

PRESS RELEASE

Bremen, 25th September 2026

Hörbert expands its offering for the French market

High-quality music and stories for children: New licensing partnerships with Victorie Music and La Montagne secrète

The German manufacturer HMC is expanding its range of audio content for Hörbert on the French market. As of now, the wooden audio player is supplied in France with a free memory card containing a carefully curated selection of French-language songs and musical stories. With this offering, HMC aims to make the listening experience even more suitable for French families while continuing to develop the French market.

Hörbert – music and audio player for children

Hörbert is a robust, durable wooden audio player specially developed to meet the needs of children. Colourful, easy-to-understand buttons enable intuitive operation, allowing children to select and play their own music and stories. hörbert works without a screen, app, cloud or subscriptions.

HMC supplies the player ready to use, with audio content already preloaded. Children can therefore start listening immediately after unpacking. The content can be individually supplemented and replaced using the memory card.

Licensing partnerships with Victorie Music and La Montagne secrète

For this new French edition, HMC is working with two established publishers from the French-speaking world: Victorie Music, based in Bordeaux, and La Montagne secrète, based in Canada.

Victorie Music was founded in 1990 and is based in Bordeaux. The company specialises in the production of music for young audiences. Victorie places great importance on high-quality artistic production. As a young audience show producer, Victorie launches an average of three new productions each year and distributes around 30 different stage productions, with more than 300 performances per season. Victorie also operates as a music publisher and phonographic producer with its own label. ([Victorie Music](#))

La Montagne secrète is a Canadian publisher of children's books and music based in Montreal. Since its foundation in 2000, it has created musical and literary productions that combine music, stories and illustrations. As a children's publisher, La Montagne secrète accompanies children in their first steps into the world of reading. Its catalogue includes works by numerous authors, musicians and illustrators from the French-speaking world and beyond. The publisher has received several awards for its productions. ([La Montagne secrète](#))

Free French audio samples included with Hörbert

The new free memory card for the French market contains a total of 42 minutes of French-language audio content for children from around three years of age. It includes 14 songs and three complete musical stories. Families therefore receive, with the purchase of Hörbert, initial access to a selection of high-quality audio content at no additional cost. The range of French-language content is intended to be expanded further in the future.

Distribution channels

Manufacturer's online shop: [LINK](#)

Amazon: [LINK](#)

About Hörbert – a product of HMC Hightech Media Components GmbH & Co. KG

Hörbert is developed and manufactured entirely in Germany. It is characterised by the use of environmentally friendly materials, primarily wood, and specially developed electronics. hörbert is known for its ease of use, sustainability and durability. The MP3 player can be used as an internet radio, Bluetooth streaming speaker, recording device, podcast player and classic MP3 player.

Based in Bremen, HMC is an international distribution and marketing specialist focusing on audio products. We offer a broad range of services and an extensive customer network to sustainably increase demand for the respective brands in their target markets. Our services include distribution, logistics, warehousing, marketing, PR and product development.

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