



# Media Alert

September 3 2022

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## IFA NEXT Innovation Engine Session: “Sound Personalization & Safe Listening for Consumer Electronics”

Mimi Hearing Technologies, the global leader in hearing wellbeing, will deliver a September 6, 2022 presentation on the topic of sound personalization and hearing wellbeing as a part of this year's IFA event.

The 15-minute session will address technology that adapts the audio signal to a consumer's hearing ability, compensating for less than perfect hearing creating a richer and more immersive sound experience. Dialogue is brought back that may have been lost and the ability to adjust the audio, not the volume.

**WHO:** Philipp Skribanowitz, CEO, Mimi Hearing Technologies

**WHAT:** Solo presentation on “Hearing Wellbeing Breakthrough: Best Sound Personalization & Safe Listening for Consumer Electronics”

**WHEN:** Tuesday, September 6, 2022, 11:30 a.m. – 11:45 a.m. CEST

**WHERE:** IFA NEXT Innovation Engine Stage, Messe Berlin, Berlin, GER.

**URL:** <https://b2b.ifa-berlin.com/de/ifa/ifa-next/ifa-next-programm>

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### About Mimi Hearing Technologies | [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. The company has built up the technical expertise, infrastructure and industry relationships to deploy their solutions into consumer electronics products like 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).

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