



Press Release

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Skullcandy amplifies gaming experience with multi-platform compatible headsets featuring Mimi Sound Personalization

BERLIN, Germany, November 2 2022 – Skullcandy, the #1 selling brand in stereo headphones and true wireless earbuds under \$100, just announced its re-entry to the gaming category with a release of value-packed headsets for all skill levels. This launch of the brand new SLYR Pro and PLYR headsets marks the first gaming headset with Mimi Sound Personalization. Offering compatibility across PC, PlayStation, Xbox, Switch and mobile, the SLYR Pro and PLYR multi-platform gaming headsets deliver rich, detailed sound, crystal-clear communications and all-day comfort. The collection is rolling out now at skullcandy.com, starting at \$59.99 MSRP for SLYR and ranging to \$129.99 MSRP for PLYR.

Skullcandy's SLYR Pro & PLYR – the ideal lifestyle-to-livestream audio companions

PLYR – the collection's flagship offering – is perfect for gamers who desire maximum flexibility to play both wired or wirelessly via Bluetooth. Like prescription glasses, but for your ears, the headset offers Skullcandy's Enhanced Sound Perception (ESP) feature, powered by Mimi Sound Personalization technology, which requires users to take the innovative Mimi hearing test to tune audio drivers specifically to the user's unique hearing. To deliver crystal clear communications, PLYR features Clear Voice Smart Mic™. Dual-connect capabilities enable users to connect via wired and wireless connection to stream audio from two separate devices, simultaneously.

For gamers seeking a premium wired-only gaming experience, SLYR Pro is the answer, offering must-have features like ESP and Clear Voice Smart Mic technology with detachable boom mic. SLYR Pro also sports a slightly redesigned headband for those who prefer a more classic, yet comfortable fit.

In typical Skullcandy style, each headset is also beautifully designed and set off with a unique digitized aesthetic, blending the nostalgia of gaming with a modern form factor.

Let the games begin – boost your personalized sound experience

Mimi Hearing Technologies and Skullcandy founded their partnership in 2021. After the successful launch of Skullcandy's Mimi-enabled TWS [Grind Fuel Earbuds](#) and TWS earbuds [Dime XT 2](#), the release of Skullcandy's first Mimi-enabled gaming headsets [SLYR Pro](#) and [PLYR](#) is another milestone in the collaboration.

"With the release of Skullcandy's SLYR Pro and PLYR, we are excited to further expand the successful partnership with Skullcandy and for Mimi to enter the world of gaming devices," says Philipp Skribanowitz, CEO, Mimi. "Merging Skullcandy's expertise in providing premium audio and Mimi's easy-to-integrate sound personalization technology, we offer a maximized gaming experience for players who desire premium sound, high comfort, and personalization and protection features, all in one product."



Enjoy fully customizable sound with Skullcandy and Mimi

Skullcandy's latest SLYR Pro and PLYR headsets offer Enhanced Sound Perception powered by Mimi, for a customizable audio experience. Here's how the enhanced hearing experience works:

- Hearing test: SLYR Pro and PLYR headset users take a short hearing test to create their unique sound profile, taking into account individual audio sensitivities shaped by genetics, age, lifestyle and environmental factors.
- Custom-tuned headsets: Mimi seamlessly integrates hearing wellbeing into headphones and earbuds. This allows users to adapt the audio signal to their unique hearing ability, compensating for less than perfect hearing. An optimized experience is created with more detailed sound for games, music or media.

For more information on Skullcandy's gaming collection visit [skullcandy.com](https://www.skullcandy.com) or follow the brand on [Instagram](#), [TikTok](#), [YouTube](#), [Twitter](#) and [Facebook](#).

About Mimi Hearing Technologies - mimi.io

Founded in 2014 in Berlin, [Mimi Hearing Technologies](https://mimi.io) is a global leader for sound personalization and hearing wellbeing technology that can be easily integrated into any consumer audio device. The company provides the number one digital hearing test app on the market and a flexible SDK with DSP integration to enable advanced personalized sound technology into a wide range of devices. The Mimi technology works across multiple listening environments including TWS headphones, TV and smartphones, so listeners can enjoy truly personalized audio wherever they are while protecting their hearing at the same time.

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).

About Skullcandy® - www.skullcandy.com.

Skullcandy is the original lifestyle audio brand, born in 2003 on a chairlift in Park City, Utah. Fast forward to today where Skullcandy is the #1 selling brand in Stereo Headphones¹ and True Wireless Earbuds² under \$100, and on a mission "to unleash the visceral power of music for all." Skullcandy headphones and earbuds are created, tuned and tested to deliver music you can feel, specially engineered to provide a deeper, more immersive listening experience. The brand supports charitable causes through its Music With A Mission program where dedicated campaigns and a portion of proceeds from limited-edition product sales help make an impact. Skullcandy designs, markets and distributes its audio products through a variety of distribution channels globally.

