

INTERVIEW: SENNHEISER

IDENTIFYING GROWTH AND INNOVATION WITH NAVEEN SRIDHARA, SENNHEISER

*With Sennheiser's recent celebration of completing 80 years in the industry, AV-ICN Expo Magazine team gets in touch with **Naveen Sridhara**, Directors of Sales, Sennheiser, during InfoComm India 2025 to explore more on the brand's latest pro AV solutions and its next steps in the Indian pro AV market.*

1. What latest innovations did the brand showcase at InfoComm India?

We demonstrated two solutions at InfoComm India this time – **Team Connect Bar** and **VoiceLift** using **Team Connect Ceiling 2 microphones**, key technologies in our comprehensive suite of unified communication solutions designed for conference rooms and lecture halls.

In venues where there's no need of headphone, mic, or handheld mic, the ceiling mic picks up the voice automatically. With its automatic dynamic beam forming, it can look at who is speaking in the room, pick up the audio and send a trigger to the microphone. It can be recorded or shown up on a bigger screen. Therefore, we call it the touchless audio. That's what we showcased once again at the show with frequent enhancements to our solutions.

We also introduced an **Intelligence Noise Control** technology wherein, any unwanted noise can be eliminated at the microphone level itself.

2. Sennheiser has successfully completed 80 years of delivering audio around the world, how has the experience been so far?

Sennheiser is now eight decades old, but innovation is always our top priority. We believe in growing with products and the passion of people. This is one brand, but we work like a family-owned company and everyone here is a part of this family, making it an inclusive work culture. That's the beauty of the organisation.

3. What market segments is the brand planning to tap into in the next 3-5 years?

With the emergence of GCCs, enterprises have become a significant market for us. I believe both the enterprise and education sectors are expanding at an exceptional pace. Additionally, the government segment is increasingly opening up to innovative solutions. Together, these three segments — corporate, government, and education form a diverse and dynamic mix of opportunities.

In fact, if you go to cities like Delhi, they



are predominantly focusing on government sector. Bangalore, on the other hand, has been focused on GCC - corporate and education, while Mumbai has been catering to banking, financial, and more. Therefore, I believe, the market is segregated based on geography itself and we are open to tapping into the entire market's requirements.