



Press Release

15 August 2025

Leading the next era of audio: Mimi Hearing Technologies showcases hearing intelligence solutions at IFA 2025

BERLIN, 15 August 2025 — Mimi Hearing Technologies, the global leader in sound audio optimization, today announced its participation in IFA 2025, one of the world's largest trade shows for consumer electronics, taking place September 5 - 9 at Messe Berlin. The company will present its latest innovations in hearing-based sound augmentation, offering business partners and industry leaders new ways to differentiate products, enhance accessibility, and drive customer engagement.

Located in Hall 11.2, Stand 285, Mimi's booth will feature showcases of its award-winning technology, including:

- **Sound Personalization:** Proprietary algorithms that adapt audio to the listener's unique hearing profile, delivering exceptional clarity, depth, and comfort.
- **Voice Clarity:** AI-powered processing that reduces environmental noise and enhances speech intelligibility, enabling clearer conversations in busy or windy environments.
- **Dialogue Focus:** Advanced speech enhancement for media that separates dialogue from background noise without raising overall volume.
- **Hearing Test Technology:** Scientifically validated hearing assessments for both Android and iOS smartphones.
- **Partner Products:** Integrations from leading brands already leveraging Mimi's technology in their consumer devices.

Mimi's technology is already integrated into products from some of the world's leading consumer electronics brands, enhancing their user satisfaction, accessibility, and long-term engagement.

IFA 2025 Meeting Opportunities

Mimi's leadership, sales and product teams will be available throughout the event for in-depth discussions on integration opportunities, licensing models, and future product roadmaps.

Interested parties are encouraged to secure a meeting slot in advance - [book a meeting here](#).

##



About Mimi Hearing Technologies

Founded in 2014 in Berlin, Mimi Hearing Technologies is pioneering hearing intelligence - enabling sound to adapt seamlessly to every listener, every device, and every environment. As a global leader in audio optimization, Mimi develops advanced solutions for sound personalization, AI-powered real-time voice enhancement, digital hearing tests, and intelligent hearing adaptation. Integrated into headphones, TVs, and smart audio devices, Mimi's technology delivers clearer, more accessible, and personalized sound experiences to millions of users worldwide. Trusted by leading OEMs and enterprises, Mimi enables enhanced audio at scale. Mimi is also behind the world's most popular hearing test app and holds the largest global database of digital hearing profiles - a foundation driving continuous innovation in personalized listening and hearing health. By transforming the way people listen, Mimi is shaping the future of sound: intelligent, inclusive, and truly personal.

Media Contact:

Kate Jenkin

Senior Marketing Manager

media@mimi.io

