

## **EPOS expand partnership with BLAST Premier**

Popular activation 'Mic'D Up' to continue to help spotlight the importance of audio and communication in esports

**Copenhagen, Denmark – February 3, 2021** – Premium audio device company EPOS has agreed a partnership expansion with esports tournament organizer BLAST Premier for 2021.

Over the first year of the partnership both companies have worked together to help give esports fans a deeper appreciation and understanding of the vital role audio and communication plays in gaming.

The expanded partnership will see EPOS work with the tournament organizer to show the gaming community how audio holds the power to unleash the gaming experience. Using broadcast segments and player activations, EPOS will help raise awareness about how premium audio elevates the gaming experience for all gamers. The 2020 Global Final saw integrated stories of EPOS' GTW 270 Series, true wireless earbuds, into BLAST Premier's broadcast and social media channels.

The deal will ensure that EPOS will maintain a presence across BLAST Premier's Counter-Strike tournament in 2021. EPOS' branding will be featured heavily across all seven CS:GO tournaments this year, including more branded content opportunities and a number of bespoke giveaways on offer.

The partnership has become well known for its popular 'Mic'D Up' in-tournament activation that has risen to prominence during the online era while giving viewers valuable insight into how teams communicate in the heat of battle during BLAST Premier events.

Fans all over the world get a unique insight into how elite players communicate during a match and are able to hear intense mid-match moments, banter and plays that might be pivotal for the win. During the online era, fans have been yearning to feel closer to the action; through 'Mic'D Up', and the recent animation series 'Epics' they been able to do exactly that.

Leo Matlock, VP Commercial at BLAST, said: "This partnership has really helped bring to light the importance of audio and communication in the world of esports through engaging and informative content, insight and activations. We are always thrilled when our partners renew and expand as it is testament to everyone's hard work and collaboration. As we look toward our second year, we hope to continue to do this while looking to leverage BLAST Premier's record-breaking global reach to help promote EPOS' latest products and audio expertise."

Maja Sand-Grimnitz, Head of Global Marketing, Gaming at EPOS, said: "We are excited to continue our partnership with BLAST Premier. The first year of our partnership has brought attention to the importance of audio and communication at the highest level of competition. BLAST Premier and EPOS have a great fit as premium brands in their respective areas, and we look forward to continuing to bring high quality engaging content to the fans."

BLAST Premier 2021 starts next week and will unite all major tournaments, offering opportunities to all regions and will eventually crown the world champions of Counter-Strike. Up to 32 teams will take part in the seven BLAST Premier events next year with potentially 80 teams competing in the qualifying events, meaning the 2021 season could see up to 286 matches take place across the calendar year with a combined prize pool of \$2,475,000 on the line.

### **About BLAST**

We are BLAST - the global esports media network delivering world class entertainment experiences. Whether it be intimate broadcast studio shows, arena events, digital platforms or top-class multi-platform content, we create the most exciting, exhilarating and euphoric moments in esports. Make sure you check out BLAST Premier; our worldwide Counter-Strike: Global Offensive tournament where the best teams and brightest stars are fighting it out for a \$2.475m total prize pool. In 2020 alone, BLAST was broadcast around the world in 105 territories to over 151m households, find out more on [BLASTPremier.com](http://BLASTPremier.com).

### **About EPOS**

# 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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