

OLD LYME, CT, September 18, 2013 /**24-7PressRelease**/ -- Iconic, cult, legendary: only a product that inspires passion and remains in demand after 25 years earns this level of acclaim. Launched in 1988, Sennheiser's HD 25 has come to define the ultimate DJ headphone. Alongside the launch of a new edition - the HD 25 ALUMINIUM, the anniversary is being marked by 25 of the world's greatest DJs, who wish the iconic headphone a "Happy Birthday" and explain its essential role in their music and performance.

Top DJs and their HD 25s - The stories and memories

Over the past 25 years many of the world's greatest DJs have selected Sennheiser's HD 25 as their first choice of headphone, with some using theirs over years and even decades. That enduring appeal is expressed by 25 of the world's leading DJs (and HD 25 fans), who send their birthday wishes in a special film by Sennheiser. Star DJs including QBert, Bob Sinclar, and Luciano describe how their HD 25s become an integral part of performance and the experience of music itself. They also share stories of their first DJ performances, describe the feeling of playing to an audience and the role their headphones play in delivering a great performance. To watch the Happy Birthday HD 25 video and exclusive DJ interviews, visit <http://www.sennheiser.com/dj>.

That special something: What makes the HD 25 the perfect DJ headphone?

Built for a life behind the decks, the HD 25's highly insulated rotatable capsules deliver high levels of background noise attenuation, make one-ear monitoring easy, and stay comfortable when worn for long periods. And the daily punishment of professional use is more than matched by its robust build quality and serviceability.

But keeping the world's greatest DJs happy is about more than the features and specifications. For DJ legend and four-time DMC champion QBert, the magic of the HD 25 is its precise signature sound, a characteristic that's prized by many DJs: "My ears are accustomed to the Sennheiser sound. I love that the HD 25s have a flat sound, so you hear how the music really is - not coloured, but pure - the way the artist wanted to put their music out. I'll be using these for 50 years - 100 years!"

"I've been using the HD 25 for a long time and Sennheiser headphones even longer - they made the first headphones I ever used!" said Swiss-Chilean DJ, Luciano. Likewise, Canadian superstar DJ Mike Shannon has found over the course of his career that the HD 25s are built to

last: "I've been using the HD 25s since they came out," he explains. Commenting on the sound performance, which offers tightly controlled bass and detailed treble while handling high sound pressure levels, Shannon said: "The clarity of the sound, it's a clean reference - it's very real. In the studio, listening to a mix, the sound is tight - it's one to one with how it's intended."

Like Shannon, Parisian electro house DJ, producer and label boss Martin Solveig has had a lifelong affair with the HD 25: "I've never ever DJed without it. If you look online at the pictures of all my performances and every party you'll never see me using another headphone. It's the only piece of equipment I've never changed. The reason is the same reason everyone will tell you - it's the best headphone. The response is linear enough to be trusted even in a studio or recording situation. Of course, I know the sound, and it matches the references in my head - I'm formatted to this headphone!"

In daily use, performance has to be matched with comfort and durability. Ibiza legend and Pacha resident Andy Baxter explains that the headphones' longevity also reflects its perfect blend of both sound and a robust design that offers a great fit over long periods of use: "I've been using the HD 25 for many years now - there's no more comfortable headphone out there that can deliver such good sound quality, for myself and for many of my favourite DJs that use the HD 25, too. Happy 25 years of listening pleasure to the one and only Sennheiser!"

The HD 25 ALUMINIUM - The cult classic reborn

Marking the 25-year milestone, Sennheiser has launched the HD 25 ALUMINIUM, a new version featuring a unique, premium aluminium construction. Taking the legend into the future, the HD 25 ALUMINIUM naturally delivers peerless sound quality in a headphone that is now even more desirable. With earcups lathed individually from single blocks of strong, lightweight aluminium, the HD 25 ALUMINIUM is ready for a lifetime in the DJ booth. Find out more at: [sennheiser.com/hd-25-aluminium](http://sennheiser.com/hd-25-aluminium).

About Sennheiser

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. In 2012 the family company, which was founded in 1945, achieved a turnover of

## 25x25: World-famous DJs wish Happy 25th Birthday to the Sennheiser HD 25

Written by Australian Business

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around 584 million euros. Sennheiser employs more than 2,300 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Switzerland and Liechtenstein, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico, the USA and now Australia and New Zealand, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at <http://www.sennheiser.com>.