



Press Release

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Mimi and boAt partner to bring Sound Personalization technology to Indian headphones market

Berlin, Germany - June 13 2023 – Berlin-based Mimi Hearing Technologies and boAt, India-based consumer electronics company and the world's 5th largest wearable brand, have announced their new partnership and the release of the companies' first collaboration. boAt is first bringing Mimi's Sound Personalization technology to the brand new Nirvana 525ANC, now available for sale at boat-lifestyle.com.

boAt has become a crucial part of cultural conversations for the younger generation, lifestyle influencers, and audiophiles in India. The tech company has become an advocate of self-expression, adventurous experiences, and exploration. Driven by a blazing passion for music and an instinct for innovation, boAt delivers more than just a product to its community.

"The new partnership with boAt gives Mimi the great opportunity to inspire the next generation of audio consumers," says Philipp Skribanowitz, CEO, Mimi. "We are excited to offer Mimi's Sound Personalization technology within boAt's products, and offer innovative and customized sound for boAt's customers."

boAt's new feature, Adaptive EQ Powered by Mimi, will provide customers with unique and customizable sound. Here's how the enhanced sound experience works:

1 - Hearing test in boAt Hearables App: Take a short audio test to create your unique sound profile, taking into account individual audio sensitivities shaped by genetics, age, lifestyle and environmental factors.

2 - Custom-tuned headphones: Adaptive EQ Powered by Mimi allows you to adapt the audio signal to your hearing ability, compensating for less than perfect hearing. An optimized experience is created with more detailed sound for games, music or media.

Mimi technology can be found in the [Nirvana 525ANC](#), available for purchase now.

For more information on Mimi, visit <https://mimi.io/about-us> or follow on [LinkedIn](#).

For more information on boAt, visit www.boat-lifestyle.com or follow on [Instagram](#), [YouTube](#), [Twitter](#) and [Facebook](#).



About Mimi Hearing Technologies I 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. The company has built up the technical expertise, infrastructure and industry relationships to deploy 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 boAt I boat-lifestyle.com:

boAt is a 'Made for India' lifestyle brand started in 2016 that deals in hi-quality aesthetically designed consumer electronics. boAt has been defying barriers in a sector dominated by established global brands and was recently ranked as the No.1 brand in the earwear segment. boAt creates exceptional user experience across its extensive range of products – true wireless, headphones, earphones, wearables (fitness bands), speakers, travel chargers & premium cables. The products are designed keeping in mind the preferences of listeners looking for stylish and quality electronic products that are premium looking yet affordable and which resonates with their personality.

