



Press Release

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Circulr Sound Tech and Mimi Hearing Technologies Partner to Deliver Sound Personalization to a New Category of Smart Audio Wearables

BERLIN, Germany and Copenhagen, Denmark, January 3, 2022 – [Mimi Hearing Technologies](#), the global leader in hearing wellbeing, announced today a new partnership with [Circulr Sound](#), the creator of personal AI audio devices called “Hybrid Neckphones.” Starting today, Circulr Sound will bring Mimi Sound Personalization to its Smart Audio Wearables.

Mimi provides inclusive audio by bridging the gap between users' hearing ability and their listening experience. Everyone hears differently, and based on [Mimi's 2019 hearing data](#), 55% of the adult population has some type of hearing loss, which mostly goes unrecognized and untreated for the vast majority of people, regardless of age. The Circulr Sound team has developed a new category of smart audio wearables with pioneering open-sound patented technology designed for the safety and enjoyment of urban mobility. The Hybrid Neckphones are the only legal and safe audio solution designed for two wheel commuters.

Circulr Sound describes its hybrid device as “Sound for mobility.” The Neckphone is a combination headphone, wearable, and loudspeaker. The device allows commuters to experience immersive sound, but also still hear and be aware of their surroundings without disturbing the environment. The new Hybrid Neckphone is expected to be available in Q1 2022.

“We're thrilled to be Circulr Sound's integrated audio partner for its Hybrid Neckphone,” said Philipp Skribanowitz, CEO of Mimi. “Like Circulr, Mimi Hearing Technologies was built to deliver a better audio experience for the devices we use to listen to audio—that's why this is a perfect fit. Our sound personalization technology and Circulr's AI open-sound technology creates an optimal listening experience for consumers.”

Mimi seamlessly integrates hearing wellbeing into headphone devices, allowing users to adapt the audio signal to their hearing ability, compensating for less than perfect hearing. This creates an optimized sound experience where listeners can hear more details and better enjoy music and follow dialogue with no fatigue.

“Mimi Hearing Technologies have seen the urgent need to take care of the gap between hearing and audio, producing the most personalized sound experience, tailored to the unique hearing ability of the users,” said Enoc Armengol, CEO of Circulr Sound. “We're excited to implement Mimi's bio-algorithm that replicates the way the human ear works in our Circulr neckphones.”

For more information on Circulr Sound visit <https://www.circulrsound.com/> or follow along on [Instagram](#), [TikTok](#), [LinkedIn](#), [Twitter](#), and [Facebook](#).



About Mimi – 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).

For media enquiries, please write to: media@mimi.io

About Circulr Sound

Founded in 2019 and based in Sound Hub Denmark, Circulr Sound is an international award-winning startup founded by a group of serial entrepreneurs from various fields such as product design and sound engineering (Ex-CTO Bang & Olufsen and Harman Kardon). Circulr is creating the next category of personal AI audio devices called the "Hybrid Neckphones" that allows micromobility users to safely and legally enjoy music, calls, podcasts and audiobooks with non-invasive sound tech while being aware of their surroundings and instantly switch to regular headphones whenever is desired.

Ciculr has won several international awards including the first prize in 2021 in the category Tech for Entertainment at the South by Southwest event held in Austin, Texas and also the first prize at the 2002 Telecom-Wayra Startup Competition, to work along with Telefonica Germany.

