



Press Release

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beyerdynamic launches XELENTO (2nd gen) in-ear headphones with Mimi Sound Personalization

BERLIN, Germany, October 13 2022 – This audible jewelry will make audiophile hearts beat faster: Today, beyerdynamic launches the 2nd generation of XELENTO in-ear headphones with Mimi Sound Personalization. The audio experts from Heilbronn have uniquely succeeded in integrating the highest performance and sound quality into a graceful and elegant in-ear design.

Handcrafted with the highest precision, XELENTO wireless offers a first-class high resolution sound driven by beyerdynamics own Tesla technology. The beyerdynamic MIY app with MOSAYC – Attention to detail with Mimi Sound Personalization enables users to activate personalized sound power by Mimi, and further customization for individual preferences. The beyerdynamic XELENTO wireless will be available from October 13 for a recommended retail price and EUR 1.199 (wireless incl. VAT) in the [beyerdynamic online shop](#) and in the [beyerdynamic brand store](#) on Amazon.

beyerdynamic XELENTO – incomparable sound meets noble design

The beyerdynamic XELENTO is manufactured with the highest level of quality directly at the company's headquarter in Heilbronn, Germany. beyerdynamic's own Tesla technology is integrated into XELENTO headphones in its smallest form factor to date: The Tesla.11 driver ensures an exceptional level of detail, unparalleled spatiality and depth of sound that will truly delight music lovers. The eleven-millimetre, dynamic one-way driver combines beyerdynamic's acoustic expertise, engineering, and craftsmanship into a brilliant technical masterpiece. A special new acoustic filter provides even more fine detail and lightness in the high-frequency range. Paired with perfectly matched mids, highs and bass, the sound quality is raised to a new level.

Experience customizable sound with beyerdynamic and Mimi

Mimi Hearing Technologies, the global leader in hearing wellbeing, and beyerdynamic, the pioneering audio experts from Heilbronn, founded their partnership in 2017. Since then, beyerdynamic has brought innovative headphones to the market choosing to integrate Mimi Sound Personalization technology for a customizable audio experience. The result is audio that is more immersive and detailed than anything users have ever heard before. Beyerdynamic XELENTO are the ninth pair of beyerdynamic headphones that feature Mimi Sound Personalization.

"The partnership between Mimi and beyerdynamic is bridging the gap between hearing health and world-class high resolution sound. With the release of beyerdynamic's XELENTO wireless, users can enjoy fully customizable sound tuned to their unique hearing profile and a true audiophile listening experience without missing the comfort of wireless flexibility." – Philipp Skribanowitz, Mimi CEO and Co-Founder.



Here's how the enhanced hearing experience works:

- **Audio test:** XELENTO wireless headphones can be connected to MIY app. Users take a short audio test using the MIY app to dial in their unique sound profile, taking into account individual audio sensitivities shaped by genetics, age, lifestyle and environmental factors.
- **Custom-tuned earbuds:** Mimi seamlessly integrates hearing well-being into headphones and earbuds, allowing users to adapt the audio signal to their unique hearing ability, compensating for less than perfect hearing. This creates an optimized sound experience where listeners can hear more details, better enjoy music and follow dialogue.
- **Promote hearing health:** Products featuring Mimi Sound Personalization remember the user's profile each time the earbuds are turned on for a custom experience designed to promote hearing health.

Want to experience Mimi for yourself with beyerdynamic? Visit [the beyerdynamic online store](#).

For more information on beyerdynamic, visit [beyerdynamic.de](#) or follow along on [Instagram](#), [TikTok](#), [YouTube](#), [Twitter](#) and [Facebook](#).

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