



SENNHEISER'S SC 165 USB HEADSET RECEIVES DISTINCTION FOR HIGH DESIGN QUALITY IN THE RED DOT AWARD: PRODUCT DESIGN 2019

Ballerup, 28th March 2019, Sennheiser has won an award in the Red Dot Award: Product Design 2019. The SC 165 USB received the Red Dot, which the renowned jury only awards to products that feature an outstanding design.

Make busy days enjoyable: Sennheiser's SC 165 USB headset for flexible workstyle

As part of the SC 100 headset series, the new Sennheiser SC 165 USB is for modern professionals, who value great sound, design and comfort at work and on the go. Designed with today's work-life balance in mind, the SC 165 USB suits flexible workers who need a comfortable wired headset making busy workdays more effective and enjoyable. The SC 165 USB is a double-sided variant and offers device connectivity options of 3.5 mm jack and USB-A. Furthermore, users will experience the great Sennheiser HD stereo sound and can benefit from passive noise cancelling thanks to the two enlarged ear pads. The noise-cancelling microphone filters out ambient noise and ensures optimal speech clarity.

"Today, professionals work in more flexible ways and demand much more of their working tools and devices. We have created the SC 100 headsets for people who enjoy the sleek design of the series and wish to be able to work from anywhere: from the office or from home, when travelling or commuting to work," explains Theis Mork, Vice President for Product Management Enterprise Solutions at Sennheiser. "To see one of our SC 100 variants win the Red Dot Award is a big honour for us and underlines once more the need for a device like the SC 165 USB in our modern work life."

Design quality is the common factor for award-winning products

"I would like to congratulate the laureates sincerely on their wonderful success. The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners.

Experience and expertise get straight to the point

The Red Dot Award: Product Design is one of the world's largest design competitions. In 2019, designers and manufacturers from 55 countries entered more than 5,500 products in the competition. The international jury comprises experts from different disciplines and has been



convening for more than 60 years in order to select the year's best designs. During an adjudication process that spans several days, they try out the products, discuss them and ultimately reach a well-founded decision regarding the design quality of the entries. True to the motto "In search of good design and innovation", their assessment focuses on criteria such as the level of innovation, functionality, formal quality, longevity and ergonomics.

Success to be celebrated at the award ceremony

On 8 July 2019, Sennheiser will celebrate its success during the award ceremony. The international design scene will gather in Essen's Aalto-Theater as part of the Red Dot Gala. At the subsequent Designers' Night party, the Red Dot laureates will receive their certificates and Sennheiser's SC 165 USB will join the exhibition "Design on Stage" in the Red Dot Design Museum Essen, which presents all of the award-winning products. From that date, the SC 165 USB will also be on show in the Red Dot Design Yearbook, online and in the Red Dot Design App.

About the Red Dot Design Award:

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 submissions, the Red Dot Award is one of the largest design competitions in the world. In 1955, a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then, the sought-after Red Dot is the revered international seal of outstanding design quality. The winners are presented in yearbooks, museums and online. Further information: www.red-dot.org.

ABOUT SENNHEISER COMMUNICATIONS

The company is a powerful joint venture between the German electro acoustics specialist Sennheiser Electronic GmbH & Co. KG and internationally renowned Danish hearing healthcare company William Demant Holding Group. The joint venture draws on the experience of the two parent companies, both of whom are global technology leaders in their respective fields.

Established in 2003, Sennheiser Communications A/S has been developing award winning headsets for business professionals and the gaming community from its headquarters in Copenhagen, Denmark. The success builds on more than 150 years of combined sound heritage, the very latest technologies, and most of all, on our team of committed experts and professionals.



Sennheiser Communications specializes in combining high-end audio and sound reproduction quality with leading hearing aid and advanced digital signal processing technologies for state-of-the-art communication products for call centers, office applications, as well as headsets for gaming and mobile devices. Find more information about Sennheiser Communications at www.senncom.com.

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