



Press Release

18 September 2023

Mimi and Focal Join Forces to Deliver Sound Personalization to Bathys Headphones

Berlin, Germany - September 18 2023 – Mimi Hearing Technologies, a global leader in personalized audio solutions, is thrilled to announce a new partnership with [Focal](#), the renowned French audio manufacturer. This exciting collaboration brings a new dimension to the world of audio, with Mimi Sound Personalization now available on the prestigious [Focal Bathys headphones](#).

Sound Personalization, a revolutionary technology developed by Mimi Hearing Technologies, is designed to optimize audio experiences for individuals, tailoring sound to match their unique hearing profiles. By customizing the sound to match individual hearing profiles, Sound Personalization ensures that users hear every detail and nuance in their music, movies, and games, providing an unparalleled auditory experience.

This new partnership with Focal marks a significant milestone in the journey to create the ultimate personalized listening experience for consumers across the globe.

The Focal Bathys headphones are the epitome of audio excellence, offering audiophiles and music enthusiasts an extraordinary listening experience. Crafted with precision and featuring high-quality materials, the Bathys headphones are renowned for their exceptional sound quality and comfort, making them the ideal canvas for Mimi Sound Personalization.

“We are thrilled to partner with Focal, a brand synonymous with audio innovation and uncompromising quality. Together, we are pioneering a new era of personalized sound experiences, where every listener can enjoy audio tailored to their unique hearing profile,” said Florian Schneidmadel, CEO of Mimi Hearing Technologies.

The collaboration between Mimi Hearing Technologies and Focal brings numerous benefits to users:

- **Personalized Sound:** With Mimi Sound Personalization integrated into the Focal Bathys headphones, users can enjoy audio that is specifically tailored to their hearing abilities, ensuring a rich and immersive listening experience.
- **Enhanced Comfort:** The Focal Bathys headphones are known for their exceptional comfort and build quality, providing hours of fatigue-free listening pleasure.
- **Audiophile-Grade Audio:** Focal's reputation for high-fidelity sound combined with Mimi's advanced sound personalization technology means users can experience music, movies, and games in stunning clarity and detail.

The Focal Bathys headphones featuring [Mimi Sound Personalization](#) are now available for purchase on [Focal's online store](#).



About Mimi Hearing Technologies – mimi.io

Mimi is the global leader in sound personalization technology for consumer audio devices. The Berlin based company tailors audio for everyone to enjoy richer and more immersive sound adapted to their unique hearing. Mimi provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles. The company has the technical expertise, infrastructure and industry relationships allowing for fast deployment of their solutions into consumer electronics products including headphones, TVs and smartphones.

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 inquiries and further information, please contact: media@mimi.io

About Focal – focal.com

Focal has been creating benchmark acoustic equipment since 1979 for various high fidelity markets such as home audio loudspeakers, headphones, car speaker drivers and monitoring loudspeakers. Core businesses: speaker drivers and high-fidelity loudspeakers. Focal's historic core values are based on the union of technology, mechanics, noble materials and design. Focal are constantly pushing the limits of sound to offer you a truly unique listening experience.

