



Press Release

3 January 2025

Aurvana Ace Mimi: Hitting All the Right Notes Just for You

SINGAPORE – 3 January 2025 – [Creative Technology](#), and [Mimi](#) have teamed up to transform personalized audio with the launch of the Aurvana Ace Mimi, the latest TWS earbuds to join the acclaimed Aurvana series. This collaboration puts users in the driver's seat, offering customized audio that's finely tuned to their unique hearing profiles. Equipped with cutting-edge xMEMS dual-driver system and LDAC, the Aurvana Ace Mimi delivers unparalleled clarity, breathing new life into audio content with enhanced richness and detail. With every note, beat, and dialogue becoming more immersive and personal, redefining how users experience sound.

Every Note Perfectly Tuned to You

By integrating Creative's renowned audio expertise with Mimi's innovative sound personalization technology, these latest TWS earbuds elevate users' favorite content, uncovering subtle details and nuances that make every listening moment feel uniquely personal. Here's how it all comes together:

- **Mimi Sound Personalization:** This technology goes beyond the usual one-size-fits-all approach by finely tuning the audio to reveal details that might otherwise be missed. The outcome is a richer and more enjoyable listening experience, allowing users to immerse themselves in their favorite content without needing to turn up the volume—thereby helping to protect their hearing over time.
- **Personal Sound Profile:** After a quick hearing test in the Creative App, users get a personalized sound profile based on their unique hearing abilities, which can be influenced by genetics, age, and listening habits. Whether it's bringing out the intricate details in a favorite track or making dialogue clearer, the sound is specifically tuned for every individual.

Tailored for You, Packed with More

Beyond just personalization, the Aurvana Ace Mimi boasts an array of nifty features that enhance the listening experience. Notable Features of Aurvana Ace Mimi:

- **Up to 28 Hours Total Playtime (ANC OFF):** Enjoy extended listening sessions with impressive battery life that keeps the music going.
- **Seamless Connectivity:** Equipped with Bluetooth 5.3 and LE Audio, these earbuds provide low latency mode and Auracast for a smooth audio experience.
- **Powered by Six Mics:** Ensures clear communication and effective noise reduction during calls.
- **Active Noise Cancellation and Ambient Mode**
- **Wireless Charging**



“We are thrilled to announce our partnership with Creative. As our first integration partner to offer the Mimi Pure Tone Threshold (PTT) test on their headphones, Creative is setting a new standard in delivering customized listening experiences. This collaboration represents a significant leap forward in making hearing health technology more accessible and user-friendly, allowing listeners to optimize their sound experience like never before.” said Florian Schneidmadel, CEO of Mimi Hearing Technologies.

“This collaboration with Mimi Hearing Technologies allows us to bring personalized audio to a wider audience. What we’ve done with the Aurvana Ace Mimi is to ensure that everyone can experience sound in a way that’s perfect for them. It’s about more than just hearing better; it’s about making every listening moment more enjoyable,” said Song Siow Hui, CEO of Creative.

Pricing and Availability

- The Aurvana Ace Mimi can now be ordered on Creative.com for \$129.99 USD.
 - For more information, visit creative.com/AurvanaAceMimi
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About Creative – creative.com

Founded in 1981, Creative has pioneered audio technology, revolutionizing how people experience sound by breaking the silence of PCs. With visionary founders and a talented team of sound engineers, developers, and business professionals, Creative has become a key player in the development of cutting-edge audio products. From groundbreaking sound cards to high-quality speakers and headphones, Creative meets every audio need. Whether diving into immersive soundscapes, enjoying portable Bluetooth speakers, or relying on noise-cancelling headphones for clear calls—Creative’s commitment to superior audio experiences enriches the auditory world for all.

About Mimi – 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

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