



# Press Release

28 February 2022

## Mimi Hearing Technologies Fosters Hearing Health

**BARCELONA, SPAIN, February 28, 2022** – Mimi Hearing Technologies, the global leader in hearing wellbeing, will have a team at Mobile World Congress 2022 to demonstrate its latest sound personalization technologies and discuss future innovations to improve audio experiences while also protecting hearing wellbeing.

Mimi develops and licenses science-based hearing enhancement technology to B2B customers, including headphone, television, and smartphone manufacturers. Mimi's Sound Personalization technology works by assessing the listener's hearing ability in minutes with the Mimi Hearing Test. After the test, a Hearing ID is created and the patented audio processing automatically adapts all audio in real-time. Once completed, the listener's Hearing ID is stored in the device, adjusting the sound to the user's unique hearing profile wherever they listen. As a result, more sounds become audible again, and details otherwise lost are restored, creating a more immersive and intelligible audio experience while protecting a user's hearing at the same time. Most recently Mimi has partnered with the following companies:

- Skullcandy's [Grind Fuel Earbuds](#) offers premium features like Skull-iQ Smart Feature Technology that allow hands-free voice control and Personal Sound powered by Mimi, for a customizable audio experience.
- Cleer Audio's new [Ally Plus II](#), true wireless earbuds will offer users in the United States the ability to assess their hearing health and enjoy an enhanced listening experience through Mimi Sound Personalization.
- [CEVA](#) will bring Mimi's advanced hearing IP to its Bluebud wireless audio platform and help lower the entry barrier for the development of assistive hearables and TWS headphones.
- [Goertek](#), with Mimi Hearing Technologies, will provide a mass market solution to enhance performance and enable sound personalization for its customers in the audio market.

The company finished 2021 on a strong note, closing a \$25 million round of Series B funding led by MIG Capital in a consortium of German family offices and existing shareholders, and announcing several new industry and product partnerships.

"We know that everyone's hearing is different. Mimi's Sound Personalization finds that ideal balance of audio levels that are matched precisely to them and only to them," said Mimi Hearing Technologies' CEO Philipp Skribanowitz. "Mimi provides B2B companies with integrate-able, accessible audio and sound personalization technology that bridges the gap between a users' hearing ability and their listening experience. We're constantly striving to stay at the forefront of people's hearing health by pushing the industry forward with science-based hearing enhancement technology."



## 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 provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles.

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).

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