South African Sennheiser TeamConnect Workshops


Picture: Sonja Kilian

Sennheiser SA, in collaboration with Sennheiser electronic GmbH & Co. KG, recently concluded a series of successful workshops across South Africa and Namibia as part of the "Meet the TeamConnect Family Roadshow”. The workshops, which took place in Johannesburg, Cape Town and Windhoek, were aimed at showcasing Sennheiser's latest innovations for higher education, corporate meeting spaces and auditoriums, including its latest TeamConnect conferencing solutions. Designed with integrators and business owners in mind, the workshops featured Sennheiser's newly introduced TeamConnect Bar S and TeamConnect Bar M video bars, the first product of its kind in the Sennheiser portfolio, as well as the popular TeamConnect Ceiling 2 (TCC 2) and TeamConnect Ceiling Medium (TCC M) ceiling microphones.

“We are excited to share these new products with our clientele,” expresses Ashley Coleman, General Manager at Sennheiser SA. “Our TeamConnect video bars can be integrated with our existing products, as well as other leading meeting room technology. These products greatly expand our boardroom solution offering, and we’re delighted to give our clients the opportunity to learn about our solutions first-hand during the roadshow.”

The workshops included hands-on technical training sessions and real-life usage

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examples, alongside demonstrations of both new and established Sennheiser products. Furthermore, these sessions, led by Sennheiser Technical Application Engineer Christian Almer, introduced users to the wider Sennheiser ecosystem and offered insights on product configuration, connection and the integration of Sennheiser devices using the brand’s versatile Control Cockpit Software.

“It was a great pleasure to see the participants get a lot of “eye-openers” and be able to inspire them in new ways of working with audio, such as TruVoicelift, featured with our TCC 2 and TCC M ceiling microphones,” says Almer. “I am very grateful for the collaboration we had with our partner Sennheiser SA to make these events happen.” The workshops were attended by a diverse audience, including dealers, system integrators and representatives from the education and business sectors, including those from leading universities in both South Africa and Namibia.

"The expectations for these events were not only met, they were exceeded,” confirms Simone Hansen, Country Partner Manager at Sennheiser GmbH. “Many integrators and end-customers dedicated their valuable time to our events and made use of every minute of the workshops. I was so glad to witness so many eye-opening remarks about the new learnings we delivered.”

One of the focus products of the roadshow was the TeamConnect Bar, Sennheiser's first in this category. With competitive pricing, advanced features and seamless compatibility with existing Sennheiser products, the video bars are designed for use in small to medium boardrooms, expanding Sennheiser's offerings in both the corporate and education markets. Furthermore, TeamConnect Bar is one of the few video bars on the market to incorporate Dante connectivity The workshops strengthened relationships with system integrators, paving the way for future collaborations. Sennheiser's commitment to being brand-agnostic and its alliance partnerships were also highlighted throughout the sessions.

“After recently attending the Sennheiser Road Show, it was good to see the continuation and reiteration of the concepts and technology introduced at ISE 2023, as well as some exciting new future plans,” commented Sean Bethell of AVT, who attended the Cape Town session. Another attendee described the workshop as “very exciting and insightful.”

“Although it can be challenging to plan these events on short notice and across several locations, it was all worth it in the end,” explains Coleman. “The workshops give us a platform from which to build relationships, grow the Sennheiser footprint and even close several deals. It feels great to be part of the success story of Sennheiser in this region.”

Sennheiser’s much-anticipated TeamConnect Bar is scheduled to be available by Q2 2024.

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