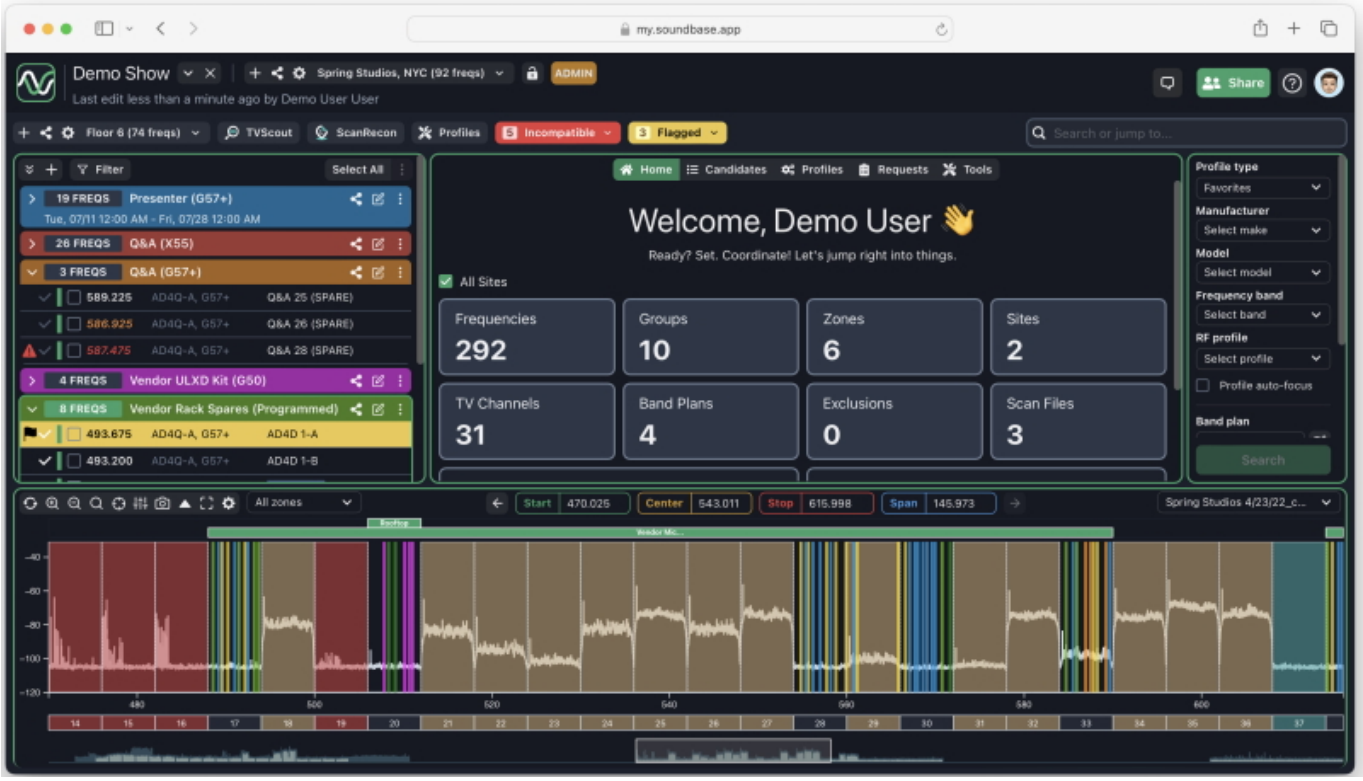
Sennheiser Group invests in Show Code



The Sennheiser Group is investing in Show Code, a company with expertise in creating software applications and tools that are custom-tailored for the live event industry. This collaboration aims to drive innovation and further develop the software tool SoundBase.

Constantly building the future of the audio world and creating exceptional sound experiences – that is the aspiration that drives the Sennheiser Group. The family-owned company is further expanding its strong position as a provider of professional audio solutions by investing in the future. “We want to grow sustainably as a company: In addition to investments in our existing business, this also includes investments in promising future fields outside of our company, providing these align well to our company and our vision,” explains Co-CEO Daniel Sennheiser. Sennheiser and Show Code both understand the complexities of live events and provide tools to offer remarkable sound experiences to customers and simplify event management.

Show Code, a team of expert software developers based in the US, is committed to creating robust, customized solutions aimed at addressing the unique needs of event professionals. Founded by industry veterans Matthew Dale and Donald Kuser, Show Code leverages decades of experience and a vast network in the live production industry to develop cutting-edge software. As Show Code continues to advance its customer-centric software platform for live events, it will maintain its independence. With its agnostic approach, SoundBase aims to support all major

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wireless microphone products, regardless of the vendor. “We believe that SoundBase has the potential to emerge as the most significant software platform in the professional live industry,” states Co-CEO Andreas Sennheiser. “Consequently, we are very happy backing Show Code's founders to devote their full attention to this task.”

SoundBase is a powerful tool designed to organize, plan, and communicate audio projects in one shared space, showcasing the future of professional audio today. It offers tailored solutions for event professionals, addressing the challenges of complex frequency situations. With unique features such as support for multiple wireless links, easy collaboration, offline access, and real-time reports, SoundBase allows audio teams to have everything they need to stay in sync and create successful shows. From small gatherings to large-scale productions, the applications are crafted to meet diverse needs. In the long term, Sennheiser aims to align Show Code more closely with its current and upcoming solutions to leverage all potential synergies.

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