



CUSTOMER SUCCESS STORY

# German Centre Beijing

Sennheiser TeamConnect Ceiling 2 elevates conferencing experience at German Centre Beijing

**Challenge**

“With the COVID-19 pandemic, many meetings have moved online. We saw a huge increase in the demand for better meeting room audio and conferencing solutions to support this ‘new normal,’” says Jochen Tenhagen, Managing Director of the German Center Beijing.

**Solution**

Users of the ‘Stuttgart’ meeting room at German Centre Beijing can now participate in meetings in a stress-free environment and can be confident that they would not miss any key information due to poor sound quality. Participants and guest speakers who join an event remotely will enjoy the same great sound quality: TCC2 will reliably pick up all speakers within a room and make the remote experience more life-like and engaging. The ceiling mics TruVoicelift functionality ensures a clear and pleasant listening experience for all participants, no matter where they are seated in the room.

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“TCC2 has enabled a truly contactless and wireless experience for our tenants, which has greatly reduced hygiene risks. The dynamic beamforming technology automatically follows the active speaker’s voice, allowing them freedom of movement in the room. Most importantly for us, this meant that the configuration of the room is flexible and changing it will not impair the audio quality.”

Jochen Tenhagen, Managing Director of German Centre Beijing

[FACTSHEET](#)

<b>Products installed</b>	TeamConnect Ceiling 2
<b>Country</b>	China
<b>Region</b>	APAC
<b>Industry</b>	Trade Center
<b>Partner</b>	QSC, Barco
<b>Profile</b>	The German Centre Beijing provides modern office spaces, offers conference and meeting facilities, and supports companies with practical advice and services. Located at the heart of Beijing’s business and diplomatic district, the German Centre takes care of the complete workspace infrastructure, so that tenants can entirely focus on their business. Since 1999, more than 500 companies have used the German Centre Beijing to start and grow their business in China.