



# Press Release

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## Mimi Hearing Technologies announces new partnership with Montblanc

**BERLIN, Germany, February 21 2023** – The global leader for sound personalization technology, Mimi Hearing Technologies, has today announced their latest partnership with Montblanc. Mimi's Sound Personalization will be first integrated into Montblanc headphones in the coming months.

### Timeless style meets state-of-the-art technology

The partnership will bring Montblanc customers enhanced audio adapted to their unique hearing ability, with the high wearing comfort and exceptional design by one of the world's number one lifestyle brands.

"We are extremely delighted to announce the partnership between Mimi and Montblanc", says Philipp Skribanowitz, CEO, Mimi. "Bringing together the classic timeless style of Montblanc headphones and Mimi's easy-to-integrate sound personalization technology, we are excited to offer a high-end audio product with maximum comfort and personalized sound."

"The Montblanc Sound Signature is our audio identity. Adding Mimi adds the unique feature of a truly personalized sound experience, which puts our client first." adds Dr. Felix Obschonka, Director of Montblanc New Technologies. "It is a wonderful customer value that enriches our headphones and defines the new Sound of Comfort."

Here's how the enhanced Mimi sound experience works:

- **Audio test:** Montblanc customers take a short hearing test within the companion app Montblanc Sound to create a unique sound profile. This takes into account individual audio sensitivities shaped by genetics, age, lifestyle and environmental factors.
- **Custom-tuned headphones:** Customers experience enhanced audio adapted to their unique hearing ability. Mimi restores missing details, music is richer, and you can hear every word without needing to turn the volume up.

More information on product release dates coming soon. For more information on Montblanc's headphone collection visit [montblanc.com](https://montblanc.com) or follow them on [Instagram](#), [TikTok](#), [YouTube](#), [Twitter](#) and [Facebook](#).



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

Founded in 2014 in Berlin, Mimi tailors audio for everyone to enjoy richer and more immersive sound adapted to their unique hearing, and is a global leader for sound personalization technology for consumer audio devices. Mimi also provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles. 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).

For media enquiries, please write to: [media@mimi.io](mailto:media@mimi.io)

## About Montblanc

Montblanc is one of the world's leading brands of luxury writing instruments, watches, jewellery, leather goods, fragrances and eyewear. From the beginning stages of assembling individual parts to presenting a truly alive and resplendent piece, Montblanc products are lifestyle companions that will accompany yours and future generations to come.

The company's website can be found at [montblanc.com](https://montblanc.com).

