Press Release

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Mimi's Personalized Listening Experience Added to the Qualcomm Extension Program

BERLIN, Germany, September 13 2019 – Mimi Hearing Technologies, one of the world's leading providers of hearing-based audio personalization, is now a member of the Qualcomm® Extension Program. The program extends the capabilities of Qualcomm Technologies International, Ltd. (QTIL)'s audio solutions with a unique set of software features available for licensing from program members.

As part of the program, Mimi's audio personalization processing now runs on Qualcomm® QCC5100 Low Power Audio Bluetooth SoCs and helps customers integrate the Mimi audio personalization experiences easily and efficiently. Mimi has also been available for Qualcomm® CSR8670 and Qualcomm® CSR8675 since 2018.

"It is great to have Mimi as an official member of our Extension Program, bringing their hearing enhancement and audio optimization solutions to our latest low power Bluetooth audio solutions. Technologies like this help to provide a much more personalized listening experience to help users get the most from their headsets and hearables," said Chris Havell, senior director, product marketing, voice and music, Qualcomm Technologies International, Ltd.

Mimi's proletarian audio processor solution stack accurately measures, profiles, and optimizes for unique hearing abilities, to deliver a personalized listening experience, across audio devices. Mimi easily integrates to consumer devices such as headphones, smartphones, TVs, in-flight entertainment systems, and range of systems and platforms.

"We're honored to announce our Extension Program involvement. Working with QTIL further ensures our ability to reach a greater amount of listening experiences and products our users love. We look forward to working with QTIL's expert team and cutting-edge platforms to create hearing solutions for the next generation of audio devices and innovations", says Lead Partnership at Mimi Hearing Technologies.

Mimi's addition to the Qualcomm Extension Program further extends the reach of the Mimi ecosystem, helping Mimi create a new standard for hearing-based audio personalization.