



# Press Release

5 September 2025

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## Baseus partners with Mimi Hearing Technologies to bring personalized sound to new range of headphones

**BERLIN, 5 September 2025** - Mimi Hearing Technologies, the global leader in sound personalization and hearing intelligence, today announced a partnership with Baseus to bring individualized audio experiences to Baseus' next-generation headphones. The collaboration debuts with the launch of the Inspire XH1, featuring SoundFit powered by Mimi Sound Personalization.

The Inspire XH1 is designed to deliver premium sound and comfort for everyday use with features including:

- **SoundFit powered by Mimi:** adapts audio to each listener's unique hearing profile for clearer and richer personalized sound.
- **Studio-level sound precision:** expertly tuned for immersive music and crystal-clear calls.
- **Adaptive hybrid ANC:** block out distractions with up to -48dB noise cancellation, perfect for travel or busy offices.
- **Cloud-like comfort:** Velvet-like soft ear cushions designed for all-day wear.

"At Mimi, we share Baseus' passion for creating technology that is both practical and user-centered. By bringing Mimi Sound Personalization into Baseus' award-winning audio products, we can deliver a personal listening experience to a new generation of listeners around the world. Together, we're making sound not only reliable and high-quality, but also uniquely tailored to every individual," said Florian Schneidmadel, CEO of Mimi.

Inspire XH1 are now available [for purchase on the Baseus website](#).

Visitors at IFA can experience the new Inspire XH1 headphones at the Mimi booth - Hall 11.2-285 or at the Baseus booth - H4.2-147.



## About Mimi - [mimi.io](https://mimi.io)

Founded in 2014 in Berlin, Mimi Hearing Technologies is pioneering hearing intelligence - enabling sound to adapt seamlessly to every listener, every device, and every environment. As a global leader in audio optimization, Mimi develops advanced solutions for sound personalization, AI-powered real-time voice enhancement, digital hearing tests, and intelligent hearing adaptation. Integrated into headphones, TVs, and smart audio devices, Mimi's technology delivers clearer, more accessible, and personalized sound experiences to millions of users worldwide. Trusted by leading OEMs and enterprises, Mimi enables enhanced audio at scale. Mimi is also behind the world's most popular hearing test app and holds the largest global database of digital hearing profiles - a foundation driving continuous innovation in personalized listening and hearing health. By transforming the way people listen, Mimi is shaping the future of sound: intelligent, inclusive, and truly personal.

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## About Baseus - [baseus.com](https://baseus.com)

Baseus Technology is a leading consumer electronics brand that focuses on integrating design, research and development, and production and sales. With a name originating from our core value of "BASE ON USER", Baseus features an extensive product catalogue that includes chargers, audio tech, lights, home appliances, car accessories, phone protectors, and more.

