



Press Release

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Mimi Hearing Technologies among Fast Company's Brands That Matter Honorees

BERLIN, Germany, October 31 2022 – Fast Company has announced Mimi Hearing Technologies as a 2022 Honoree in their Brands That Matter program. The Brands That Matter list recognizes companies leading on social action, sustainability, inclusivity, and fun. Aiming to get beyond corporate vision statements and management talking points, the program celebrates a company's connection with its audience through cultural relevance, social impact, and clear, authentic communication. Now in its second year, the Brands That Matter editorial staff looked for a clear synthesis between how a brand presents itself and how its customers perceive it.

Mimi – unique hearing health and wellness brand

Mimi Hearing Technologies has been awarded in the category Health and Wellness. With hearing loss becoming an increasing issue, Mimi recently initiated a re-positioning, with design agency [With Company](#), to better serve hearing health awareness with its specific technologies and offerings.

As Fast Company states, audio consumption is up, but so is hearing loss – making hearing health an ever-urgent priority, and the recognition of Mimi Hearing Technologies was based on the company's unique position as both a hearing health and wellness brand.

Mimi offers a range of products and services ranging from hearing testing, to easy-to-integrate Sound Personalization technology for consumer audio brands. With the refresh of the brand over the past 12 months, Mimi further established its focus on wellbeing, following the company's mission to bring hearing health to everyone. Fast Company also emphasizes [Mimi's successful partnerships](#) with renowned brands like Philips, Skullcandy, Cleer Audio, and more, bringing personalized sound technology to more listeners.

"We are proud to be among the honorees of this year's Fast Company Brands That Matter program. In our mission to democratize hearing health and wellbeing, this is an important step in the continuing process of raising awareness for hearing loss, and providing user's with more personalized and healthier listening experiences." Philipp Skribanowitz, CEO & Co-Founder of Mimi Hearing Technologies.

For further information, please visit [Fast Company's website](#).



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 also provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles. 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).

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