

## PRESS RELEASE

### EPOS: NEW ADAPT 560 HEADSET WINS PRESTIGIOUS RED DOT AWARD

March 30, 2020: The premium audio brand, EPOS – part of the Demant Group building on 115 years' experience in innovation and sound – today announces that its newly launched ADAPT 560 headset has won an award in the Red Dot Award: Product Design 2020. The “Red Dot” is an award for high design quality to which the international jury only awards the sought-after seal of quality to products that feature an outstanding design.

The Red Dot Award honours the high quality design of the ADAPT 560, as selected by an independent and international jury of experts in the design industry. The ADAPT 560 earned the award in the competitive Product Design discipline, which this year received more than 6,500 entries from designers and companies across the world.

“We are very honoured that one of the world’s largest and most prominent international product competitions, the Red Dot Award, has recognized the unique design and quality of the ADAPT 560 by selecting the headset as Product Design of the year”, says Theis Moerk, Vice President, Product Management, Enterprise Solutions. “As a new audio brand on the market, the award is an acknowledgement of our efforts to deliver high-end audio solutions that enable professionals to focus seamlessly on the task at hand and perform at their best – all by fusing pioneering audio technology with innovative, sophisticated design.”

The ADAPT 560 has been designed to integrate seamlessly into the lives of modern professionals, who need to collaborate and work inside and outside of the office on different devices without ever compromising on style or crystal-clear audio. With its portable wireless design, the ADAPT 560 features an all new discreet foldable ‘boom arm’ that allows users to adapt to specific audio needs and functions in an instant. With two advanced microphones built into the boom arm itself, the ADAPT 560 is specifically designed to pick up voice-audio and ensures excellent quality, no matter the type of call the users take – altogether, giving users full control of the audio they need to hear, and empowering them to focus and remain productive regardless of their environment.





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With Active Noise Cancellation, the ADAPT 560 reduces background noise interference via an advanced four microphone array. The ADAPT 560 upgrades audio performance further with UC optimization, as well as multi-point connectivity enabling users to switch easily between devices by pairing two Bluetooth® simultaneously. Last but not now least, the ADAPT 560 is undergoing certification for Microsoft Teams to ensure an intuitive and streamlined experience.

The Red Dot Award is one of the most prestigious design awards worldwide and honors innovation, concepts and vision. For more than 60 years, the Red Dot Award has been providing a platform for designers and companies to assess good design. The experience and expertise of the jury in the evaluation process is unparalleled – true to the motto “in search of good design and innovation”, they have tested each of the entered products individually, and have reached a joint decision on which products to receive a distinction.

The awarded ADAPT 560 will be presented in the Red Dot Design Museum, the largest museum for contemporary design, and the awards ceremony will take place in Essen on 22 June 2020.

Learn more about the ADAPT 560 [here](#)

Learn more about the ADAPT Line [here](#)

### Availability and Price

ADAPT 560 MSRP: €299 | \$329 | £259

Product Availability: Microsoft Teams Certification in Progress – Targeting completion in Q2 2020

### About EPOS

EPOS is an audio and video solution company developing and selling devices for business professionals and the gaming community. Based on leading and advanced technologies, the Danish founded company delivers high-end audio and video solutions with design, technology and performance as paramount parameters.

The establishment of EPOS is based on the decision to let the business segments of the joint venture – known as Sennheiser Communications – between Sennheiser Electronic GmbH & Co. KG and Demant A/S evolve in different set-ups. Alongside the introduction of a new own-branded portfolio, EPOS continues to sell the current Sennheiser Communications portfolio co-branded as EPOS | SENNHEISER.

EPOS is part of the Demant Group – a world-leading audio and hearing technology group. As such, it builds on more than 115 years of experience of working with innovation and sound. With headquarters in Copenhagen, Denmark, EPOS operates in a global market with offices and partners in more than 30 countries.

Find more information at [www.eposaudio.com](http://www.eposaudio.com)

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