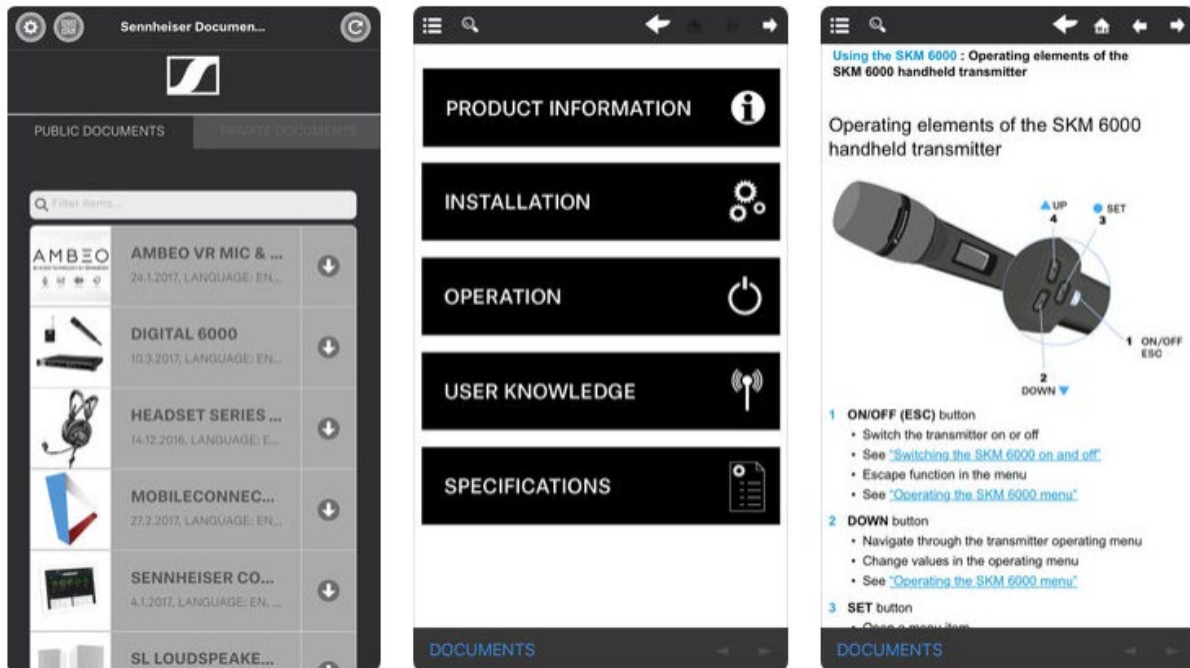


SENNHEISER Smart Information to go

“The Sennheiser documentation app provides interactive access to all relevant product information and technical documentation in responsive HTML5 design. Documents can be viewed online or downloaded to offline mode in multiple languages. The user is informed about updates to documents. The product documentation is becoming more interactive and lively.” (Download/Source: [iOS Store](#), [Google-Play](#))



Smart Information

In an [interview](#) conducted by Cloud computing, Sebastian Daube, head of documentation at Sennheiser, explains how this rethinking came about and what advantages a mobile solution brings with it.

But smart is not just about being mobile and saving resources such as paper and energy, smart is also when we focus on three topics of this digital change: sustainability, intelligent content and communication.

We create simple use with greater convenience, with great certainty and act more sustainably than before.

Communication

Online we use new communication and navigation paths, which paper did not offer us: breadcrumbs, spotlight search - a new intelligent full-text search, update message, better metadata, overlay information, QR-code/NFC for content calls and a user-oriented structure/navigation such as tiles.

We can already expand these communication channels today. Users can access the correct content with voice control (e.g. Alexa), DISQUS or chats connect users and manufacturers directly – and this is also safe and easy.

Speaking of languages - it is also important that you can switch the language of the interface and the information that is necessary at any time, regardless of the device or in which country you are.

Sustainability

This is perhaps the area that has improved the most for the environment and therefore for everyone. Sustainable data generation with less text and reusable modules in a structured XML can be started with the DITA architecture. Instead of using many pixel images that cost space and transfer rate, 2D representations showing "Scalable Vector Graphics" (SVG) or a 3D object are more productive. This sustainable way of working saves paper, data and energy and can be automated in the future in processes to any output format.

It is also sustainable that the information is kept ready and maintained once in the TechComm Cloud. The TechComm App contains only metadata online and, if necessary, only the content that is needed.

Intelligent contents

If we assume that mobile applications require much less text and much better navigation in order to provide users with short and simple information that is necessary at the moment, we should consider the following:

- a user-oriented structure
- much less text, structured in a neutral data format such as XML/DITA
- more intelligent graphics, animated, scalable vector graphics
- short videos
- 3D information
- maybe even audio files
- if required, augmented reality or virtual views

Conclusion after one year experience

In terms of content, there has been progress every day, because a change from paper to mobile does not happen in one day. Data has to be adapted, shortened and newly structured. If necessary, PDF files can be implemented but should be replaced step by step.

Adaptations are easy to get, because they are always available online. Sennheiser provides the documentation app for free on iOS and Android.

We can now look back on one year of practical experience.

All goals have been achieved:

- reduction of paper documentation to the bare essentials,
- only QuickGuide and safety instructions come with the product,
- all languages have been digitalized and can be easily chosen,
- all documents are available online/OFFLINE and world-wide

User analysis of the past 12 months:

- Type of device: 77% smartphone, 12% tablet, 8% phablet
- Brands: 78% SAMSUNG, 6% Apple
- Operating systems: 93% Android 8.1 - 4.3, 7% iOS 11.2 - 7.1
- **Access** from 51 countries: 29% Germany, 7% India, 6% USA
- **Access** from 5 continents: 62% Europe, 18% Asia, 15% America
- **Access** in 25 languages: 34% German, 30% English, 8% Spanish, 5% French
- **Pages** per visit: 32% 2 pages, 1% 1 page

How can you make a change today?

By starting – ask the SQUIDDS experts.

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