

Sennheiser Group Audio Galore at 2024 NAMM Show



The anticipation is building for this year's NAMM Show as the Sennheiser Group prepares to showcase its latest audio innovations in two demo spaces. The Sennheiser Group Live Room (located in demo room # 18806) and the Immersive Demo Room (# 18808) promise an unparalleled experience for show visitors, featuring the latest audio innovations from Sennheiser, Neumann, Dear Reality and Merging Technologies, as well as offering seminars and panel discussions with some of the industry's leading experts.

The Sennheiser Group Live Room (# 18806) will offer visitors a chance to explore the rich histories of Sennheiser and Neumann by showcasing both companies' timelines. A focal point within the space will be the unveiling of Sennheiser's latest addition to its professional studio portfolio, with NAMM attendees having the unique opportunity to engage with the product for the very first time. Additionally, a dedicated wireless station will feature the Evolution Wireless Digital family of wireless microphones, Digital 6000 wireless mics as well as XS Wireless IEM and evolution wireless G4 IEM systems.

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An insulated “Whisper Room” will accommodate selected Neumann microphones for demo. Moreover, Neumann will announce three new products. The MT 48 audio interface will receive an eagerly anticipated feature update, which, among other things, will allow working in immersive audio formats. Another focus is live sound: Neumann will show an omni capsule for the Miniature Clip Microphone (MCM) system as well as goosenecks of various lengths. Also on display will be much-requested additions to Neumann’s renowned family of vocalist capsule heads for wireless systems.



Two workstations will offer a hands-on experience of accessible immersive workflows. Here, spatial audio expert Dear Reality will introduce the successor of its popular dearVR PRO immersive spatializer plugin, dearVR PRO 2. This plugin adds another layer of spatial experience to any professional audio production and puts the listener at the center of the sound. Furthermore, visitors can experience solutions to control the DAW in VR with Dear Reality's dearVR SPATIAL CONNECT as well as monitor spatial audio mixes through headphones with the dearVR MONITOR mix room plugin.

The second immersive workstation will showcase Merging Technologies audio interfaces. A highlight will be the company's Venue Mission software for the Anubis audio interface, which is set to revolutionize workflows for live musicians and sound engineers, providing them with unprecedented control over the entire audio ecosystem via an intuitive user interface that has a full 16-channel mixer at its heart.

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In addition to product demonstrations, the Sennheiser Group Live Room features a stage with daily seminars led by industry luminaries. Monitor engineer Salim Akram, Grammy & Emmy awarded broadcast audio producer-mixer Michael Abbott, mixing engineer Brandon Blackwell, Sennheiser's Jimmy Landry as well as music producers Mark Needham and Daniel Rowland will share insights on topics ranging from navigating a journey in live audio to the role of AI in music production. A panel discussion with top music industry creators including Sean Daniel, Steve Onotera, John Matos, Emily Harris and Larry Orsini, as well as a closing session with Blake Shelton's drummer Tracy Broussard will further enrich the NAMM Show experience.

Meanwhile, the Immersive Demo Room (# 18808) will captivate audiences with immersive presentations utilizing Neumann KH monitors as well as Merging Technologies' Anubis and Hapi MK II audio interfaces configured in a 9.1.6 and 360 RA immersive sound setup. The Neumann Soundstage will feature masterclasses by renowned music producers and engineers such as Ronald Prent, Eva Reistad, Matt Wallace, Will Kennedy, Elliot Scheiner, Gavin Lurssen, Reuben Cohen, Michael Romanowski, Jimmy Douglass, Chuck Ainlay, George Massenburg, Jim Anderson, Ulrike Schwarz, Eric Schilling, Herbert Waltl, Frank Filipetti, Sylvia Massey and Justin Gray.

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Thursday January 25th, 2024

2 - 3 PM **Monitor Mixing: Workflow, Tips, Tricks and Insights** Salim Akram, Live Sound and Monitor Engineer

Friday January 26th, 2024

12 - 1 PM **Navigating a Journey in Live Audio** Brandon Blackwell, Sound Engineer

2 - 3 PM **Influencing the Industry: Top music industry creators on their careers, gear and making it in social media** Steve Onotera @samuraiguitarist
Sean Daniel @sean_daniel_music
Larry Orsini @larryohh
John Matos @abioticjohn
Emily Harris @GetOffset
Moderator: Zach Britt, Brand & Talent Manager, Speakeasy Collective

4 - 5 PM **An Interview with Mark Needham: Handling the Complexities of Today's Music Production** Mark Needham, Mix Engineer
Jimmy Landry, Category Market Manager, Sennheiser

Saturday January 27th, 2024

10 - 11 AM **Qualifying Expectations for a Career in Broadcast Audio** Michael Abbott, Audio Engineer

12 - 1 PM **The Present and Future of AI in Music Production** Daniel Rowland, Producer, Musician and Mastering Engineer

Sunday January 28th, 2024

12 - 1 PM **Building and Maintaining Lasting Relationships in the Music Industry** Tracy Broussard, Drummer, Blake Shelton

“At Sennheiser, we're excited to collaborate with some of the brightest stars in the industry and invite them to share their knowledge at this year's NAMM Show,” says Ed Capp, Sales Director Americas. “This promises to be an exciting event, featuring the unveiling of a brand-new studio product and showcasing a selection of top solutions from the Sennheiser Group, all available for demos and testing by show visitors. Be sure to stop by demo rooms 18806 and 18808 for an unforgettable audio experience!”

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Visit the Sennheiser Group at NAMM in the Sennheiser Group Live Room (18806) and the Immersive Demo Room (18808).

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