



Press Release

5 January 2023

Mimi Hearing Technologies brings innovative Sound Personalization technology to CES

Las Vegas, NV – January 5th, 2023 – Mimi Hearing Technologies will demonstrate its latest Sound Personalization technology and discuss future innovations to improve audio experiences at CES 2023.

At the Mimi suite in Las Vegas, visitors will have the opportunity to:

- Meet the Mimi product experts to find out how they can upgrade their devices with Mimi's Sound Personalization technology to deliver a personalized and healthier listening experience for their users.
- Demo new Mimi features: AI based speech for TV and Mimi Transparency+
- India's leading audio tech and the world's 2nd largest wearable brand, boAt, is teaming up with Mimi to release their first range of headphones with Adaptive EQ Powered by Mimi in Q1 2023 – Check out the boAt Nirvana 525 ANC at the Mimi Suite.
- Try a range of the latest Mimi-enabled partner devices including headphones by beyerdynamic, Skullcandy, Cleer Audio, and X by Kygo and experience sound personalization like you've never heard it before.

The Mimi team will be available from Thursday January 5th to Sunday January 8th 2023, for a conversation and hands-on demonstrations.

The Berlin-based company's suite is located in Venetian Exhibit Suite 29-331. To request a meeting and experience the technology, please contact media@mimi.io

About Mimi Hearing Technologies – mimi.io

Founded in 2014 in Berlin, Mimi Hearing Technologies is a global leader for sound personalization technology that can be easily integrated into any consumer audio device. Mimi provides the number one digital hearing test app on the market and a flexible SDK and DSP integration to enable advanced personalized sound technology into a wide range of devices. Mimi 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).

