

## COMPANY SPOTLIGHT: SENNHEISER



Daniel Sennheiser and  
Andreas Sennheiser, Co-  
CEO's of Sennheiser

*As the iconic German brand celebrates its 80th anniversary this year, its story is not merely one of longevity, but of continuous evolution, marked by bold innovation, unwavering values, and deep-rooted connections with audio professionals and listeners worldwide. In a conversation with **PALM Expo Magazine**, **Daniel** and **Andreas Sennheiser**, Co-CEOs and stewards of the family-led legacy, shared the philosophies that have powered the brand's meteoric rise and continue to anchor its position at the forefront of global audio technology.*

# SENNHEISER TURNS 80, CELEBRATING EIGHT DECADES OF SONIC EXCELLENCE

Since 1945, the name **Sennheiser** has stood for flawless audio engineering, fuelled by an unwavering passion for sound. What began as a small laboratory in Wennebostel, founded by **Dr. Fritz Sennheiser** just weeks after the end of World War II, has evolved into one of the world's pioneering audio technology companies. From revolutionising wireless technology to redefining reference headphones, Sennheiser's journey has been marked by milestones that shaped professional and consumer audio alike.

Reflecting on this journey, **Daniel Sennheiser**, Co-CEO of the **Sennheiser Group**, shared, "It's been 80 years of successes, yes, but also of struggles, trying, failing, standing up again. That spirit of learning has kept us close to our customers, and it's shaped us into a deeply research focused company."

### Trajectory Propelled by Innovation

The foundation for Sennheiser's legacy lies in bold technical exploration. As early as 1947, the company introduced its first microphone, the **DM 2**. Over the decades, landmark innovations followed, like the **MD 421** in 1960, still a studio staple; the **HD 414** in 1968, the world's first open-back headphones; the **HD 25** in 1988, which became iconic among DJs; the **HD 800** in 2009

for audiophiles; and the legendary **HE 1** in 2015, a successor to the **Orpheus** headphones.

Sennheiser's contributions to wireless technology also remain historic. In 1957, the brand, in collaboration with a German broadcaster, introduced the first wireless microphone system for stage and TV. That spirit of innovation continues in 2024 with the launch of **Spectera**, a next-generation bidirectional, digital, wireless broadband ecosystem designed to redefine professional audio.

"Spectera brings together years of experience into a single system," Daniel elaborated. "It's a radical innovation, born of the courage to question the familiar. Then as now, the system was developed together with our users."

### Learning from the Past

Both Daniel and Andreas emphasised that their 80-year celebration is less about marking time and more about reflecting on lessons. "The successful products of the past are our inspiration, but also our toughest competitors," Daniel said. "We celebrate not just what succeeded, but also the products that didn't make it, because they were often the seeds of our boldest developments."

This mindset supports Sennheiser's unique ability to balance tradition with innovation. While modern tools like Spectera lead the charge into the future, classic microphones like the MKH 416 and MD 441 remain in production, still trusted by professionals decades later.

## Diversity and R&D at the Core

A defining trait of Sennheiser's journey has been its commitment to giving engineers the space to think differently. "Fritz Sennheiser once said engineers need room for crazy ideas," Andreas Sennheiser, Co-CEO, recalled. "That spirit still characterises Sennheiser today. Owing to our creativity and passion, we have repeatedly brought groundbreaking products to the market."

With its core R&D operations spread across Germany, along with a dedicated software team in Poland and partnerships in India, the company thrives on a hybrid, multinational collaboration. "At our HQ alone, we have over 33 nationalities working together," Andreas elucidated. "It's a diverse and distributed network that's essential to creating products with global relevance."

The company continues to invest more than 8% of its annual turnover into R&D, focusing not only on new hardware but also on software, service integration, and next-gen technologies.

## Expanding in Indian Markets

India has emerged as a key growth market for Sennheiser. Andreas highlighted, "Indian users demand reliability and strong service. That's why India is the only country where we have three service centres. The ambition and professionalism we see in India is remarkable."

Daniel added, "Nothing is easy in India, but everything is possible. We want to help bring the right audio tools to every corner of this music-rich country."

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"Immersive formats like **AMBEQ** are already in many Indian studios," Andreas pointed out. "Automotive adoption is still ramping up globally, but the potential here is strong."

## Success without compromising on Sustainability

Sustainability is another core pillar of the brand's philosophy. Sennheiser's commitment lies not only in eco-conscious practices, like solar

energy, sustainable packaging, and emission tracking, but also in designing long-lasting products. "Our biggest contribution is longevity," Daniel explained. "Products like the HD 25 or MD 421 are used for decades. We provide spare parts and service support, which drastically reduces the need for replacement."

## Looking Forward

As the next generation of audio technology unfolds, the Sennheiser legacy continues to be shaped by passion, resilience, and relentless curiosity.

"In a fast-paced world, we're committed to true sound and the professional experience," Daniel concluded. "As stewards of a legacy brand, Andreas and I are here to grow it, stay true to our values, and eventually hand it over, stronger than ever, to the next generation."

An anniversary of 80 years, for Sennheiser, is not a destination. It's a milestone along a path paved with stories, sound, and the spirit of never standing still.