



Press Release

11 June 2024

Montblanc Partners with Mimi Hearing Technologies for Sound Personalization

Berlin, Germany - June 11 2024 – Mimi Hearing Technologies has announced the launch of the first Montblanc devices featuring Mimi's pioneering sound personalization technology. The Montblanc MTB 03 in-ear headphones, available in Black and British green color, mark a significant milestone in personalized audio experiences, combining elevated design with advanced sound technology.

Montblanc MTB 03 In-Ear Headphones

The Montblanc MTB 03 in-ear headphones are designed for modern lifestyle, providing exceptional sound quality, enduring comfort, and effective noise cancellation. The MTB 03 offers a sleek and timeless design that ensures a comfortable fit for every ear. Secured inside a black-coated aluminum charging case, MTB 03 fits nicely into the pocket or sits elegantly on a desk while in the office or at home, with wireless charging available.

Mimi Sound Personalization

Mimi Sound Personalization offers a uniquely tailored audio experience. By taking a short hearing test within the Montblanc Sound companion app, users can create a personalized sound profile. Mimi will then adapt the audio to individual hearing abilities, restoring missing details and enriching the overall sound. This ensures you can enjoy your music with enhanced clarity without increasing the volume.

Florian Schneidmadel, CEO of Mimi Hearing Technologies, expressed his enthusiasm about the partnership, "We are thrilled about the launch of the first Montblanc in-ear headphones featuring Mimi Sound Personalization. This collaboration represents a significant step forward in our mission to enhance auditory experiences for users across the world. By integrating our cutting-edge sound personalization technology, Montblanc is setting a new standard for luxury audio products that cater to the unique hearing profiles of each individual. We are proud to be part of this innovation, bringing a tailored listening experience to Montblanc's customers."

For more information on the Montblanc MTB 03 in-ear Headphones visit the [Montblanc Online Store](#).



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 for fast deployment of their solutions into consumer electronics products, including headphones, TVs, and smartphones. For media inquiries, please contact: media@mimi.io

About Montblanc – montblanc.com

Synonymous with excellence in craftsmanship and design, Montblanc has been pushing the boundaries of innovation ever since the Maison first revolutionized the culture of writing in 1906. Ingenuity and imagination continue to be driving forces for the Maison today as it advances its expression of fine craftsmanship across product categories: writing instruments, watches, leather goods, new technologies and accessories. Reflecting upon its ongoing mission to create fine lifetime companions born from bold ideas and expertly crafted through the skills of the Maison's artisans, the iconic Montblanc Emblem has become the ultimate seal of performance, quality and an expression of sophisticated style. To spread the message of Inspire Writing, MONTBLANC HAUS opened its doors in 2022 in Hamburg, welcoming visitors from all over the world to discover and rediscover the power of putting pen to paper. As part of its on-going commitment to elevating and support those who strive to leave their mark, Montblanc continues to assert its encouragement of education programs around the world and initiatives that inspire people to express their full potential.

