

For Immediate Release

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Mixing with the Best

ITE Signs Memorandum of Understanding with Sennheiser Electronic Asia Private Limited and Yamaha Music (Asia) Private Limited to Spur Knowledge Transfer in the Field of Audio Technology

An ITE-Sennheiser Sound Academy and an ITE-Steinberg Certified Training Centre are coming the way of ITE students and staff. To be housed at ITE College West, both Centres of Excellence feature top-end specialised equipment that are mostly sponsored by Sennheiser Electronic Asia Private Limited [Sennheiser Asia] and Yamaha Music (Asia) Private Limited [YMAAsia].

2 Set up under a Memorandum of Understanding (MOU) between ITE and Sennheiser Asia, and ITE and YMAAsia, for training purposes, the MOUs will facilitate the transfer of tech-knowledge for the training of ITE students in the area of Digital and Live Sound Reinforcement; foster collaborations in developing Digital and Live Sound Reinforcement facilities to help students harness new technologies. The MOU also provides training opportunities, through work attachments for students and staff, and book prizes and scholarships for ITE students.

MOU between ITE and Sennheiser Electronic Asia Private Limited

3 Sennheiser Asia is a new MOU partner of ITE and will support an estimated \$415,000 worth of equipment, services and display contents to ITE throughout the MOU period of three years.

4 Besides the sponsorship of equipment for the ITE-Sennheiser Sound Academy, other highlights of the MOU between ITE and Sennheiser Asia include joint development of curriculum and conducting of courses in relation to the various Live Sound Reinforcement technologies. The curriculum developed will be incorporated into ITE courses. Thereafter, both organisations will certify participants who have completed training programmes that are conducted by ITE staff and/or Sennheiser Asia trainers.

5 “We are very pleased to continue our work with ITE. This collaboration strengthens Sennheiser’s commitment to the local professional audio education sector. The ITE-Sennheiser Sound Academy will allow us to play an active role in grooming the next generation of audio professionals by sharing our audio expertise with the current and future cohorts of students here,” said Mr Ng Chee Soon, President & Managing Director of Sennheiser Asia. Mr Ng is the Signatory for Sennheiser Electronic Asia Private Limited.

MOU between ITE and Yamaha Music (Asia) Private Limited

6 YMAAsia has been ITE's Letter of Collaboration (LOA) partner since 2012. To date, YMAAsia has provided professional consultation and of equipment to ITE. The new three-year MOU will see YMAAsia increase its contributions to almost \$300,000.

7 Under the MOU, ITE and YMAAsia will also jointly develop the curriculum and the conducting of courses that pertains to the different technologies in Digital Sound Reinforcement for incorporation into ITE courses. Participants, upon completion of the training programmes that are conducted by ITE and/or YMAAsia trainers, will receive a joint certificate by both organisations. Those who complete the certified Steinberg course will also receive a free student starter pack by YMAAsia.

8 Mr Kazutoshi Sakabe, Managing Director / Yamaha Music (Asia) Private Limited, said, "With the rapid advancement of audio technology, digital audio has come of age with cleaner sound and powerful processing. Yamaha will continue to offer the students in ITE the tech-knowledge to elevate the full use of new digital audio equipment. This collaboration shall facilitate ITE's Student & Lecturers a place to test, evaluate and will learn how to use Yamaha's latest technology in digital audio equipment. The ITE-Steinberg Certified Training Centre will be a knowledge-based centre that conducts various training programs and seminars such as Steinberg's advanced music production and Yamaha Commercial Audio Training Seminars (Y-CATs), as well as a place to exchange the latest information on Digital Audio Technology." Mr Kazutoshi Sakabe is the Signatory for Yamaha Music (Asia) Private Limited.

Quality Vocational and Technical Education through Quality Partners

9 On the collaborations, Mr Bruce Poh, Director & CEO/ITE, said, "The quality of industry partnerships shapes the quality of career and technical ITE education today. Both Sennheiser Electronic Asia Private Limited and Yamaha Music (Asia) Private Limited are world-renowned industry leaders in the field of audio technology. Their contributions towards refining our curriculum and providing industry exposure to our faculty and students are invaluable in ensuring that our graduates are market relevant. I am delighted that our staff and students will have the opportunity to work with industry professionals and specialists from these organisations." Mr Poh is the Signatory for ITE on both MOUs.

Invitation to Media

10 Members of the media are invited to cover the MOU Signing Ceremony. For arrangement for interviews, photography and request for further details, please contact:

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About ITE

The Institute of Technical Education (ITE) is a post-secondary education institution established in **1992** under the Ministry of Education. As a principal provider of career and technical education, and a key developer of national occupational skills certification and standards, ITE's **Mission** is to create **opportunities** for students and adult learners to acquire skills, knowledge and values for employability and lifelong learning. ITE's **Vision** is to be A **Trailblazer** in Career and Technical Education. Our **Values** are **Integrity, Teamwork, Excellence** and **Care**. ITE comprises the ITE Headquarters and three ITE Colleges - College Central, College East and College West. For more information, visit www.ite.edu.sg.

About Sennheiser Electronic Asia Private Limited

Audio specialist **Sennheiser** is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. Based in Wedemark near Hanover, Germany, Sennheiser operates its own production facilities in Germany, Ireland and the USA and is active in more than 50 countries. With 18 sales subsidiaries and long-established trading partners, the company supplies innovative products and cutting-edge audio solutions that are optimally tailored to its customers' needs. Sennheiser is a family owned company that was founded in 1945 and which today has 2,700 employees around the world that share a passion for audio technology. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2014, the Sennheiser Group had sales totalling €635 million. www.sennheiser.com

About Yamaha Music (Asia) Private Limited

YAMAHA MUSIC (ASIA) PRIVATE LIMITED (YMAAsia), a wholly owned subsidiary company of Yamaha Corporation, Japan. YMAAsia was established in Singapore since 1966. This year June 2015 marked the 49th anniversary of Yamaha's operations and is the market leader in Singapore's musical instrument and audio industries. October 1, 2015, Yamaha Corporation, Japan and its other group of companies will mark this major milestone together with 128 years long in the industry, celebrating the essence of Yamaha and will fully satisfy its customers by offering high quality products; and services adopting new and traditional technologies as well as innovation, creativity and artistry, continue to be a known, trusted and loved brand.

YMAAsia offers a full line of award-winning musical instruments, sound reinforcement and home entertainment products to the Singapore market. Products including Yamaha acoustic, digital and hybrid pianos, portable keyboards, guitars, acoustic and electronic drums, band and orchestral instruments, marching percussion products, synthesizers, professional digital and analog audio equipment, Steinberg recording products and Nexo commercial audio products, as well as AV receivers, amplifiers, Blu-ray/CD players, iPod docking systems, home-theater-in-a-box systems, earphones, headphones, sound bars, and its exclusive line of Digital Sound Projectors.

YMAAsia markets innovative, finely crafted technology and entertainment products and musical instruments targeted to the hobbyist, education, houses of worship, professional music, installation and consumer markets. For more information, visit sg.yamaha.com