipment and plenty of "homework". He began with a list of known bad frequencies for New York in general and then contacted all of the sound engineers at the nearby stages to find out what frequencies they were using. "That gets you 90 percent there," Sanford commented. "However, the blessing and the curse of this industry is that it's never the same twice. We work out most of the final details on the spot. That's part of the reason why I like Sennheiser so much; their equipment is agile and robust. For an MTV event, I ask myself 'where is the last place anyone would think to use this microphone?' So I figure out where that place is and ensure the system will work there. Sure enough, when it comes down to it, the producers are saying, 'let's put the host up in the third balcony!' Sennheiser's extra twenty to thirty milliwatts of transmitter power always gets the job done."

For the MTV Video Music Awards, Sanford used twenty-four SK 50 bodypack transmitters with a dozen MKE 2 clip-on microphones, two SK 250 for the mobile presenters' podium, six SKM 5000 and SKM 3072 for the presenters and hosts plus six 3000 series in-ear monitoring systems. The SKM 5000s held custom ME 5005-K microphone heads – K as in Kevin, because Sanford and Sennheiser had designed the capsules to have a slight high-frequency roll-off. "That's another reason why I'm a Sennheiser supporter," commented Sanford. "If I have a problem or a question, I just call them up, and get it solved or answered. Everybody there is great!"

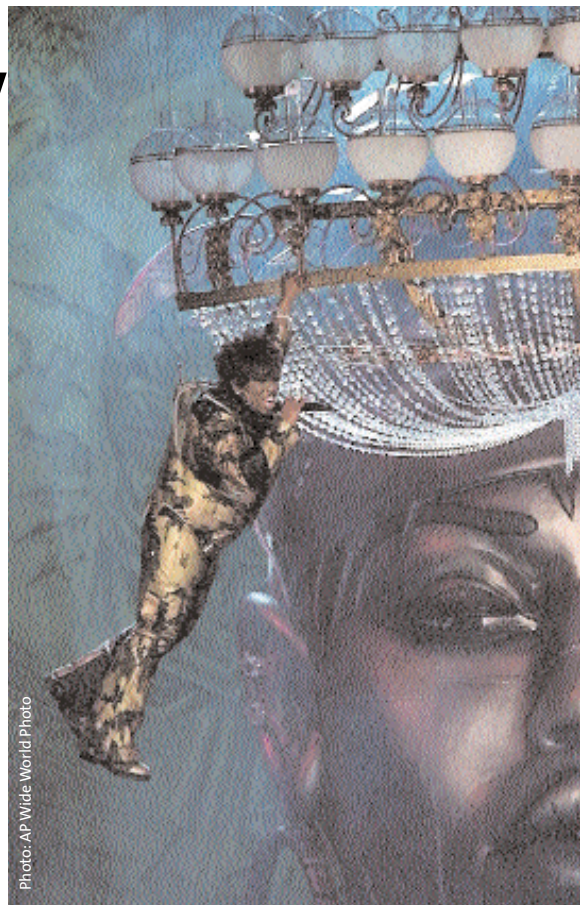


Photo: AP Wide World Photo

Missy Elliott and the SKM 5000 made quite an entrance at MTV's Video Music Awards

www.mtv.com

www.wirelessfirst.com

【チュチュチュ ファミリー】 evolution wireless Conquers Japan!



Sennheiser's most successful RF wireless series has finally been launched in Japan! At the renowned "Musical Instruments Fair Japan 2001", which took place in Tokyo last October, evolution wireless made its debut with the efforts of Sennheiser's partner, General Traders. The launch involved extensive advertising and press activities. The booth was well attended, thanks to a succession of successful Japanese bands, such as Alchemist, Chu Chu Chu Family, Try-tone, and Vocal 7th Beat. All, without exception, were wild about the sound of evolution wireless.

The Chu Chu Chu Family performing at the General Traders booth – Give us that great evolution sound

www.sky.zero.ad.jp/r-web/chu/

A Heart for Children

For pop fans in the Philippines, he is what Elvis Presley used to be for US fans. For almost 20 years Gary Valenciano, or Gary V. as his fans call him, has been the undisputed top performer in his country, has released 17 albums, appeared as a leading man in 12 movies, and garnered over 200 (!) nominations and awards in the field of music.

Throughout his career Gary V., an insulin-dependent diabetic since his youth, has promoted the cause of children, especially those in need, in his songs and in his outreach programs. In 1988, together with a couple of friends, he provided the initial funding for the Shining Light Foundation which has provided dozens of scholarships and medical support for children and indigent families as well as religious foundations and churches.

Looking for new possibilities to raise funds for the Shining Light Foundation, Gary V., Manila Genesis Entertainment, his management company, and Yupangco Electronics, Sennheiser's partner in the Philippines, had a very special idea. "People in the Philippines love music, children and of course Gary V.," says Philip Yupangco, President of Yupangco Electronics. "Our idea was to combine all this in one product." The result is the launch of a special "Gary V." edition of the evolution e 825. As such, each microphone sold supports the Shining Light Foundation.

"My heart is with the children," explained Gary V., who is also the first UNICEF National Ambassador for the Philippines.



At the signing of the cooperation contract: (from the right, sitting) Gary Valenciano, Rolf Meyer, Nita Yupangco; (standing) Angelika Eils, José Yupangco, Meliza Yupangco, Vince Tan and René Yupangco

"Therefore I would like to thank Sennheiser and Yupangco for helping me promote the children's interest with this great project." Rolf Meyer, Sennheiser's President of Marketing and Sales, thanked Gary V. and Philip Yupangco: "For Sennheiser it is a great pleasure to work with such an outstanding artist on such a unique and valuable project."

www.garyv.com

Big Win for a Great Pro



What's in a name? Plenty when it's the HD 280 Professional! Featuring excellent attenuation of ambient noise, these closed headphones have been designed for professional monitoring applications in outside broadcasts, but are also ideal for the discerning DJ. At the Consumer Electronics Show in Las Vegas, where they had their American market premiere in January, the HD 280s received a CES Innovations Award.

Especially ergonomic, circumaural designs and rotatable, collapsible earcups are just some of the headphone features valued by professionals and discriminating consumers. Rob Douglas, Consumer Product Manager at Sennheiser Electronic Corporation, is elated about "The HD 280 Professional is designed in terms of fidelity, portability and ease of use."

HD 280



Thank You to All the Readers of

Once a year the industry awaits with great excitement the newest edition of "Audio" magazine: the January issue contains all the winners of the world's biggest hi-fi reader survey!

At the end of the year, the readers of Audio select their favorite equipment in 40 categories – and Sennheiser was among those who received a "Golden Ear" at the award ceremonies in Stuttgart in December. For the fourth time in a row, the coveted trophy for best dynamic headphones was awarded to the HD 600 Avantgarde. To the readers we express our warmest gratitude, and we are already looking forward to the 2002 survey!



HD 600



Tiny Power Pack that

As far as sound designers and sound engineers are concerned, bodypack transmitters could never be small enough. In an ideal world, transmitters for musical performers and artists would be completely invisible. As the next closest thing to this ideal, Sennheiser has successfully launched the world's smallest professional bodypack transmitter, the SK 5012.

Systematic miniaturization has enabled the tiny transmitter to shrink in size to a mere 2.4" x 2" x 3/4" (61 x 53 x 17 mm). In spite of these modest dimensions, the power pack still turns out 30 mW of RF output power, regardless of the charge of the two tiny AAA batteries. The bodypack transmitter delivers an exceptionally pure audio signal, due to its HiDyn *plus*[™] noise reduction system, which has been optimized using state-of-the-art technologies. This makes it especially suitable for close miking with Sennheiser's classic clip-on microphone, the MKE 2. Sixteen tunable frequencies can be conveniently programmed via PC interfacing. The transmitter and its controls are optimally protected against moisture and accidental operation – particularly important for the roughest of musical performances.

The latest addition to the top-of-the-line 5000 series, the SK 5012 comes complete with a clip, an antenna, a channel selector tool and batteries.



A Gala Show of New Headphones

With four world premieres and five US premieres all at the same time, Sennheiser headphones staged a gala performance at this year's Consumer Electronics Show (CES) held in Las Vegas in January. Under the spotlights were two headphones from the 400 series, the brand new HD 437 and HD 457, which are ideal partners for mini audio systems at home as well as for portable players for those on the move. Both headphones have an ultra-light design for outdoor use, comfortable fabric ear pads and a handy integrated cord take-up. The HD 457 features a wide frequency response (25 – 21,000 Hz), a very balanced sound image

and smooth bass, while the HD 437 (21 – 18,000 Hz) delivers crisp, power-packed bass thanks to its ultra-light diaphragm with "turbine" embossing.

For DJs and fans of rhythm-driven music, Sennheiser showed the new sealed models, the HD 202 and HD 212Pro. These two rugged headphones are equipped with special damping perforation and ultra-light diaphragms with "turbine" embossing to ensure that the wide frequency response extends to even the deepest bass.

The HD 212Pro also offers surprisingly balanced mid-range sounds and a very spatial sound image. High-efficiency magnet systems and good insulation guarantee crystal-clear sound in both headphones, even in noisy surroundings. And for monitoring flexibility, users can simply unclip the earcup from the headband. And all this comes with an excellent price/performance ratio, ensuring that many music fans will also be able to afford these headphones for their portable players.

Also celebrating their premiere in the USA were the HD 280 Professional sealed monitoring headphones, and the PX 30 and PX 40 mini headphones – which were launched at the IFA – and the top-of-the-range models of the 400 series, the HD 477 and HD 497. Like their "little brothers", the outstanding features of these headphones are their low weight and comfortable design. The HD 477 offers clear, transparent sound with high dynamics, while the HD 497 delights the listener with crystal-clear trebles and precise reproduction over the entire frequency response range (24 – 22,000 Hz).



HD 212Pro

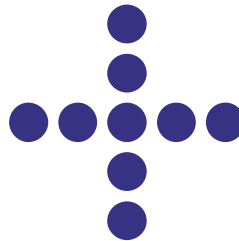


Relax with the top model of Sennheiser's 400 Series, the HD 497

The Stage Professional: EM 550

In the short time since their introduction, evolution wireless 500 series transmitters have already become established as a reliable partner for PA companies and professional musicians on tour. They offer outstanding audio quality and an almost proverbial degree of ruggedness. Now, Sennheiser's most successful RF wireless line also includes a twin receiver, the new EM 550, which has been specially designed to meet the high demands of professional sound equipment providers.

The tough 19" metal housing conceals two True Diversity receivers, an integrated switched-mode power supply and an active antenna splitter. This allows several receivers to be cascaded without the need for additional equipment. The system boasts a wide range of features for the true professional, including transformer-balanced outputs, LED display, separate headphone outputs, HDX noise reduction system, and a soundcheck mode for monitoring the RF and AF levels. It certainly will not be long before it becomes standard equipment on tours and live concerts!



Well-Informed at Every Step



Some elements of a GuidePort system: The visitor receives a handy pocket receiver, fitted, for example, with clip headphones (1). Charging stations ensure that the receivers are always ready for use (2). Identifiers call up the audio information (3)

The age of boring guided tours of museums and exhibitions is over! GuidePort breathes a breath of fresh air into all those areas in which visitors are provided with audio information – whether they be theme parks, leisure parks or even factory tours. And GuidePort finally puts an end to two of the main sources of annoyance during guided tours: endless loops and fixed routes.

With the GuidePort system, the information follows the visitor and not the other way around. In every area of the tour's location so-called cell transmitters transmit "their" audio information to the visitors' own handy little pocket receivers. Inconspicuous "identifiers" at the exhibits then transmit an identification signal which tells the receiver to start playing the corresponding information – and from the start for every individual visitor. What is more, visitors are able to not only select their own language but can choose from different levels of information. This allows exhibition planners to design guided tours aimed specifically at a target group.

GuidePort uses RF transmission in the licence-free 2.4 Gigahertz window. Video and live presentations can easily be integrated, as GuidePort uses a special data reduction technique to guarantee lip sync video at all times. Since the receiver reloads the information for each exhibition area every time – in other words, it is constantly "on air" – it can quickly provide the visitor with up-to-date information or announcements. It also means that the exhibition can be easily rearranged or expanded at any time. The whole system can be centrally controlled via a PC or PC network. Special antenna modules, lightweight headphones and comfortable charging stations round off this flexible tourguide system.

Sasha – Surfin’



Photos: Marc Theis

Definitely top of the pops: Sasha and his band

on a Backbeat

A Fairy Tale Career

For almost four years he's been riding on top of a wave of success with hits like "I'm Still Waiting", "If You Believe", "Chemical Reaction", "Here She Comes Again", and the latest single, "Turn It Into Something Special". German artist Sasha has sung himself into the hearts of his fans throughout Europe and into the top of the charts. Even in Asia and the USA, where Sasha is represented by the famous Sinatra label "Reprise", fans have succumbed to the irresistible charm of the young artist.

The enthusiastic musician broke into the pop business in the spring of 1998, working for Young Deenay as background singer and duet partner. His first single "I'm Still Waiting" came a short time later, and made it right into the Top 20. Since then Sasha has produced a string of hits and earned one award after another. Currently he has been nominated for an Echo award in the categories "Best National Artist" and "Best National Music Video Clip" for "Here She Comes Again".

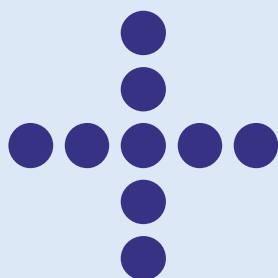
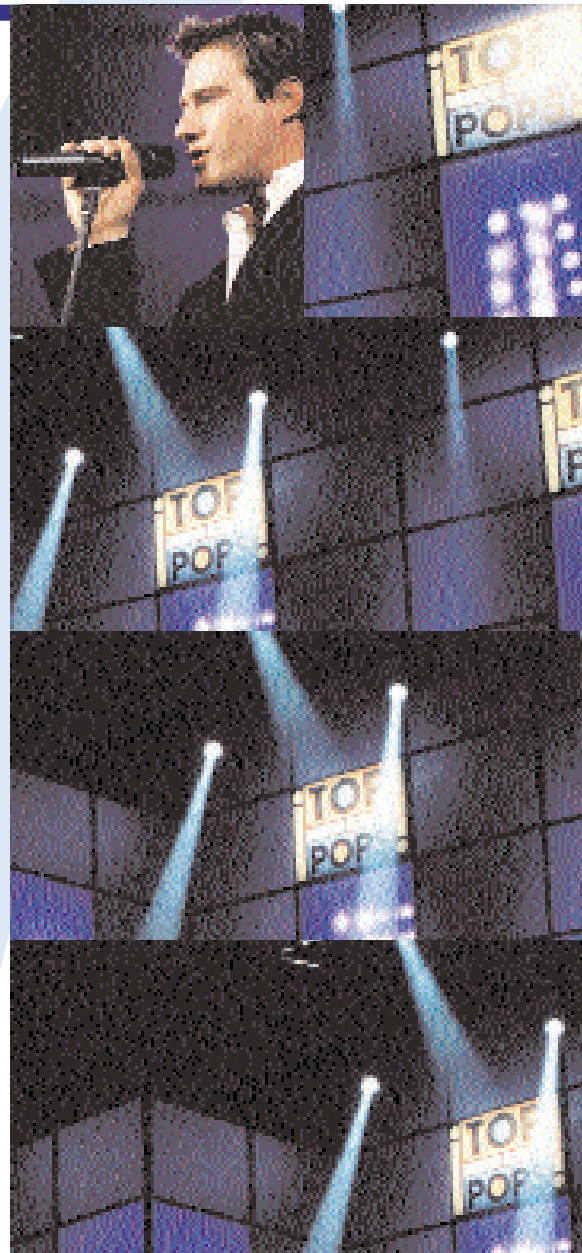
Sasha – A Truly Versatile Artist

Sasha is an impressive, multifaceted personality, who also cuts an imposing figure as a charming presenter and entertainer. Cooperation with many different artists, including Xavier Naidoo and Edo Zanki, demonstrate his musical versatility. Beyond that, the appealing artist is also involved in UNICEF, the children's aid organization of the United Nations.

On Tour with Sennheiser

With his third album, "Surfin' on a Backbeat", Sasha will begin a tour starting in the German-speaking countries in March. Fans can look forward to power-packed concerts, in which band, front man, and Sennheiser equipment give their all. "On the new tour, we want to really rock the house – that's where the wireless systems from Sennheiser play the largest role. Top sound quality, absolute transmission reliability, and freedom of movement – our expectations are more than fulfilled," says Sasha, who shows his excitement about the tour. His microphone of choice is the evolution wireless ew 565 system, and in-ear monitoring will be provided by a system from the Sennheiser 3000 Series. Altogether, five evolution wireless systems, ten 3000 Series in-ear systems, various wired evolution microphones, and eight RF condenser microphones from the top-of-the-line MKH series will accompany Sasha and his band onstage (and backstage)...

www.sasha.de



The Heavenly Career of NO ANGELS

Vanessa, Sandy, Nadja, Jessica and Lucy have achieved what girls around the world dream of. They're part of a successful girl group cheered by millions of fans. They are "NO ANGELS", and with their very first single, "Daylight in Your Eyes", they have stormed to first place on the radio charts of three European countries. All this within just one week! And at the same time, they have also held the top spot in the single and album charts.

This fairy tale career got its start on the "Popstars" TV show of the TV station RTL 2. The goal of the popular TV format is to discover a handful of young talent from thousands of applicants, which are then formed into a pop group. In the case of

NO ANGELS, there were nearly 5,000 applicants. All casting, dancing, singing, and rehearsing were done with the TV audience watching. The five lucky girls who made it through the final round then became NO ANGELS.

From October to December 2001 the five of them went on tour to present their first album "Elle'ments" to an enthusiastic public. In a brilliant stage show, supported by dancers and a live band, NO ANGELS embodied the elements of spirit, earth, air, fire, and ice. This power-packed show would not have been possible without perfect audio equipment. Wireless microphones and pocket transmitters with headsets of the evolution wireless

series ensured outstanding sound quality and the freedom of movement needed for the breathtaking choreography. Robert Schwarz, sound engineer for NO ANGELS: "Worldwide, nothing beats Sennheiser wireless technology. Their proverbial dependability gives us the best sound quality and a maximum of transmission reliability – especially for live shows!" Rolf Meyer, President of Marketing and Sales at Sennheiser, is glad to hear about the newcomers' successful tour: "Stars on their way to international fame can count on the professional support and outstanding products of Sennheiser."

www.noangels.tv



Photo: Michael Zapf, Hamburg



Contrast, winner of the “Best Unsigned Artist Contest”, with John Steven (l.) from Sennheiser UK

Big Push for Unsigned Artists

Hip hop, dance, rock, rhythm ‘n’ blues, jazz, pop – many different musical styles were experienced in London’s “Wardrobe Club” on December 4 when Sennheiser UK held the national finals of its “Best Unsigned Artist Contest”. Sennheiser UK’s Director of Marketing John Steven described the initiative: “This contest is a means of establishing closer contact with potential up and coming performing artists. I also see it as a way of genuinely trying to help bands and artists out there performing who may not get the kind of exposure normally provided by the big record labels.”

Judging the artists was not an easy job for the panel, drawn from artists, producers, promoters and the press – but finally, a unanimous decision was made in favor of hip-hop artist Contrast, a.k.a. Clive Daniel. According to the jury, he far exceeded the standards of performance achieved by many artists signed to major recording contracts. Daniel now looks forward to a recording session with producer Mike Hedges (U2, Texas, Travis, The Manic Street Preachers). In addition, he collected £5,000 in cash, Sennheiser microphones and headphones as well as equipment from Gibson, Orange, Mindprint and Tascam who generously supported the contest with prizes.

Commenting on the success of the competition, Steven confirmed that it was set to become an annual fixture in the Sennheiser event calendar, and we are certain that Contrast will soon lose his status of unsigned artist...

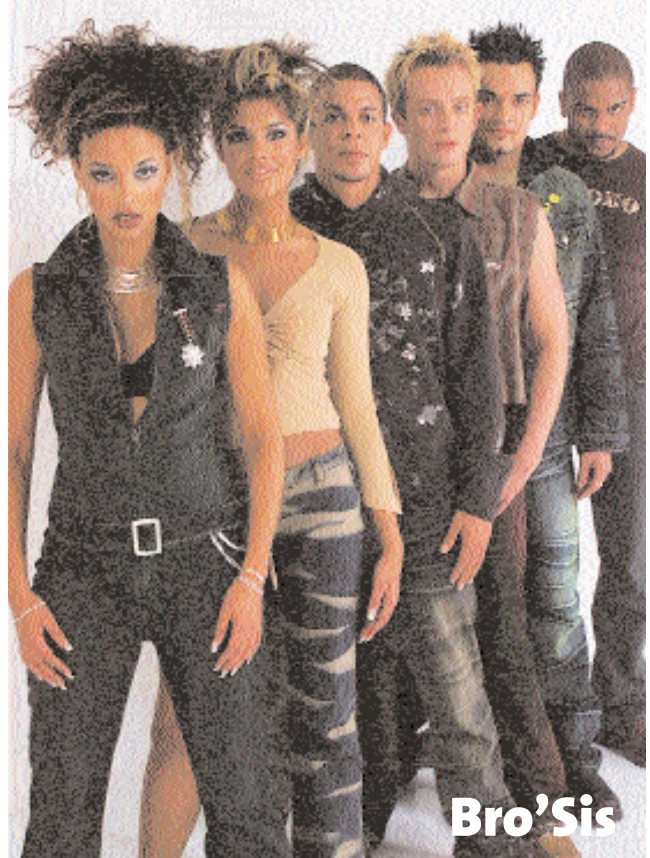
www.sennheiser.co.uk

Listening with Your Eyes

What’s more fun, listening to music or watching it, too? That’s the question, once you have not only heard but also seen the group Bro’Sis: a perfectly choreographed stage show is part of their pop and rap music. And you’d also miss the charm and charisma of the six newcomers if you didn’t experience Hila, Indira, Faiz, Ross, Giovanni and Shaham in action. It’s no wonder that the multicultural troupe, whose ancestors come from Africa, India, America, and Europe, are on the road to success! With their debut single “I Believe” they stormed the charts, and the second single “Do You” also promises to be a great success.

“Particularly with this kind of music, a good vocal microphone is extremely important,” explains Arkadius Raschka, who penned “Do You”. “Every voice is different – and in a complex production with changing lead vocals, choruses, and rap parts, you really need to be able to depend completely on your equipment. It is decisive that all the components fit together.” In the words of Sennheiser’s President of Marketing and Sales Rolf Meyer: “We believe that Bro’Sis has great potential, and we are glad we can contribute something to the band’s long-term success with our products.” Since their first studio recordings, Sennheiser equipment has accompanied the success of Bro’Sis. In-ear monitoring systems and vocal microphones from the evolution wireless series ensure – in addition to convincing sound quality – freedom of movement for the power-packed show. As they say: the eyes are listening too!

www.brosis.tv



Carlotta



A new face has appeared on Italy's music scene: Carlotta! In 2000, her summer hit "Frena" won her an "un disco per l'estate 2000" Award and a nomination for an Italian Music Award. The final breakthrough came in 2001 when the young singer was again nominated for the Italian Music Award and participated in the legendary San Remo Festival. With "Caresse Toi" from her album "Promessa", she stormed the charts and won the heart of Italy's youth. On her tour, she was accompanied by Exhibo, Sennheiser's sales partner in Italy, who supplied the young talent with evolution wireless microphone and in-ear monitoring systems.

www.carosellorecords.com/carlotta

Ideas for the Binaural Head!

Set in the age of prolific multi-effects processors and software packages, renowned musician/engineer/producer Tchad Blake has some very different ideas when it comes to effecting and spatializing his tracks. He employed one of his Neumann KU 100 binaural heads to rerecord tracks on Peter Gabriel's new album, a technique that has proven itself time and time again. When not working with his own band, The Latin Playboys, Blake records and produces such upstarts as Sheryl Crow, Tom Waits, Los Lobos, Suzanne Vega, and Sir Paul McCartney.

"Binaural recordings are completely unique," Blake offered. "They're completely realistic and require no special processing or extra equipment. I built my own head twenty years ago to modest effect and upgraded to the Neumann ten years ago. Since then I've acquired a second, my wife has purchased one, and we've talked Real World Studios into buying one. That's four heads within a two-mile radius, probably the highest concentration of Neumann heads outside the factory!"

For a track on Peter Gabriel's album, Tchad Blake sent all of their orchestra strings out through an Indian PA speaker which was nothing more than a fifty-watt horn designed for outdoor use. With the speaker in a very lively room, Blake was able to morph an otherwise traditional string sound into a "very weird sort of Eastern string." The KU 100 captured the space of the room and the timbre of the speaker with chilling realism.

"I never process the binaural signal for 'loudspeaker compatibility,'" noted Blake. "I hate it when people do that because it actually makes it sound worse on loudspeakers, and the binaural effect with headphones is ruined. The binaural signal sounds great on loudspeakers without any tweaking. It doesn't sound truly binaural, but it doesn't sound like plain old stereo either.

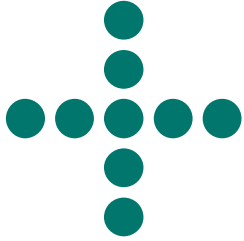
There's something very special about it – it has its own kind of sound. It has depth."

At Peter Gabriel's Real World Studios, Blake complimented the KU 100 with Neve and API preamplifiers that fed into either Oxford or Solid State Logic consoles. Other auxiliary equipment included sunglasses, wigs, lipstick, fake nose-mustache combos etc. – to dress up the KU 100!

www.binau.com



Tchad Blake and KU 100 (not yet dressed up!)



Two in One Shot

She is 26 years young, pretty as a picture, and talented: the rock singer and composer Tanya Chua from Singapore. At the seventh Compass Awards of the Composers' and Authors' Society of Singapore, the young singer-songwriter received her first two awards as "Artist of the Year" and "Young Composer of the Year".

According to Chua: "It came as a really nice surprise. I got a letter telling me I had won. So I went downstairs where my Mum was cooking lunch, and we hugged and jumped for joy!" In addition to rock sounds, Chua has also mastered other musical genres with fascinating ease. From the very start, Sennheiser Asia – always searching for new talent – was taken with the voice and professionalism of this young artist. As Swee Fook Ho of Sennheiser Asia explains, "With her talent, Tanya is a born candidate for our sponsorship program. We are glad to be able to help her in her appearances with the evolution wireless ew 335 system."

www.tanyachua.net



Two Compass Awards for shooting star Tanya Chua



Classical music has to be "serious"? Not with the T'ang Quartet!

More Fun with Classical Music

For many people, it may be a stretch to think "fun" in connection with a classical string quartet. The T'ang Quartet, founded in 1992, has made it their goal to combat this prejudice and use their first-class skills to set new musical standards. The four young and ambitious musicians – Singapore's only professional classical string quartet – have produced a concept that is skyrocketing to success. At the 2nd International Joseph Joachim Chamber Music Competition, they were awarded the jury's special prize for the best interpretation of a contemporary piece and also won the Viennese Bartók Prize, to name but a few.

Sennheiser Asia has included these enthusiastic ambassadors of classical music in the company's sponsoring program. Now wired e 825 and e 609 microphones as well as evolution wireless systems ensure more fun with wonderful classical music...

content.communities.msn.com/TangQuartet

The Lion King

Since December 2, the sun has been rising over the African savanna right in the heart of wintry, rainy Northern Germany! The award-winning Disney musical “The Lion King” celebrated its premiere on the European continent at the newly renovated Harbor Theater in Hamburg. The ingenious costumes and masks from the musical’s creator, Julie Taymor, along with the perfect mixture of Sir Elton John’s pop sound (texts by Tim Rice) and Lebo M’s African rhythms have already enticed tens of thousands of visitors to Pridelands, the home of the Lion Kings.

With glorious stage sets and great wit, Taymor’s popular musical tells the story of the young lion Simba, who is cheated out of his throne by his crafty uncle Scar.

mission reliability, the main artists are equipped with a back-up mic and transmitter. On the receiver side, for the first time, two 1 to 12 antenna splitters were used. A special side note: the foyer of the tent structure at the Hamburg harbor was included in the system layout so that wireless microphones can also be used there for other events.

The Hamburg media technology experts Amptown Sound & Communication GmbH (ASC) implemented the entire audio system for the German musical promoter Stage Holding, significantly expanding the existing systems – the production “Buddy” had played there before – in accordance with the sound design of Steve Kennedy. The Meyer speaker

system has been expanded by 8x 650P, 6x UPA-2P and 2x USW models. In addition there are 10x KF-695, 6x KF-300 and 40x JF-80 EAW speakers, plus 16 Anchor nearfield active monitors. Processing is done with 24x XTA DP-200 digital signal processors, controlled via a laptop-based wireless remote system. The CADAC J-type present since “Buddy” has been upgraded to 3 frames (54/40/24 modules) with 96 motorized faders and several “total recall” modules for automation, along with the latest CADAC automation software. ASC also handled the installation area and exchanged the existing communication system as well. As usual, ASC placed great value on excellent microphone technology. Ulrich Müller, head of ASC, explains his choice: “For wireless sound transmission we depended on the supplier with the best track record in musicals. Sennheiser has not only delivered first-class equipment, but also provided extremely competent support in frequency planning and in putting the RF wireless system into operation.”

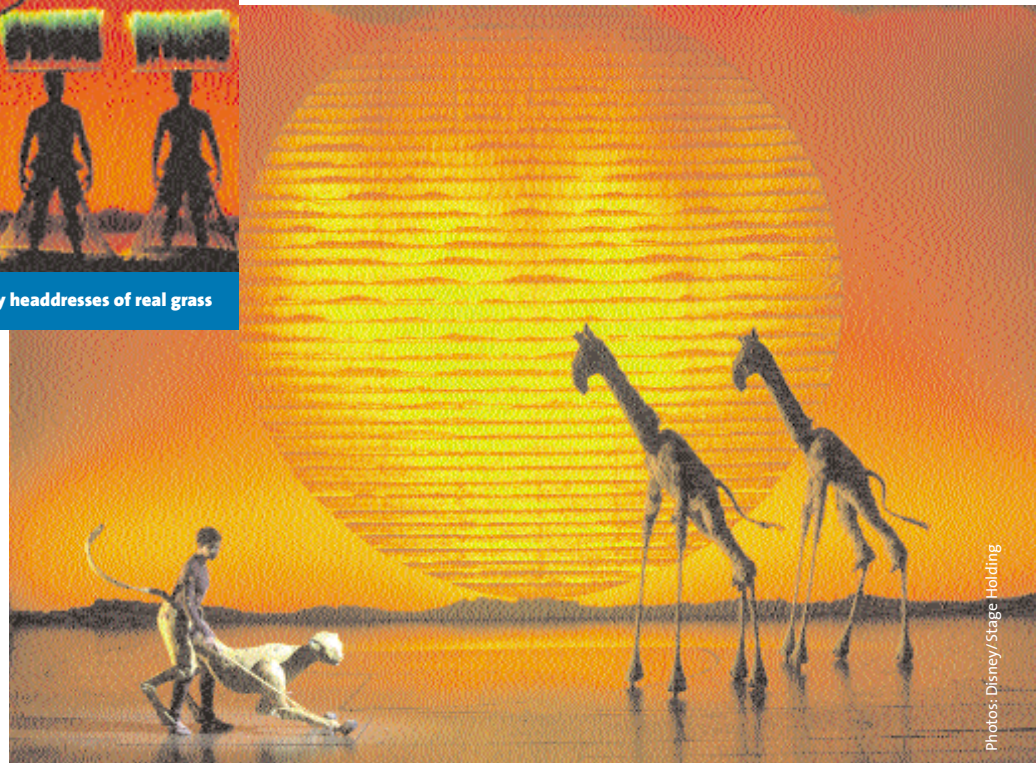
www.disney.co.uk/MusicalTheatre/TheLionKing



The tree of Rafiki, the wise baboon lady, surrounded by headdresses of real grass

After years in exile, Simba comes to recognize his responsibility as heir to the throne and returns to the land of his childhood, which has become a wasteland under the rule of his uncle, in order to confront Scar. Along the way, Simba comes to terms with his own past.

Over 200 fantastic animal costumes fill the stage – and for the most important actors, Sennheiser pocket transmitters with MKE 2 Gold clip-on microphones are part of the “masquerade”. The tiny microphones – particularly resistant to moisture thanks to Sennheiser’s patented “Umbrella” diaphragm – are attached to the costume or directly onto the actors’ face and covered with make-up. To ensure absolute trans-



More than 37,000 hours of work went into the imaginative costumes for the savanna inhabitants

Photos: Disney/Stage Holding

Stereo and Surround Miking Techniques (I)

“Spatial recording technology reproduces the sound field of the recording space in the space in which it is played back” – a brief, concise sentence from a textbook. This statement has been the cause of much research, teaching, frustration, and sometimes pleasure since the invention of sound recording. Ideally, the reproduction of the sound field can be best achieved with as many recording and playback channels as possible. As a rule, however, it has usually been done using only two channels, largely for reasons of cost and compatibility.

Unfortunately, the quadraphonic system, which emerged in the 1970s, quickly disappeared without a trace, and no one suspected that such a format would be given a new lease of life. New digital algorithms and data reduction schemes in audio technology have recently made it possible to once again bring sophisticated home theater sound into the living room. In addition to movie scores and effects, pure classic listening pleasure is now also possible with more channels. Thus, the job of the producer is to offer as much as possible with the least possible effort.

Stereo microphone configurations

Several microphone configurations, each with different effects, can be used to obtain a two-channel stereo sound image. In these configurations, we distinguish between intensity stereo, in which the stereo effect is achieved primarily by differences in level between the left and right signal, and time delay stereo, in which the effect is achieved by differing time delays of signals to the recording microphones. It is important to consider mono compatibility, especially when it comes to television sound, as many sets still only have mono sound.



XY stereo

XY Stereo

The most well-known and reliable method to achieve stereo sound is to arrange the microphones in the so-called ‘XY’ configuration. Two microphone systems with the same pick-up pattern (for example, cardioid MKH 40s) are placed directly one above the other, and arranged at some angle. The stereo width of the sound image is determined only by the included angle. The advantage of this arrangement is that it provides pure intensity stereo that is always mono-compatible. There are no time delay differences that might otherwise lead to phase-dependent signal cancellations when the two channels are connected together.

MS Stereo

The MS (middle/side) stereo technique also involves two microphones placed directly one above the other. In this case, the ‘S’ system always has a figure-of-eight pick-up pattern (MKH 30) and is placed at an angle of 90° to the sound source. The other system (M) can have an omni-directional (MKH 20), cardioid (MKH 40) or super-cardioid (MKH 50) pick-up pattern and is always directed toward the center of the sound source

with an angle of 0° . This arrangement does not directly deliver the signals of the right and left channel but instead, the stereo signal must be obtained by calculating the sum and difference of the M and S signals. This takes place in a matrix, which, in the simplest case, consists of two transformers. The MS configuration is the method most frequently used for television sound, where if needed, the ‘M’ signal can be used as the ideal mono signal. Moreover, this technique allows the possibility of influencing the stereo width and the direction of the sound during editing.

AB Stereo

AB stereo, otherwise known as “spaced pair”, is a method frequently used in the music industry for classical music recordings. Two microphones, usually with an omni-directional pick-up pattern (MKH 20), are placed in front of the sound source at 20 to 100 cm apart. In this arrangement, the diffuse sound field, which contributes to the spatial impression, is the carrier of the directional information. Due to the time delay differences, a very good spatial image is achieved. However, this configuration is, strictly speaking, not mono-compatible.

Dummy Head Stereo

Dummy head or “binaural” stereo makes use of time delay, but it also uses the differences in sound level caused by the ‘separator body’, most often a replica or “dummy” human head. In essence, this is an AB technique with a ‘separator body’ which simulates the listener’s head.



Dummy head or binaural stereo

Bleuel Electronic AG, the Sennheiser partner in Switzerland, is celebrating its 60th anniversary!

In 1942 Eduard Bleuel founded a sales company for capacitors and other components from Swiss production. As early as in the fifties Bleuel added radio and television sets as well as Sennheiser microphones to its portfolio. In 1971 the company

Hummel, and ERSA soldering systems. This enables Bleuel to offer complex system solutions, especially in the area of professional products, where the company's greatest potential for growth lies. Bleuel is the audio partner trusted by system installation companies, radio stations, theaters, shows and musicals, recording studios, film productions, and museums.

Congratulations, Bleuel Electronic AG!

became the sole general agent for Sennheiser products in Switzerland and in the principality of Liechtenstein. As a result, Bleuel Electronic AG quickly developed into one of the leading providers of headphones and microphones. Three years later, Hasso Böhme joined the company – and today celebrates Bleuel's anniversary as owner and managing director, together with 30 employees.

"Synergy" is a key word at Bleuel. Due to the wide Sennheiser portfolio, the Swiss audio specialist is active in many business areas. This is the reason why the company's program also includes ELAC loudspeakers, Luxmann hi-fi systems, accessories from Audio Selection, Focusrite peripheral units, tripods and speaker stands from König & Meyer, electro-acoustic systems and monitors from Klein +

This trust is also reflected by truly outstanding audio accomplishments. In the past, Bleuel made a name for itself with such exciting projects as the live transmission of the climbing of the Eiger North Face and the "Fête des Vignerons", for which the company set up a 74-channel RF wireless system (Soundings reported). Current top project is the "Mystery Park" in Interlaken, Bleuel's first GuidePort reference installation. In seven theme buildings, the park will present the world's greatest unsolved puzzles, based on motifs of Erich von Däniken – which visitors to the park can attempt to solve starting in November... And the future has even more audio highlights in store: Bleuel is already conducting the first technical tests for the 2003 World Skiing Championship in St. Moritz!



...led by Hasso Böhme



Bleuel Electronic AG – a strong team...

www.bleuel.ch

Fairs and Exhibitions 2002

NAME	VENUE	DATE	TARGET GROUP	PRESENTED BY
prolight+sound SIB	Frankfurt Rimini	March 13.03. – 17.03. 24.03. – 27.03.	MI MI	Sennheiser electronic Exhibo
Live Show Sun 'n' Fun NAB AAA DISMA Music Show	London Lakeland, FL Las Vegas, NV San Diego, CA Rimini	April 04.04. – 05.04. 07.04. – 14.04. 08.04. – 11.04. 19.04. – 22.04. 25.04. – 28.04.	MI Aviation Broadcast Audiology MI	Sennheiser UK Sennheiser Electronic Corporation Sennheiser Electronic Corporation Sennheiser Electronic Corporation Exhibo
ILA AES CALM KOBA	Berlin Munich Beijing Seoul	May 06.05. – 12.05. 10.05. – 13.05. 16.05. – 19.05. 23.05. – 26.05.	Aviation Pro Audio Pro Audio, MI Pro Audio, MI	Sennheiser electronic Sennheiser electronic Sennheiser Asia Sennheiser Asia
AOPA Fly-in TILE Canadian Aircraft & Aviation Show CBAA Eurosatory CEDIA Broadcast Asia COPA	Frederick, MD Berlin Toronto Montreal Paris Brighton Singapore Red Deer	June 01.06. 11.06. – 13.06. 14.06. – 16.06. 17.06. – 19.06. 17.06. – 21.06. 18.06. – 20.06. 18.06. – 21.06. 21.06. – 23.06.	Aviation Installed Sound Aviation Aviation Professional Headsets Consumer Broadcast Aviation	Sennheiser Electronic Corporation Sennheiser electronic Sennheiser Canada Sennheiser Canada Sennheiser France Sennheiser UK Sennheiser Asia Sennheiser Canada
Farnborough Airshow PALA Oshkosh	Farnborough Hong Kong Oshkosh, WI	July 22.07. – 28.07. 10.07. – 12.07. 23.07. – 29.07.	Aviation Pro Audio, MI Aviation	Sennheiser UK Sennheiser Asia Sennheiser Electronic Corporation
BIRTV	Beijing	August 22.08. – 25.08.	Broadcast	Sennheiser Asia
Plasa The HiFi Show IBC NBAA WAEA Conference & Exhibition	London London Amsterdam New Orleans, LA Seattle, WA	September 08.09. – 11.09. 13.09. – 15.09. 13.09. – 17.09. 18.09. – 20.09. 24.09. – 27.09.	MI, Installed Sound, Broadcast Consumer Pro Audio Aviation Inflight Entertainment	Sennheiser UK Sennheiser UK Sennheiser electronic Sennheiser Electronic Corporation Sennheiser electronic



absolutely evolution.



evolution

Forget the rules and just perform. With evolution, there are no bounds. Excellent feedback rejection. Affordable price. Full, crisp sound for vocals and instruments. Yesterday is gone and you decide what the future will bring. Absolutely evolution. More info at www.sennheiser.com

