



Press Release

22 March 2023

Nothing launches new Ear (2) earbuds with Mimi Sound Personalization

Berlin, Germany - March 22 2023 – Mimi and Nothing are putting sound at the centre of the user experience with the launch of the brand new Ear (2) TWS earbuds featuring Mimi Sound Personalization. Nothing unveiled the all-new earbuds in a live-streamed event held on Wednesday, March 22 2023.

Nothing, a London-based tech company, is backed by GV (formerly Google Ventures), EQT Ventures and C Ventures, and others. Nothing's mission is to remove barriers between people and technology. To do this, the audio specialists craft intuitive, flawlessly connected products that improve the lives of their users without getting in the way. The company aims to create products driven by pure artistry, passion and trust. "Better sound. Better clarity. Just better."

Nothing and Mimi share the belief that accessible and beautifully crafted technology shouldn't be complicated. In following this belief, the new partnership between Mimi and Nothing enables the combination of immersive Sound Personalization and high-end earbuds.

"The partnership with Nothing Headphones is a great opportunity to further promote and accelerate Mimi's personalization technology. With the release of the new Ear (2), we are delighted to have another great product in the market that merges Mimi Sound Personalization with high quality earbuds, and that enables users to enjoy fully customizable sound wherever they are," says Philipp Skribanowitz, CEO, Mimi.

Here's how the enhanced Nothing x Mimi sound experience works:

- **Audio test:** Nothing customers take a short hearing test within the Nothing X 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. Mimi restores missing details, music is richer, and you can hear every word without needing to turn the volume up.

Features of the new Ear (2):

- Ultra light at just 4.5 g
- Powerful 11.6 mm custom driver
- 24bit Hi-Res Audio Certified
- Next-level Active Noise Cancellation
- Personal Sound Profile Powered by Mimi
- Up to 36 hrs of listening time

Ear (2) will be available to purchase on nothing.tech from 22 March 2023.



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).

For media enquiries, please write to: media@mimi.io

About Nothing – nothing.tech

Nothing is here to make tech fun again. Established in 2020, the London-based company is building an open ecosystem of products for users seeking a new era of innovation. In just two years, Nothing has proved that there is room for an alternative. Phone (1), one of the most anticipated tech launches in recent times, was listed in Time Magazine's best inventions of 2022. Together with Nothing's two audio products, Ear (1) and Ear (stick), the company has sold over 1,000,000 units worldwide. In December 2022, Nothing opened its first retail space – Nothing Store Soho, which is thriving in London's cultural hub.

Nothing's mission is backed by GV (formerly Google Ventures), EQT Ventures and C Ventures to name a few. High profile investors include Steve Huffman (CEO and Co-founder of Reddit), Kevin Lin (Co-founder of Twitch), Josh Buckley (CEO of Product Hunt), Tinie Tempah (Musician), Axel Christofer Hedfors & Sebastian Ingrosso (Swedish House Mafia), and Casey Neistat (YouTuber).

