



# Press Release

11 February 2025

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## Mimi Hearing Technologies and RTINGS.com Announce Strategic Collaboration

**Berlin, Germany – February 11 2025** – [Mimi Hearing Technologies](#), a global leader in hearing wellbeing and personalized sound solutions, is partnering with [RTINGS.com](#), an independent product testing and review platform. This collaboration marks a new phase in Mimi's mission to enhance hearing health solutions with precise, data-driven insights.

RTINGS.com, known for its unique testing methodology, is among the few companies capable of conducting headphone and earbud measurements at such a large scale with outstanding consistency and public transparency. Their commitment to continuously refining their testing methodology and engaging with their community also ensures the highest quality measurement data. RTINGS.com will provide Mimi with this headphone measurement data, enabling Mimi to expand the number of supported headphones for their [PTT Hearing Test](#). This, in turn, will provide Mimi's integration partners and their end users access to a continuously expanding portfolio of supported headphones.

### Supported Headphones for Hearing Testing

Every headphone model has a different tuning, potentially affecting the results of the hearing test. When taking a hearing test with supported headphones, Mimi can take these differences into account when processing the user data, ensuring that the test results are consistent and accurate independent of the specific headphone characteristics.

By supporting a wide range of headphones and smartphones, Mimi stands out as a leader in providing a reliable and accurate smartphone-based hearing test that users can take at home with their existing devices. Mimi's PTT hearing test also meets the ANSI/CTA-2118 standard for consumer hearing assessments.

To date, the Mimi team has calibrated all Apple headphone models, most Android smartphones, and top-selling wireless headphones. Now, with RTINGS.com's expertise, Mimi will expand its list of supported devices even faster – delivering precise results across a broader range of device combinations.

"Our partnership with RTINGS.com is a game-changer for Mimi and the future of hearing health technology, and is another step towards more convergence of consumer and health tech. By leveraging RTINGS.com's unique headphone measurement data, we can expand our list of supported headphones faster than ever, ensuring that users receive the most accurate and personalized hearing assessments possible. This collaboration strengthens our mission to make hearing health solutions more accessible and precise across a wide range of devices," said Michael Hirsch, Chief Technology Officer, Mimi Hearing Technologies.



## Mimi Pure Tone Threshold (PTT) Hearing Test – A Reliable Hearing Test Ready for Immediate Integration

The Pure Tone Threshold (PTT) Test determines the softest sound a person can hear, offering a quick and accurate assessment of hearing ability. The test takes less than 2 minutes per ear, during which the user listens to various tones at different volumes and indicates when they can hear each one.

Mimi's collaboration with RTINGS.com directly benefits providers integrating this hearing test technology. With an ever-growing list of supported headphones, healthcare partners can offer a higher standard of care, with confidence in the test's accuracy across multiple device combinations, and users will benefit from more accessible and reliable hearing assessments.

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### About Mimi – [mimi.io](https://mimi.io)

Founded in 2014 in Berlin, Mimi Hearing Technologies is a global leader in hearing health solutions and sound personalization technology, enabling everyone to enjoy richer, more immersive audio tailored to their individual hearing. With a mission to deliver better hearing for everyone, Mimi empowers businesses and users with innovative technology that ensures the best possible listening experience. Mimi's innovative software is integrated into consumer audio devices such as headphones, TVs, and smartphones. The company's renowned Hearing Test App is the leading digital solution on the market and powers the world's largest database of digital hearing profiles. Mimi continues to push the boundaries of personalized audio, redefining how people experience sound across a wide range of devices. For media inquiries, please contact: [media@mimi.io](mailto:media@mimi.io)

### About RTINGS.com – [rtings.com](https://rtings.com)

RTINGS.com is a trusted consumer resource dedicated to providing transparent, standardized, and meaningful product testing. With more than 3,000 products bought and tested in a 40,000 sq. ft. facility, RTINGS.com ensures independent and in-depth reviews, helping consumers make informed purchasing decisions. Founded in 2011, RTINGS.com operates without external influence, purchasing all tested products to guarantee unbiased results.

