

Available in September. Pre-order in August!

Sennheiser is pleased to introduce the new MOMENTUM In-Ear, which is launching on **July 8th, at the IFA Innovation Briefing for German Media.**

Joining Sennheiser's successful MOMENTUM series, the beautiful, ergonomic MOMENTUM In-Ear Black Chrome brings together a luxurious, elegant appearance and high-performance sound.

Created for individuals who follow their own path, the MOMENTUM In-Ear interprets urban style in a lighter way that celebrates mobility, freedom, ambition and excellence.

These new earphones revisit the stylish, minimalist, urban look of Sennheiser's acclaimed MOMENTUM series, delivering a combination of purity, precision and high-performance in a compact in-ear design.

Nothing about the MOMENTUM In-Ear is redundant or superfluous. Every detail is an essential part of the whole.

The MOMENTUM In-Ear – Quintessential. Forward Thinking.



WHY THE MOMENTUM IN-EAR?

The MOMENTUM In-Ear provides the user with both rational and emotional benefits:

- **Emotional benefit:** Express yourself – Show your independence and individualism – Enhance your lifestyle with an authentic original.
- **Rational benefit:** Treat yourself not only to something beautiful, but also to something with real substance.

Substance is reflected in every detail of the MOMENTUM In-Ear. The combination of sound clarity, precision engineering and discreet form results in a highly noticeable silhouette. Quintessentially the best in its class.



Announcement

PRODUCT INFORMATION

THE MOMENTUM IN-EAR: QUINTESSENTIAL. FORWARD THINKING.

Sennheiser's MOMENTUM In-Ear takes the concept of earphones to the next level. Combining the elegant look of the MOMENTUM line with its ergonomic design and innovative acoustic engineering, the MOMENTUM In-Ear delivers incredibly rich and balanced stereo sound. Furthermore, its convenient in-line remote has been optimized for use with either Apple iOS or Samsung Galaxy smart devices, so you'll be able to phone and listen to music with the touch of a button. Ease of use, great looks and fantastic sound: The MOMENTUM In-Ear has it all!

Profile of target audience:

- The "Sophistication and Pride" segment according to NeedScope.
- Attributes:
 - Ambitious and successful professionals and executives
 - 25–40 years of age
 - Find sophisticated designs with a touch of glamour appealing
 - Love power and are full of confidence
 - Want to be the best and take center stage

FEATURES AND BENEFITS

- Custom machined stainless steel acoustic pipes for more accurate sound
- High-quality dynamic speaker system and excellent attenuation of ambient noise
- Personalized fit directly into the ear canals (ear adapters in different sizes included)
- Available in two variants with a 3-button in-line remote with an integrated mic optimized for either Apple iOS or Samsung Galaxy smart devices
- Elliptical cable for a tangle-free listening experience
- Convenient premium carrying case included
- 2-year warranty
- Now available in two color variants Black/Red and Black/Chrome



PRODUCT LAUNCH
Introducing MOMENTUM In-Ear Black



Announcement

PRODUCT DATA

The MOMENTUM In-Ear Black Chrome will be **ready to ship in September**.

| | MOMENTUM In-Ear Black Chrome | |
|--------------------------------|------------------------------|-------------------------|
| | M2 IEi (iOS) | M2 IEG (Galaxy/Android) |
| Minimum Advertised Price (MAP) | \$99.95 | \$99.95 |
| Dealer price | \$68.00 | \$68.00 |
| Article number | 506814 | 506815 |
| EAN | 4044155207026 | 4044155207033 |
| UPC | 615104270350 | 615104270367 |

TECHNICAL DATA

| | MOMENTUM In-Ear Black Chrome (M2 IEi, M2 IEG) |
|-----------------------------------------------------|-----------------------------------------------|
| Ear coupling | Ear Canal |
| Transducer principle | Dynamic |
| Frequency response | 15 Hz - 22,000 Hz |
| Sound pressure level (SPL) | 118 dB |
| Impedance | 18 Ohm |
| THD – total harmonic distortion (1 kHz, 100 dB SPL) | <0.5% |
| Microphone frequency response | 100 – 10,000 Hz |
| Microphone pick-up pattern | Omni-directional |
| Microphone sensitivity (as per 121 TR 9-5) | - 44 dB V/Pa |
| Cable length | 1.3 m |
| Jack plug | 3.5 mm angled |
| Weight | 0.56 oz. (16 g) |

Announcement

PACKAGING DATA

| Packaging specifications | MOMENTUM In-Ear Black Chrome (M2 IEI, M2 IEG) |
|--------------------------------------------------|------------------------------------------------------------------------------------|
| Content of delivery | MOMENTUM In-Ear headset, Ear-adapter set (XS, S, M, L), Premium hard carrying case |
| Packaging type | Hard box |
| Dimensions product packaging (L x B x H) | 4.6 x 1.7 x 6.9 in. (117 x 44 x 175 mm) |
| Weight of earphones and packaging | 5.78 oz. (164 g) |
| Dimensions of inner master carton (L x B x H) | 11.8 x 6.7 x 5.6 in. (300 x 170 x 143 mm) |
| Number of products per inner master carton | 6 |
| Total weight of inner master carton and products | 2.5 lbs. (1,161 g) |
| Dimensions of outer master carton (L x B x H) | 14 x 12.6 x 12.6 in. (358 x 320 x 320 mm) |
| Number of products per outer master carton | 24 |
| Total weight of outer master carton and products | 11.5 lbs. (5,209 g) |
| Weight of headphones | 0.56 oz. (16g) |

MARKETING MATERIALS

Log in to the Sennheiser Dealer Business Net (dbn.sennheiserusa.com) to download high-res images and spec sheets.

Questions? Contact:

Your Sennheiser Sales Representative

or

Scott Houston
Product Specialist - Consumer
(860) 759-6690
scott.houston@sennheiser.com

