



Company / Brand description

What is music? It is more than just sounds, more than just the sum of its rhythms, melodies and harmonies. Music not only acts on our ears, it also stimulates our minds, our bodies and our souls. Music can intensify our emotions, influence our identities and take us back in time. Or in the words of the famous quotation, "Music speaks what cannot be expressed."

Sennheiser creates the greatest and most exciting unique sound experience for people worldwide - whether at home or out and about; on stage or behind the DJ console.

They constantly set themselves the challenge of developing creative answers, which satisfy the requests and requirements of customers.

A series of groundbreaking innovations has given the company and its products its well-deserved global reputation: these include the invention of the shotgun microphone in the fifties and the development of open headphones in the sixties. This was followed in the seventies by infrared transmission technology and in the eighties by innovations in multi-channel RF wireless transmission. Head-related surround sound systems were the highlight of the nineties and intelligent audio information systems were launched in the new millennium. Creativity is central to the development process, ensuring that the future of Sennheiser will continue to be characterized by ideas and innovation.

2009 is a Grammy great year for Sennheiser and the artists they support! In recognition that they are at the top of their craft, Sennheiser-endorsed artists such as Arctic Monkey, Adele, Leona Lewis, Alicia Keys, Rihanna The White Stripe to name just a few, have been honored with over thirty Grammy nominations this year.

And many artists such as Beyoncé delivered their stunning performances with an array of top-of-the-line Sennheiser products, where an unprecedented thirty songs were featured in twenty-two set-ups during the three-and-a-half-hour show.

Noted John Harris, music mixer for the Grammy Awards, “Every kick drum and floor tom at the Grammys was miked with a Sennheiser evolution 602. In my opinion, it’s the “punchiest” drum microphone out there, and the best microphone for close miking moderate to large drums that I have ever used.”

Objectives

Sennheiser is looking for talented artists to design eye catching surface prints for their new product HD 418. A file design template (.EPS) will be made available to you which you **MUST** use for your designs.

Your designs will then be showcased on a Sennheiser microsite where you can invite your friends together with the community around the world, to join and vote for the best design.

Target Audience for the HD 418

Young Sound Lovers, 22-28 years olds, mix of female and male, works hard, play hard, aware of the latest trends from music and technology

Prize / Reward

45 winners will each take home a customized, limited edition HD 418 headphones with their own winning design!

Use and media coverage

The winner’s design will be broadcasted on the web and announced both internally and externally to our partners. Due credit will be given to the winning designers.

What Medium?

Graphic design	X
Video	
Photograph	
Animation	
Other (specify)	

Country/region coverage

Asia Pacific	
Worldwide (including eyeka.com community)	X
Countries specific (Asia) (please specify)	

Contest duration

Start date : 30/06/2009
End date : 28/08/2009
Time : 11:59 PM

Company Website: www.sennheiser.com

Material Checklist (Provided by Eyeka)

Documents	Format	
Headphone Design Template	.EPS	

Technical specifications

- Entries submitted on Eyeka must have a minimum resolution of **150dpi** and **1366x758 pixels** in size. (JPEG and TIFF are the only formats accepted)
- Color
- Final delivery format : .AI file (containing all layers)
- (Don't send us your original working files yet! If you works are selected, you must provide the original working files in the format required by us/the client)

Do's & Don'ts

- Graphic elements used in the design must be rights-free. It is your duty to ensure that all elements do not infringe any copyrights. Please include the following statement on your media description bloc once you have uploaded your work: *“All elements used in this design are free of rights”*
- All submitted material are non-returnable
- No restrictions on the number of submissions per participant
- Entries must be original and exclusive to the participant, true and verifiable
- Eyeka Asia has the right to reject entries containing obscene, racist, unethical, dangerous, violent, politically motivated, sexual inference or legally objectionable material, or material that may infringe upon any person's personal or property rights. Such entries will be immediately disqualified and not allowed on the Call for Entries.

Entries that do not meet the above listed criterion will be disqualified.

Any further information, please send an email to:
community.asia@eyeka.asia