HeterMedia chooses Sennheiser



Sennheiser today announced that HeterMedia, a leading provider of integrated financial printing, document services, and content management solutions, has chosen TeamConnect Ceiling 2 (TCC 2) microphones and TC Bar M all-in-one conferencing devices to ensure seamless, high-quality meeting experiences. As part of its business expansion, HeterMedia relocated to a new office in Wanchai, Hong Kong in 2024. To enhance the audio and video systems in HeterMedia’s workspace, Sennheiser, in partnership with systems integrator Komstadt Systems, implemented new solutions, including two TCC 2s for its 2-in-1 VIP meeting room and 2 TC Bar Ms for its medium-sized meeting spaces. The upgraded systems became fully operational in September 2024.

“Before moving to our new office, we struggled with hybrid meetings that were constantly delayed by tech glitches,” shared Ellis Tsui, Management Executive of HeterMedia. “Remote participants kept missing chunks of conversation due to audio cutouts, and those subpar results were undermining our reputation during client presentations. Everything changed when we installed the TC Bar M. The 4K Ultra HD camera paired with Sennheiser's stereo speakers now deliver crystal-clear quality – it's like having everyone in the room. The TC Bar M’s Auto Framing feature is an absolute game-changer. It automatically zooms in on whoever's speaking, keeping everyone laser-focused and way more engaged.”

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The Sennheiser TC Bar Solutions are scalable, all-in-one conferencing devices, designed to meet modern meeting demands with a built-in camera, microphones and speakers. Available in two models, TC Bar S with four microphones and two speakers, and TC Bar M with six microphones and four speakers, they ensure successful conferencing experiences across rooms of any size.

Sennheiser TC Bars offer a combination of 4K Ultra HD video and Sennheiser Trusted Audio Quality. Designed for seamless scalability, TC Bars support small to large rooms, and even campus-wide installations, thanks to Dante I/O and control integration. The flexibility of the TC Bars is unmatched, allowing users to expand with table mics, Sennheiser TeamConnect Ceiling microphones, or even a second external USB camera. The integrated DSP, PoE support, and single cable mode reduce setup complexity and eliminate clutter.

“Setup is a breeze. We just plug in the USB cable and we're good to go,” continued Tsui. “No more waiting for IT support to untangle wires. When we do need tweaks, the Sennheiser Control Cockpit software lets us fine-tune settings in seconds. Honestly, this sleek bar has become our secret weapon for productive meetings – works so smoothly we sometimes forget it's there.”

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Designed for large meeting rooms and lecture or collaboration spaces, the TCC 2 is a real problem-solver for HeterMedia’s 2-in1 VIP meeting room. With a functional square form, TCC 2 integrates seamlessly into the design of modern rooms, simply by replacing a ceiling tile. The microphone allows cable free tables and flexible furniture arrangement, while offering all the TeamConnect Ceiling Solutions benefits like Trusted Sennheiser Audio Quality, efficient setup, brand agnostic integration, simple management and control, a sleek design and a sustainable impact.

Catering primarily to clients in the financial, capital markets, and corporate sectors, HeterMedia specializes in financial disclosure, marketing collateral design, digital media projects, and translation services. Its partnership with TALESIS further supports clients' digital branding journeys through customized online marketing strategies.

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