



Press Release

4 September 2019

Mimi x Panasonic Avionics: To Offer Personalized Listening Technology to Airline Passengers

BERLIN, Germany, September 4 2019 – Mimi Hearing Technologies has today announced a new partnership with Panasonic Avionics which will see the company bring its proprietary audio processing into airline cabins as part of Panasonic's Wellness solution set, a collection of care and comfort technologies that promote well-being and engage multiple senses.

Marking Mimi's first expansion into the airline space, this move will see its audio processing solutions made available for use by passengers with access to Mimi in the Panasonic Avionics' inflight entertainment and communication systems. As a part of Panasonic Avionics' inflight wellness offering, Mimi's audio processing technology adjusts audio output based on user-supplied demographic information to improve the user's inflight audio experience.

"In refining the technology behind our audio processing solutions, we recognized that there was a huge opportunity in the aviation space. Thanks to our partnership with Panasonic, we are now able to integrate our technology directly into an airline's in-flight entertainment system," says Philipp Skribanowitz, CEO and Founder, Mimi Hearing Technologies.

Mimi complements Panasonic's existing wellness solutions – Active Noise Control, Premium Seat Lighting, and nanoe™ air cleansing technology to create a comprehensive approach to passenger wellness on any flight. Using a biologically inspired algorithm which emulates the listening process to some degree, Mimi's technology tunes the listening experience to a passengers' demographic profile. Integrating into both embedded and streaming entertainment experiences, the overall listening experience will be significantly improved.

Panasonic Avionics provides inflight connectivity solutions and entertainment systems to the world's leading airlines, allowing Mimi Hearing Technologies to offer features of its technology to millions of passengers worldwide. This increased reach will help Mimi's technology become a global standard for sound enhancement. As part of this initiative, Mimi Hearing Technologies will be present at IFA 2019 to announce a series of other partnerships and to discuss the future of the ground-breaking science currently in development.



About Panasonic Avionics Corporation

Panasonic Avionics Corporation is the world's leading supplier of inflight entertainment and communication systems. The company's world-class solutions, supported by professional maintenance services, fully integrate with the cabin enabling its customers to deliver the ultimate travel experiences with a rich variety of entertainment choices, resulting in improved quality communication systems and solutions, reduced time-to-market and lower overall costs.

Established in 1979, Panasonic Avionics Corporation, a U.S. corporation, is a subsidiary of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation. Headquartered in Lake Forest, California with over 5,000 employees and operations in 80 global locations, it has delivered over 14,370 IFE systems and 2,200 inflight connectivity solutions to the world's leading airlines.

About Mimi Hearing Technologies - mimi.io

Founded in 2014 in Berlin, [Mimi Hearing Technologies](https://mimi.io) is a global leader for sound personalization and hearing wellbeing technology that can be easily integrated into any consumer audio device. The company provides the number one digital hearing test app on the market and a flexible SDK with DSP integration to enable advanced personalized sound technology into a wide range of devices. The Mimi technology works across multiple listening environments including TWS headphones, TV and smartphones, so listeners can enjoy truly personalized audio wherever they are while protecting their hearing at the same time.

Mimi products and integrations have won numerous international awards, including the EISA Best Buy OLED TV (2021-2022) for sound personalization in TP Vision Philips TV, the CES Innovation Award (2019 & 2018) for sound personalization in beyerdynamic headphones, the SATVISION Innovation Prize (2018) for sound optimization in Loewe TVs, the Sonar+D Award for Innovation (2017), Startups & Developer Award at the San Francisco Music Tech Summit (2017) and the IFA Berlin Prize for Audio Innovation (2017).

