



Press Release

3 September 2024

Experience the Future of Sound: Mimi Hearing Technologies to Showcase Latest Advancements at IFA 2024

Berlin, September 3, 2024 – Mimi Hearing Technologies is set to redefine audio at [IFA 2024](#) with its cutting-edge sound personalization and innovative hearing solutions. As a leader in this field, Mimi invites you to explore how their advancements are transforming the listening experience for users across the world. From personalized sound, to seamless device integrations, discover the next evolution in auditory technology.

What to Expect:

- **Sound Personalization:** Experience firsthand how their cutting-edge sound personalization technology can transform your audio experience. Whether it's music, movies, or calls, Mimi tailors sound to match your unique hearing profile for unparalleled clarity and richness.
- **Hearing Test:** Learn more about Mimi's Hearing Test technology and how this could benefit you and your business. The team can also take you through the Mimi iOS Hearing Test app.
- **Partner Products:** Check out the full range of Mimi-enabled partner devices and demo some of the headphone integrations.
- **AI Speech Enhancement Technology:** With the support of Generative Audio AI, Mimi's new voice products will feature cutting-edge speech enhancement technology, offering consumers clear and personalized audio experiences.
- **Multi-Device Compatibility:** Explore Mimi's products across a wide range of consumer electronics devices, including headphones, TVs, smartphones, and speakers.

Join Mimi at IFA 2024

Discover how Mimi is revolutionizing the way we experience sound. You can find Mimi at [Messe Berlin](#): Hall 14, Stand 304 from Friday September 6th to Tuesday September 10th. [Book a meeting with the team here.](#)

About Mimi Hearing Technologies – 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. Media Enquiries: media@mimi.io

