



Press Release

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Mimi Hearing Technologies announces global partnership with X by Kygo at CES 2020

BERLIN, Germany, February 3 2020 – World leaders in hearing-based audio personalization, Mimi Hearing Technologies, today announced that the company is taking new leaps in the growing True Wireless market, as Mimi's sound personalization technology will be available for the first time in the new Xellence True Wireless Earphones from X by Kygo. The partnership is announced at CES 2019 in Las Vegas.

Mimi Hearing Technologies is continuing to innovate the consumer electronics industry as the company today announced its latest integration in the world-famous DJ Kygo's X by Kygo Xellence True Wireless Earphones. Because everyone hears differently, a technology that knows the listener's ears becomes ever so important. With the partnership, Mimi brings a personalized listening experience tuned to a listener's unique hearing, in X by Kygo's first TWS release as the two companies 'steal the show' at CES.

"Music is all in the details and we spend hours and hours to perfect it. But with headphones not truly tuned to our hearing ability, details get lost in translation. Together with the Kygo Sound team, we have worked hard to make X by Kygo deliver on our mission to offer superior music experiences to everyone, designed to produce exceptional sound. With Mimi's sound personalization technology, we can continue to perfect this mission for our users and bring innovation to the already premium headphones," said Kyrre Gørvell-Dahl/DJ Kygo.

Like fitting a pair of glasses, Mimi's sound personalization works by assessing the listener's hearing ability in minutes. By creating a Mimi Hearing ID in the Kygo Sound App, the patented audio processing automatically adapts all audio in real-time, adjusting the sound to the user's unique hearing. As a result, more sounds become audible again, restoring detail otherwise lost.

"We are happy to announce this partnership with X by Kygo, bringing our award-winning sound personalization to users with a tailored sound experience. It's great to work with a brand that originates from the artist themselves, embracing the latest technology with a focus on perfecting details in his sound. But achieving perfect sound quality is difficult when 'perfect' can vary so greatly from person to person. Mimi bridges the gap between hearing and audio, optimizing the weakest link of the audio chain, our hearing, ensuring the listener gets the most personalized audio experience. X by Kygo embraces the latest technology and focus on perfecting details, this is an exciting partnership," said Philipp Skribanowitz, CEO & Co-Founder of Mimi Hearing Technologies.

To find out more about the latest integration, visit X by Kygo at the Bellagio and Mimi's suite in the Venetian Hotel.

