



Press Release

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Arfve and Mimi: Redefining Sound Quality and Environmental Responsibility

Berlin, December 14th, 2023 – Mimi Hearing Technologies, the global leader in sound personalization technology, has announced a new partnership with Arfve, a pioneering consumer technology company, dedicated to crafting smart, modular, and regenerative products with an emphasis on longevity.

Mimi Sound Personalization will be integrated into Arfve Pods – Legacy [1], setting a new standard for personalized and intelligent audio experiences. Arfve Pods, crafted with innovation and sustainability in mind, are made from 100% recycled materials, featuring a replaceable and rechargeable battery—a giant leap for circularity in consumer technology.

“Partnering with Mimi Hearing Technologies marks a transformative step for Arfve. Together, we redefine innovation by integrating cutting-edge Mimi solutions into our revolutionary Arfve Pods – Legacy [1]. This collaboration elevates our product to a new echelon, delivering an unparalleled customer experience. With Mimi’s pioneering technology, we adapt sound to individual hearing profiles, enriching music, restoring nuances, and ensuring crystal-clear conversations—ushering in a new era of personalized, immersive audio. A partnership to further strengthen our path towards market launch,” said Niklas Gustafsson, CEO, Arfve AB.

Mimi Sound Personalization is the key to unlocking a world of audio that is tuned to a user’s unique hearing profile allowing them to lower the volume to protect their ears, enhancing speech clarity, and making the music experience truly unforgettable.

“Our mission at Mimi has always been to bring healthier listening experiences to people around the world. Teaming up with Arfve also allows us to contribute to environmental sustainability and shape a future where audio devices are not only personalized but also eco-friendly – that’s the way to go!” – Florian Schneidmadel, CEO, Mimi Hearing Technologies.

The partnership between Arfve and Mimi represents a fusion of technological innovation and environmental responsibility. As the audio industry undergoes a transformative phase, this collaboration promises to offer consumers a unique audio experience.



About Mimi Hearing Technologies – mimi.io

Mimi is the global leader in sound personalization technology for consumer audio devices. The Berlin-based company tailors audio for everyone to enjoy richer and more immersive sound adapted to their unique hearing. The company has the technical expertise, infrastructure, and industry relationships allowing for fast deployment of their solutions into consumer electronics products, including headphones, TVs, and smartphones. For media inquiries, please contact: media@mimi.io

About Arfve – arfve.com

Arfve, headquartered in Stockholm, is a pioneering consumer technology company dedicated to crafting intelligent, modular, and regenerative products with an emphasis on longevity. Together with its partners, Arfve brings next generation consumer tech to the market, empowering smart consumers to further enhance their lives through seamless and intuitive digital experiences.

