



Press Release

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Mimi Hearing Technologies Partners with EARWEISS to Revolutionize Customized Earbuds and Personal Audio with the Launch of the EARWEISS T1

Berlin, Germany – September 5 2024 – Mimi Hearing Technologies, a leader in sound personalization technology, has announced its new partnership with EARWEISS, a pioneer in advanced audio solutions. This collaboration marks the launch of the world's first Customized Wireless Stereo (CWS), the EARWEISS T1, featuring Mimi Sound Personalization.

Introducing EARWEISS T1

The EARWEISS T1 showcases a significant leap forward in personal audio technology. The T1 features EARWEISS Personalized Auditory Customization System, to offer a truly customized listening experience for all users. Key features include:

- **Customizable Sound Personalization:** The T1 utilizes Mimi Sound Personalization to deliver personalized audio profiles that protect and enhance hearing health. Each user receives a tailored sound experience that adjusts to their unique hearing needs.
- **Fresh Air Tuning Design:** Switch effortlessly between immersive bass and a refreshing, clear audio profile with the innovative fresh air tuning design, providing a versatile listening experience suited to various environments.
- **3D mathematical modeling:** The private customization of the 3D mathematical modeling of EARWEISS T1 ensures a perfect fit, improving the comfort and sound quality of long-term listening.
- **Innovative CBH Smart Pod:** This feature enables seamless conversion of multiple devices to full-link HiFi sound quality, ensuring a superior auditory experience across all your favorite devices.

Mimi Sound Personalization

Mimi Hearing Technologies' proprietary Sound Personalization technology is at the heart of the T1's advanced audio capabilities. By analyzing each user's unique hearing profile, Mimi enhances sound quality to match individual preferences and auditory health needs. This integration promises a listening experience that is not only immersive but also tailored for optimal hearing protection.

"The partnership with EARWEISS represents another major milestone in our mission to make personalized hearing technology accessible to users all across the world," said Florian Schneidmadel, CEO of Mimi Hearing Technologies. "The EARWEISS T1 showcases how advanced audio solutions can transform the way people experience sound. The personalized ear molds combined with Mimi's hearing testing and audio technology take personalization to the next level."

The EARWEISS T1 will be available for sale in EARWEISS stores starting in September.



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.

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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About EARWEISS – www.earweiss.com

EARWEISS focuses on innovation in the field of personalized smart headphones and strives to create a smarter and better life for mankind. EARWEISS has established two headquarters bases in Shenzhen and Nanjing, China, and initially completed the construction of EARWEISS Science and Technology Innovation Research Institute, Digital Technology Center, Software R&D Center, Intelligent Hardware Laboratory and other four major research institutions and related support system investment, and synchronized with the world's leading scientific research institutes and institutions to carry out technical cooperation.

EARWEISS has a high level of R&D experience and data accumulation in digital audio field, smart wearable devices, medical and healthcare field. Its true Customized Digital Modeling technology (CDM) applies hearing health algorithms, 3D digital ear models, and other technologies to the field of personalized customized headphones, and applies Ear high-definition Multi-dimensional Sensing technology (EMS) in smart headphone products, which creates a brand-new field of the application of the global smart headphones. Its TCD true custom digital headset technology applies digital hearing health algorithms, 3D digital ear model and other technologies in the field of personalized customized headphones, and applies EPS ear high-definition multi-dimensional sensing technology in smart headphone products.

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