



Dear Lehmannaudio distributors,

being practically on my way to Munich where I hope to see many of you I hardly managed to finish this newsletter. Maybe some of you read it in the hotel in Munich...

There are some news worthwhile sharing:

### >>> EAN numbers

The big leap has been done! We obtained a portion of 10000 numbers from GTIN Germany and have already allocated more than 500 of these numbers for our existing Lehmannaudio products. There are different order codes and different EAN numbers for every single version of any product in our portfolio.

Example: Linear silver with EU cable and mains voltage order code: 30010-eu-fsi, EAN: 4250701322093

The different lists for the different mains cable versions will be available shortly. We also plan to start with the new order code system as soon as possible and to have barcode labels available soon in case you need them.

### >>> Linear SE awarded at readers' poll

The Linear SE hat won the first price at the readers' poll of German major audio magazine Stereoplay. A whopping 34,19% of the readers voted for the Lehmannaudio product. The place two product by Eternal Arts got 16,78%. The headphone amplifier on place three only 14%. This is a very distinct result.

The Linear headphone amplifier was awarded place two in Audio's readers' poll with not even a full percent distance to the first place product.



### >>> Another reference badge for the Linear SE

The online magazine [www.i-fidelity.net](http://www.i-fidelity.net) has reviewed the Linear SE and has awarded the product with the reference title! The reference logo and the translated PDF have been added to this mail.

Those of you who are not familiar with this magazine might want to know that the chief editors Wilfried Kress and Olaf Sturm have been active in the hifi press for long years already. Unlike other magazines where ambicionado readers might fill the space between the banners their team is writing seriously.

### >>> High End 2012: Hall 3, booth A17 (Lehmannaudio)

Lehmannaudio exhibits at the same place as during the last years since the High End relocated to Munich. Everyone who has not already seen the Linear SE



range of headphone amplifiers should not miss out on this experience!

I also invite you to meet me in person. You can either just stop by or make a fixed appointment at your individual convenience.

You can reach me on my **cellphone: +49177 - 3097917** from May 03rd.

### >>> **High End 2012: Hall 3, Booth B04 (Stereo)**

High End 2012 - Headphone at the STEREO-booth exklusively powered by Linear headphone amplifiers

At the STEREO (major audio magazine in Germany) booth in hall 3, stand B04, High End visitors will have the chance to listen to and compare eight different headphone models – all driven by Linear headphone amplifiers. The list of headphones contains illustrious names like Sennheiser, AKG, Bose, and B&W. Those who want to hear how one can enjoy music in a neighbour-friendly manner today, should not miss out on this demonstration.

### >>> **Lehmannaudio video available**

The video that had been used for our own presentation during last year's High End show will be available soon for your own purposes in different formats up to HD ready. There will be a separate mail with a link to a Dropbox folder. There will also be a separate video for the Linear SE only in formats up to Full HD.

### >>> **Images and logos on your websites**

Please make sure to always use the newest version of the Lehmannaudio logo on your own websites. Currently all images will be either postprocessed or taken with the new logo. The stock face plates with the old logo will be used as long as stock lasts. You will find the current logo version attached to this mail in different versions. Other formats (\*.ai or \*.jpg) are available on request or will be found in the dropbox folder announced soon.

### >>> **Facebook**

Please link the Lehmannaudio Facebook page with your own commercial facebook profiles and mention the Facebook presence of Lehmannaudio in you own newsletters if you have one.

I wish you and yours all the best for 2012!

Kind regards from Germany

Norbert Lehmann