

APRIL
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The Newsletter of
Sennheiser Canada

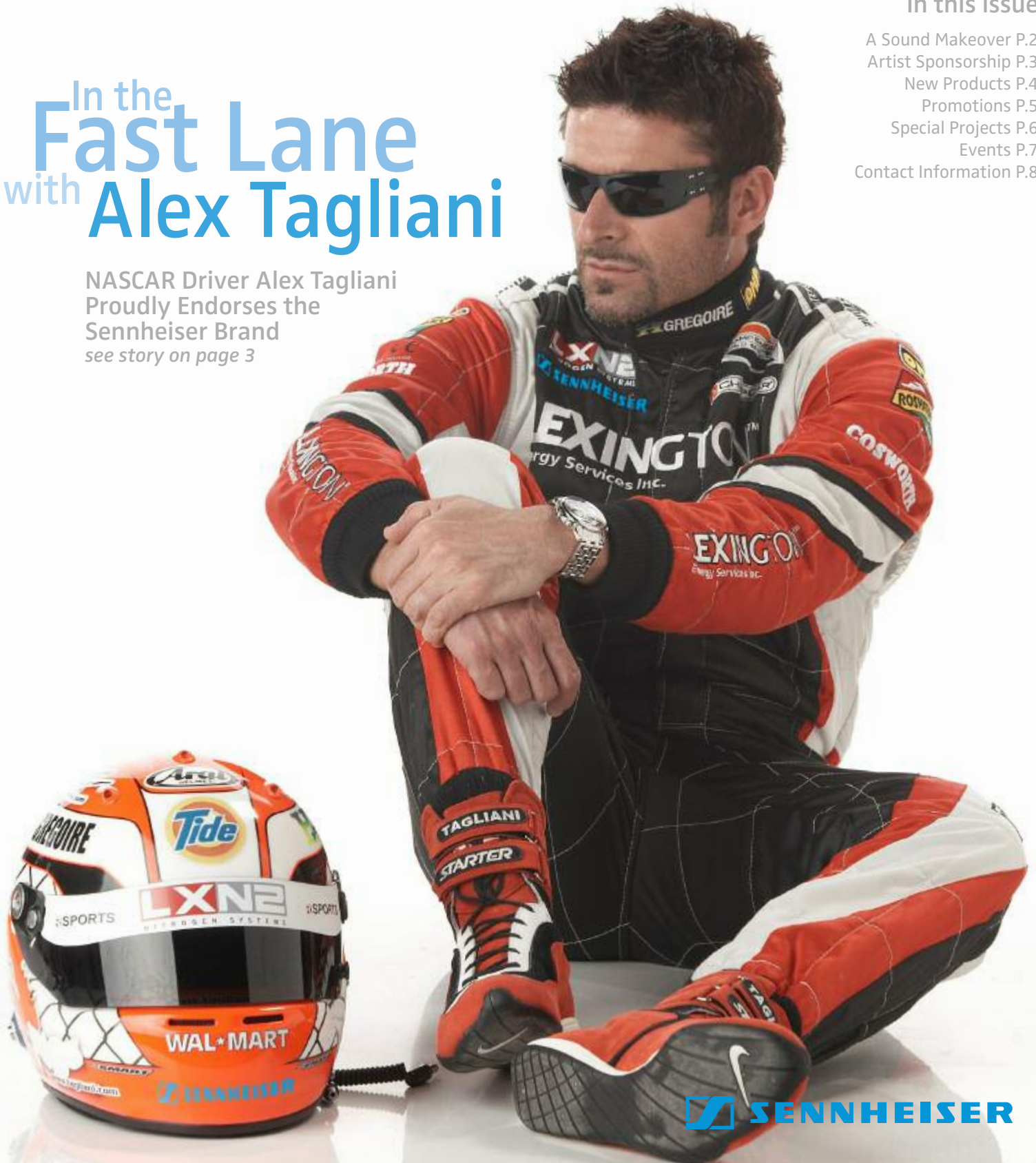
SoundBytes

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In the Fast Lane with Alex Tagliani

NASCAR Driver Alex Tagliani
Proudly Endorses the
Sennheiser Brand
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 **SENNHEISER**



Welcome to "Sound Bytes", Sennheiser Canada's newsletter that brings you the latest information on new product releases, promotional opportunities, special projects and events we are taking part in globally.

Thanks to exciting new partnerships in 2008, we will be around the world with Celine Dion, in video retail stores with Ubisoft as we partner together to bundle the Assassin's Creed with the PC151, and on the racetrack with NASCAR driver, Alex (Tag) Tagliani.

Sennheiser, with partners Innovason and Ubisoft, will host an event on April 29th, The Sennheiser SoundFEST, at Montreal's premier Concert Hall, The Metropolis. Come by, play on the gaming stations, and listen to music from some of Quebec hottest acts. More information will unfold in the week ahead. I look forward to hosting you in beautiful Montreal.

Jean Langlais
President,
Sennheiser (Canada) Inc.

A Sound Makeover

Innovason Workshop – Sound Business

In live performance venues, seating capacity is at a premium. The InnovaSon Sy80 has the smallest footprint in the market. It can more than deliver the sound applications you require and it will pay itself off quickly with the revenue - generating seating capacity it will open up. Designed for live sound touring, fixed installation and broadcast applications, the Sy80 features a newly designed control surface, 80 faders, 104 channels, up to 144 outputs, 48 mixing buses and the advanced "Sensoft" software. The Sy80 console enables each user to define the exact configuration you need for your mix of the moment. With powerful new DSP performance and upgraded "Sensoft" software, the Sy80 offers greater mixing capabilities than ever before.

Innovason Workshop
April 29th, 2008 2:00 pm – 5:00 pm
Metropolis
59 Sainte-Catherine Street East,
Montreal Québec

Join executives Xavier Pion and Philippe Pelmelle from Innovason France on Tuesday, April 29th at one of Montreal's finest concert halls, The Metropolis,

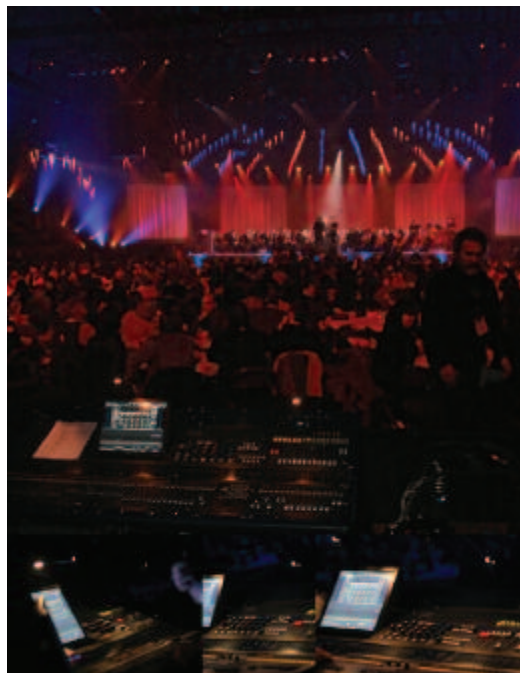
from 2pm to 5pm. Workshop includes a hands-on presentation on the new features, latest upgrades and many conveniences of the SY80. Food and beverage will be served. Registrants will receive a cool swag package from Innovason and Sennheiser. In the evening join us for some fun as we host dealers and partners at Metropolis for an evening of gaming and music. All workshop attendees will enjoy a VIP area.

To register for the workshop and more information, Charles Boisvert - boisvertc@sennheiser.ca



Innovason Sy80 Stars at the East Coast Music Awards

When Dream Street Pictures and CBC (Canadian Broadcasting Corporation) was asked to film and record a three day music



event for a television documentary, they turned to the InnovaSon Sy80 to get the job done. FOH technician Al Strickland was happy to have the InnovaSon Sy80 on hand to ensure that all performances were captured and saved.

"The SY80 performed marvelously at this event. The ability to save sound checks with this console is a godsend. We had three days of sound checks from three different shows in the memory. All scenes recalled perfectly. Sonically, the board performed magnificently. The ability to record 64 tracks via a single Cat5 cable was a real bonus as a back-up to the mobile recording studio. If the production company had any glitches in their audio tracks after the fact, the show is a loss. The producers of the show have instant relief knowing that the tracks are there from two sources – the recording tracks and the InnovaSon Sy80." The 2008 East Coast Music, Awards, Festival and Conference is a one-hour national TV program titled *Barenaked East Coast Music!* hosted by Steven Page of the Barenaked Ladies.

Around the World with Celine Dion

Chart topping recordings, a record breaking five year run in Las Vegas and now a new CD and a world tour to some of the most beautiful places in the world. Through it all, Celine has counted on Sennheiser Canada to amplify her incredible voice.



Sennheiser Canada's reputation for premium products combined with full service support on the road has kept Celine's technical team committed to our brand for over a decade. For her world tour, Sennheiser Canada constructed the entire system and frequency coordination. The system has been designed to work intermodular free in every country on the tour. Sennheiser built a customized amplified splitter to cover 2 zones of IEM (main stage and orchestra pit). Everything is monitored via the NET1 software.

Gear list

- 46 channels of professional wireless microphones
- 26 x SK 5212 - the entire 26 are used on instruments with input cable built by Sennheiser Canada
- 17 x SKM 5200 - 12 of them using the new MD 5235 dynamic capsules
- 3 x SKP 3000
- 23 x EM 3532
- 24 channels of the new SR 350 IEM receivers. The IEM system uses the newer A 5000 CP helical antennas
- Sennheiser complete antenna distribution system of ASA 3000 and AC 3000
- 6 x Neumann KM 184
- 4 x KM 150
- 8 x e902
- 5 x MKH 40
- 5 x MKH 60
- 10 x e835
- 6 x e835 S



NASCAR Driver Alex Tagliani Proudly Endorses the Sennheiser Brand

Veteran driver Alex Tagliani ("Tag" to his loyal fans) is proudly sporting the Sennheiser brand on both his helmet and his driving suit. An exclusive electronics endorsement with Tagliani brings the Sennheiser brand to a new audience - the millions of fans who enjoy NASCAR racing each year. This includes the Indianapolis 500 in May!

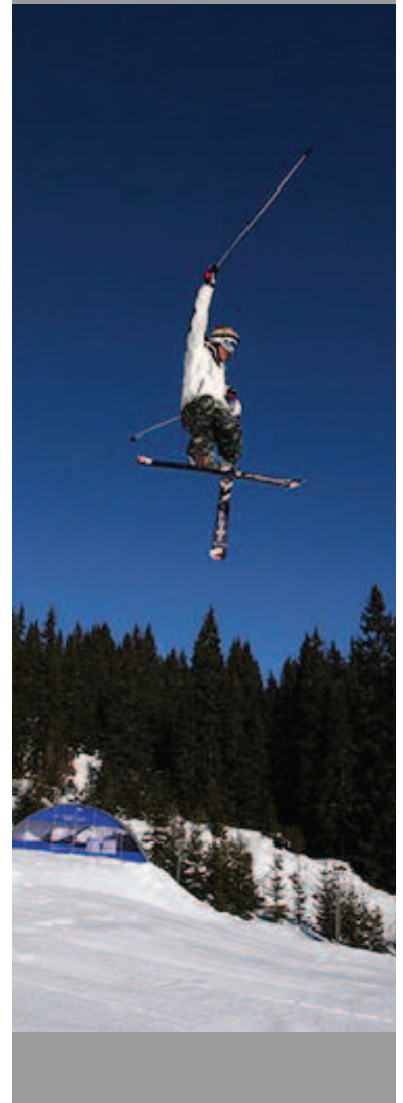
Tagliani has finished in the top-10 in championship races six times during his eight-year career. The native of Montreal, Canada has recorded 76 top-10 finishes including 32 top-five showings, 14 podium performances, one win and five poles in 131 career starts. "It is exciting to be partnered with a brand that I am extremely proud to promote and to use," says Tag. "We are thrilled to be outfitting our crew with Sennheiser technology this year. In the racing world, it is extremely important to



have a clear line of communication to my pit crew. Sennheiser technology delivers the clarity I need to safely sit in the driver's seat". www.tagliani.com

Extreme PR

We joined in on the fun with our friends at Faction Skis while they were shooting their new promotional video in Bralone, BC. The video features skiers doing what they do best... extreme skiing! Be watching for the Sennheiser logo on the helmet! For more information: www.factioncollective.com





MKH 8000 Series

The Soulful Sounds
of the MKH 8000 Series

Take a unique microphone principle, add a microscopic modular design and sound reproduction that emphasizes the warmth of your voice or instrument. The result is the MKH 8000 Series - a series of microphones that capture the true texture of sound without losing its transparency. The MKH 8000 Series reduces the echo of a reverberant room making it an ideal choice for recording large and small sound sources, pipe organs, grand piano and acoustic double-bass.

www.sennheiser.ca
Click here for information



New Products

CX 400, CX 500, CX 55 Street

The new additions to the CX Series combine ear-canal phones with interchangeable rubber ear pads that provide an exceptional passive attenuation of ambient noise. The addition of the precisely tuned acoustic chambers and dampening system create a complete sound experience.

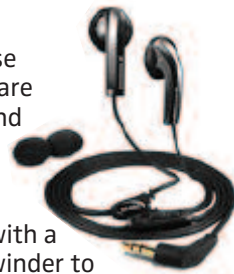
www.sennheiser.ca
Click here for information



MX 560, MX660

Looking for stereo? These high-quality earphones are equipped with a basswind system designed for superior, bass-driven stereo sound. The MX series comes complete with a soft pouch and a cable winder to adjust the cable length and ensure easy storage. The MX Series is a perfect choice for MP3, CD, DVD, MD players and portable gaming systems.

www.sennheiser.ca
Click here for information



MKE 400

With 300 hrs of operating time from a single AAA battery, you will be shooting video footage for days with the new MKE 400. This robust, compact and versatile shot gun microphone is an ideal application for small cameras. The MKE 400 comes complete with switchable sensitivity for varied distances, integral shock mount for noise cancelling, a switchable noise filter and a foam windshield. The MKE400 lives up to Sennheiser's formidable reputation for premium sound.

www.sennheiser.ca
Click here for information



Power Up! Introducing the Evolution SR 350 IEM G2 twin transmitter



Professional IEM users now have up to 100 mW* of power for transmitting monitoring signals thanks to the evolution wireless SR 350 IEM G2. Sennheiser is adding new a dimension to the acclaimed Evolution monitor system by providing a greater range for wireless monitoring and flexibility. The transmitter is equipped with 8 banks, 12 pre-sets, 12 user-selectable channels and 1440 free UHF frequencies for interference.

www.sennheiser.ca
Click here for information

EM 3732

Combine the highest operational reliability with convenience, comfort and innovative functions and you have the most flexible tool in the industry. The EM3732 is easily integrated into any network and is remote-controlled and monitored via the Sennheiser Wireless

Systems Manager System (WSM). The sync function ensures a quick set-up and enables the hand-held mics and transmitters to be synchronized via an infra-red interface. Integrate with an AES3/EBU digital audio interface for a direct connection to digital mixing consoles. Audio signals

digitizes at a very early stage making it possible for you to use the digital noise reduction system. These functions allow you to monitor over IP and enjoy complete control of your production from your work station.

www.sennheiser.ca
Click here for information



Promotions

POP Program: The Right Mic for You

The Right Mic POP is a smart shelf talking program that educates the buyer on which evolution microphone application is appropriate for their instrument. The package consists of a dry mount poster, brochures for customers and two types of informative display cards, one set for your cabinet displays and the other set to be placed directly on the instruments the mic compliments. The program is a great asset for the busy retailer who unfortunately can't spend quality time with each customer. For more information, contact your regional representative. (see back cover)



First Take - Best Take

All too often, the spontaneity of a recording suffers due to technical considerations. On the first take, it often happens that channel gain level settings are not yet optimal, or that it takes time to arrive at the desired sound for the recording. The situation is different with the Neumann TLM103D digital microphone.

The integrated, extremely fast peak limiter guarantees optimal recording levels at all times. The Neumann A/D converter is built into the microphone making tedious experimentation with external converters and pre-amps unnecessary.

The TLM103D is the digital version of a classic mic for home recording, project studios and digital work stations.

www.neumann.com
Click here for information

Spring Promotion

Spring fever is in the air!
Prepare for the rush of headphone purchases with the try and buy program designed for independent consumer retailers.

Promotion comes with three sided tent cards to advertise the program. For more information, contact your local representative. (see back cover)



Headphone Display Promotion

Free up clutter with a beautiful headphone display designed to highlight professional headphones. The unit can be passive for display only or active to allow customers to demo. The promotion will run until December 2008 and is currently only available to MI retail outlets. For more information, contact your regional representative. (see back cover)





Ubisoft and Sennheiser are "In the Game"

SECAN is enjoying a new partnership with Ubisoft, a leading creator, publisher and distributor of video games globally.

Five thousand units of Sennheiser PC 151 bundled with Assassin's Creed will be released to retail outlets in May.

"The new partnership with Sennheiser is for us, an exceptional opportunity to partner highly acclaimed video games, with consumers who have a world reference for sound quality and listening comfort, says Olivier Begué, Ubisoft Canada. Thanks to this relationship, consumers will be able to enjoy a unique experience - combining fine headsets with the next-gen video game, Assassin's Creed for PC."

www.assassinscreed.com

Special Projects

K+H is on the Road with Le Studio Mobile

The Klein + Hummel studio monitor is one of the fastest rising products in the professional studio and broadcast industry. Le Studio Mobile had joined the K&H family with a complete refurbish of their monitoring system. The installation consists of 3 x O300 active for left, right and center surround. 2 x O110 active for rear surround, 1 x O800 sub, 1 x prom and 1012 surround sound controller complete with the remote control.

In its 25th year of operation, Le Studio Mobile is recognized across Canada as a leader in location recording. A complete recording studio on wheels, efficient and experienced, Le Studio Mobile specializes

in multitrack recording (for radio, television and music recording) and live mixing of music shows or special events. Le Studio Mobile covers all of



Eastern Canada (Toronto, Ontario, Quebec and the Atlantic Provinces), and also the West, with many recordings in British Columbia and Alberta. As it travels to different locations for diverse artists and events, they have the luxury of collaborating with highly qualified sound engineers, many of them Actra, Adisq and Juno award winners.

Calling All Recording Fanatics!

You hear them and they stick in your memory: sound logos. That short acoustic tag that accompanies a brand. Musicians, composers,

sound designers and creative minds of all kinds are invited to take part in the search for Sennheiser's acoustic signature.



It wouldn't be a competition without a prize. The winner will receive 5,000 EU as well as an optional 30,000 EU if Sennheiser acquires unlimited rights to use the winning logo. Those placed second to tenth will choose between a pair of Sennheiser's premium HD 650 headphones or an evolution wireless ew300 G2 microphone system.

An entry can be no longer than eight seconds. To make it as convenient as possible for those taking part, contributions should be uploaded onto the www.sennheiser.com/soundlogo website in MP3 by July 17th, 2008. Each entrant may send in up to five entries. www.sennheiser.com/soundlogo

Events

ECMA

We had a fantastic time hanging out with our friends at the East Coast Music Awards and Conference in Fredericton, New Brunswick. Sennheiser partnered with ECMA and The Capital Complex to throw an evolution party that hosted 36 music acts performing over the course of three days. Artist endorsements were awarded to Jimmy Rankin, Lennie Gallant, Irish, Old Man Leudecke and more.



Dealers Visit Neumann in Berlin



MI Business Director, Nick Mandilaras showed his appreciation to Neumann distributors in Quebec who surpassed sales target in 2007 with a trip to the headquarters of Neumann in Berlin! Quebec Sales representative Eric Prevost and delegates from Solotech Quebec, PLAV Audio, Media Musique and Steve's Music were treated to a full four days of activities that included an historic tour of Berlin, the Jewish Memorial Museum, a harbor cruise, dining in a castle and an evening of classical music from a Chamber orchestra. The delegation joined representatives from Japan for presentations on upcoming releases and a two hours tour of the legendary Neumann facilities.

Sennheiser Salutes the 2006-2007 Graduating Class of Metalworks Institute

Outstanding Achievement in Recording Engineering

Recipients:

Sebastian Breton,
Scott Giffin and Cory Eskra

Prizes included the Neumann TLM 103 Large Diaphragm studio condenser microphone, the e914 Electret condenser microphone, the evolution Drum Pack Pro III and a suite of professional headphones.



Upcoming Events

CANSEC 08
Aviation
Ottawa, Ontario
April 9-10, 2008

NAB
MI-Pro-Broadcast-Live
Sound
Las Vegas, USA
April 11-17, 2008

AHIP 2008
Audiology
Niagara Falls, Ontario
April 16-17, 2008

**Western Canadian
Symposium 08**
Audiology
Calgary, Alberta
April 23-26, 2008

Innovason Workshop
Live Sound
Montreal, Quebec
April 29, 2008

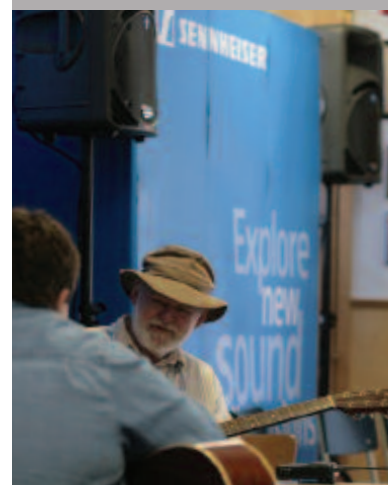
Sennheiser SoundFEST
Public
Montreal, Quebec
April 29, 2008

Coopsco 2008
Consumer
Saint-Hyacinthe, Quebec
May 2, 2008

Contact 2008
MI-Pro-Broadcast-Live
Sound
Ottawa, Ontario
May 13-15, 2008

CBA
Aviation
Toronto, Ontario
June 16-19, 2008

Stan Rogers Folk Festival
Canso, Nova Scotia
July 4-6, 2008



A world leading solution provider of electro-acoustics products, systems and services

Sennheiser is a world-leading manufacturer of microphones, headphones and wireless transmission systems. Established in 1945 in Wedemark, Germany, Sennheiser is now a global brand represented in sixty countries around the world through long-term distribution partners and subsidiaries in France, UK, Belgium, the Netherlands, Denmark, Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA. Sennheiser's technology is produced in manufacturing plants in Germany, Ireland and the United States. Their pioneering excellence in technology has rewarded the company with numerous awards and accolades including an Emmy, a Grammy and the Scientific and Engineering Award (of the Academy of Motion Picture Arts and Sciences). The Sennheiser Group is proud to be affiliated with Georg Neumann (world leading studio microphones), Klein + Hummel (studio monitors) and the joint venture Sennheiser Communications that brings their award-winning technology to headsets for PCs, offices and contact centres.

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Director - Marketing

Frederick Girard
Business Director - Pro Audio, Conference Systems

Martin Vigneault
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Nick Mandilaras
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