



Press Release

20 September 2022

Skullcandy launches TWS earbuds Dime XT 2 with Mimi Sound Personalization

BERLIN, Germany, September 20 2022 – Skullcandy, the #1 selling brand in Stereo Headphones and True Wireless Earbuds under \$100 launches an upgrade to its award-winning Dime True Wireless Earbuds that features Personal Sound powered by Mimi Hearing Technologies exclusively in the US. Priced at \$29.99 MSRP, the new Dime XT 2 True Wireless Earbuds offers all the same fan favorite features as the original, and include the addition of Tile™ finding technology. Dime XT 2 provides the full true wireless comfort, combining expertly tuned audio with a noise-isolating fit and must-have features, like a microphone in each bud.

Whenever removed from the charging case secured with a snap lid, the buds automatically turn on. Easy connection offers a simplified listening experience which is the ideal solution for those new to true wireless. Dime XT 2 is the perfect everyday audio companion that boasts up to 12 hours of battery life, freeing users from the hassle of snagging and tangling wires. Intuitive, touch-enabled media controls on the compact stick-style buds enable users to effortlessly take calls, change tracks, adjust volume and activate native voice assistants, all without ever reaching for their devices.

Mimi Hearing Technologies and Skullcandy founded their partnership in 2021. After the successful launch of Skullcandy's first Mimi-enabled TWS Grind Fuel Earbuds, offering premium features like Skull-iQ Smart Feature Technology that allow hands-free voice control, users can now experience Skullcandy's latest TWS earbuds Dime XT 2 with Personal Sound powered by Mimi, for a customizable audio experience.

"As Skullcandy and Mimi both are committed to providing users with the latest and most comfortable innovative technology, we are excited about the launch of Dime XT 2," says Philipp Skribanowitz, CEO of Mimi. "With Skullcandy's expertise on high-end TWS earbuds and Mimi's easy-to-integrate sound personalization technology, we have created a product that offers hearing protection, sound augmentation, comfort and personalization features, all in one."

Here's how the enhanced hearing experience works:

- Audio test Skullcandy: Dime XT 2 earbud users take a short audio test to dial in their unique sound profile, taking into account individual audio sensitivities shaped by genetics, age, lifestyle and environmental factors.
- Custom-tuned earbuds Dime XT 2: 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.

Dime XT 2 by Skullcandy are now available in selected retail stores in the US.



About Skullcandy®

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. The company's website can be found at www.skullcandy.com.

About Mimi Hearing Technologies

Founded in 2014 in Berlin, Mimi Hearing Technologies 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). – mimi.io

