



Press Release

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Teufel and Mimi partner to unlock the full potential of sound

Berlin, Germany - July 4 2023 – The global leader for sound personalization technology, Mimi Hearing Technologies, has today announced their partnership with Teufel, Europe's largest direct seller of audio products.

This collaboration, beginning with the introduction of Mimi's technology in REAL BLUE PRO headphones, aims to redefine the audio experience for users worldwide by combining Teufel's expertise in premium audio products with Mimi's state-of-the-art sound personalization technology.

With its rich legacy of delivering superior audio solutions, Teufel brings a wealth of expertise and a passionate commitment to audio perfection. Offering a diverse range of products, including high-end speakers, headphones, and home cinema systems, Teufel has consistently pushed the boundaries of audio innovation.

"We are extremely delighted to announce the partnership between Mimi and Teufel and the release of the first Mimi-enabled Teufel headphones", says Philipp Skribanowitz, CEO of Mimi. "Teufel's commitment to uncompromising audio quality and innovation perfectly aligns with our mission to deliver personalized sound experiences to everyone. Together, we will empower individuals to hear music and audio content the way the artist intended, unlocking the full potential of sound for all."

"We are excited about the strategic partnership with Mimi Hearing Technologies. Thanks to this unique technology, we enable our customers to have a perfect and individually tailored listening experience, creating an even deeper and more immersive sound world," says Sascha Mallah, CEO of Lautsprecher Teufel.

Here's how the enhanced Mimi sound experience works:

- **Hearing assessment:** Teufel customers take a short hearing test with the Teufel Headphones app to create a unique sound profile. This takes into account individual audio sensitivities shaped by genetics, age, lifestyle and environmental factors.
- **Custom-tuned headphones:** Customers experience enhanced audio adapted to their unique hearing ability. The result is an enhanced sound quality, clarity, and richness. Listeners can fully appreciate the nuances of their favorite content without turning the volume up.

REAL BLUE PRO with Sound Personalization is available for purchase on the Teufel online store:

<https://teufel.de/real-blue-pro-106262000>

For more information on Teufel's products visit teufelaudio.com or follow them on [Instagram](#), [YouTube](#), [Twitter](#) and [Facebook](#).



About Mimi Hearing Technologies – mimi.io

Mimi is the global leader in sound personalization technology for consumer audio devices. The Berlin based company tailors audio for everyone to enjoy richer and more immersive sound adapted to their unique hearing. Mimi provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles. The company has the technical expertise, infrastructure and industry relationships allowing fast deployment of their solutions into consumer electronics products like headphones, TVs and smartphones.

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 Teufel Audio – teufelaudio.com

Teufel is Europe's largest direct seller of audio products. The wide range of products includes home cinema systems, TV sound solutions, multimedia systems, classic Hi-Fi, headphones, Bluetooth and multi-room speakers with the in-house Raumfeld streaming technology. The company began in 1979 in Berlin with the development of loudspeaker kits.

Since its foundation, the good sound has always been Teufel's top priority. Countless awards from consumers, the press and online media are proof of its success. Teufel is only available at Teufel, the products are exclusively available in direct sales in Teufel's webshop, online marketplaces, hotline and Teufel brand stores.

