



Press Release

18 December 2024

Experience Mimi at CES 2025: Personalized Hearing Health Solutions in Consumer Electronics

Berlin, Germany – December 18 2024 – Mimi Hearing Technologies is happy to announce its participation in CES 2025, the world's premier technology event. Join us from January 7 – 10, 2025, at the Venetian Resort Hotel in Las Vegas, where Mimi will showcase its latest innovations in hearing health, sound personalization, and AI-powered audio technologies.

"At Mimi, we're not just enhancing sound experiences, we are the pioneers of solutions that empower people to take charge of their hearing health with consumer electronic devices. CES 2025 is the ideal stage to showcase how our technologies are shaping a healthier, more inclusive audio landscape. We're excited to be able to show visitors products that have been released this year, and new features we have been working on," said Florian Schneidmadel, CEO of Mimi Hearing Technologies.

What to Expect at the Mimi Suite

- **Sound Personalization:** Experience firsthand how Mimi transforms music, media, voice calls, and broadcast audio via Auracast, into [uniquely tailored audio experiences](#).
- **Partner Products:** Try out some of the [Mimi-enabled award-winning headphone integrations](#) currently on the market.
- **Hearing Test:** Learn more about [Mimi's Hearing Test](#) technology and how this could benefit your customers.
- **Transparency+:** Mimi Transparency+ delivers personalized voice enhancement for your TWS earbuds, to help you hear the world more clearly.
- **AI Voice Enhancement for TV:** [AI Voice Enhancement](#) technology improves clarity and volume of audio on TV, making it easier to follow dialogue.
- **Multi-Device Compatibility:** Explore Mimi's products across a wide range of consumer electronics devices, including headphones, TVs, smartphones, and speakers.

Join Us at CES 2025

- Dates: Tuesday, January 7 – Friday, January 10, 2025
- Location: Venetian Resort Hotel, Las Vegas – 3355 S Las Vegas Blvd, Las Vegas, NV 89109. To locate the Venetian Campus and our suite, [visit the official CES 2025 Venetian Map](#).
- Book a meeting with the Mimi team to learn more about our innovations and take a deep dive into how we're shaping the future of sound: [Schedule your meeting here](#).

About Mimi Hearing Technologies - mimi.io

Founded in 2014 in Berlin, Mimi is a global leader in sound personalization technology, enabling everyone to enjoy richer, more immersive audio tailored to their individual hearing. Mimi's innovative software is integrated into consumer audio devices such as headphones, TVs, and smartphones, allowing sound to be optimized to the listener's unique hearing profile. Media Enquiries: media@mimi.io

