



Press Release

1 March 2022

Mimi Hearing Technologies and Goertek Partner to Deliver Sound Personalization to a New Line of Earphone Products

Berlin, Germany - March 1 2022 – Mimi Hearing Technologies, the global leader in hearing wellbeing, announced today a new partnership with Goertek, a global leader in total system design and manufacturing. Mimi Hearing with Goertek will provide a mass market solution to enhance performance and enable sound personalization for our customers in the audio market.

Mimi's Sound Personalization technology works by assessing the listener's hearing ability in minutes with the Mimi Hearing Test. After the test, a Hearing ID is created and the patented audio processing automatically adapts all audio in real-time. Once completed, the listener's Hearing ID is stored in the headphones, adjusting the sound to the user's unique hearing profile wherever they listen. As a result, more sounds become audible again, and details otherwise lost are restored, creating a more immersive and intelligible audio experience.

"Partnering with Goertek is an important step towards the proliferation of our sound personalization software," said Philipp Skribanowitz, CEO of Mimi. "In cooperation with Goertek, we are positioned to facilitate hearing wellbeing across a broader cross-section of listeners as we supply our respective customer pipelines with Mimi Sound Personalization technology."

Goertek has established partnerships with some of the world's most well-known enterprise companies, universities and academies in the fields of acoustics, optics, metallography, automation, software and AI.

About Mimi – 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.

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).

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