

## Mimi Sound Personalization

Mimi Sound Personalization adapts audio to your unique hearing ability and restores missing details, making music richer and more enjoyable. You will hear every detail without needing to turn the volume up.

Mimi personalizes audio to your **unique hearing ability**



### Awareness

Know more your hearing ability with a convenient and accurate test



### Restoration

Restore lost details and make the sound clearer



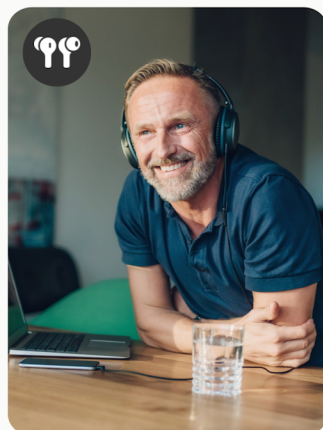
### Protection

Prevent hearing loss from increased media consumption at high volume levels

Works across multiple **consumer electronic devices**



Smart TV



Headphones



Bluetooth Speaker



Smartphone

## How Mimi works



### Hearing assessment

Take a short hearing test or estimate your hearing based on your year of birth



### Fitting & Processing

Hearing ID is created, and Mimi processing adapts the audio based on your unique hearing ability and listening preferences



### Personalized sound

Experience the Mimi magic and enjoy richer and more immersive audio across all Mimi-enabled partner devices



### Technology that knows your ears, based on years of hearing research

Mimi is a bio-algorithm born out of years of hearing science research that replicates the way the human ear works. Mimi adapts the audio signal in real time helping the ear to transmit more information to the brain.

### An enhanced audio experience

Mimi's biologically inspired and complex signal processing solves problems an EQ cannot. Mimi Sound Personalization provides a real-time simulation of the human ear. Only those frequencies you are not able to hear are unmasked.

"It's like getting your first premium buds; you will start hearing sounds you haven't noticed before, turning old songs into new experiences."

★★★★★ - Mimi user

"The personal sound option is absolutely amazing, turning the personal sound off/on is like day and night. Instant better sound..."

★★★★★ - Skullcandy user

"...you'll want to activate the Mimi sound personalisation feature if you want to get the best possible audio from them."

★★★★★ - Trusted Reviews

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