



# Press Release

September 2020

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## Mimi x X by Kygo Product Launch: True Wireless meets Mimi Sound Personalization

**BERLIN, Germany, September 2020** – Mimi Hearing Technologies, the world's leading provider of digital hearing tests and hearing-ability-based sound personalization, have announced the launch today of Mimi Sound Personalization in the new X by Kygo Xellence True Wireless Earphones.

First announced at CES 2020, the partnership will bring the Mimi experience to X by Kygo user's in the brand's first True Wireless headphone release.

Mimi's Sound Personalization technology works by assessing the listener's hearing ability in minutes with the Mimi Hearing Test. After the test, and creating a Mimi Hearing ID in the X by Kygo App, the patented audio processing automatically adapts all audio in real-time. Once completed, the listener's Hearing ID is stored in the headphones, adjusting the sound to the user's unique hearing profile wherever they listen. As a result, more sounds become audible again, and details otherwise lost are restored, creating a more immersive music experience.

"Music is all in the details and we spend hours and hours to perfect it. With headphones not uniquely tuned to your hearing ability, details can be lost. Together with the Kygo Sound team, we have worked hard to make X by Kygo deliver on our mission to offer superior music experiences to everyone by designing products that produce exceptional sound.

With Mimi Sound Personalization, we can continue to perfect this mission for our users and bring innovation to the already premium headphones," said Kyrre Gørvell-Dahll/DJ Kygo.

"We are happy to announce this product launch, bringing our award-winning sound personalization to X by Kygo users. It is great to work with a brand that originates from the artist themselves, embracing the latest technology, with a focus on perfecting details in the sound.

Achieving perfect sound quality is difficult though when 'perfect' can vary so greatly from person to person. Mimi bridges the gap between hearing and audio, ensuring the listener gets the most personalized sound experience, tailored to their hearing. X by Kygo embraces the latest technology and focuses on perfecting details, this is an exciting release," said Philipp Skribanowitz, CEO & Co-Founder of Mimi Hearing Technologies.

### More Information

[Purchase Xellence Earphones](#)

[Visit X by Kygo Website](#)



## About Mimi – [mimi.io](https://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 provides the #1 digital Hearing Test App on the market and has developed the world's largest database of digital hearing profiles.

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 enquiries, please write to: [media@mimi.io](mailto:media@mimi.io)

## About X by Kygo

X by KYGO was created out of Kygo's enthusiasm to offer superior music experiences to everyone, regardless of people's music taste. Therefore, our products are designed to produce exceptional sound and to fit each person perfectly. "X by KYGO unites my love of music with modern Scandinavian design. The aim is to develop top-quality audio equipment that sounds amazing and looks great. Future classics that capture the euphoric feeling of my music. Like my approach to everything, X by KYGO is driven to continually improve. So, as each product evolves it embraces the latest technology and focuses on perfecting the details until I'm absolutely happy the end result is the best it can be. I hope that by creating new and inspiring audio experiences, you'll enjoy listening to your favorite tunes even more."

For more information and product details, please visit: [www.xbykygo.com](https://www.xbykygo.com)

