



Press Release

6 September 2024

Arfve and Mimi: Introducing Legacy 1 TWS Earbuds at IFA Berlin 2024

Berlin, September 6, 2024 — Arfve, a pioneering consumer technology company from Stockholm, and Mimi Hearing Technologies, the global leader in sound personalization technology, are thrilled to announce their collaborative presence at the IFA Berlin 2024, taking place from September 6-10. The event will serve as the platform for the first in-person preview of the Arfve Legacy 1 true-wireless earbuds, an embodiment of cutting-edge sound technology and sustainable innovation.

Building on a Strong Foundation: A Partnership with Purpose

This showcase comes after the partnership announcement between Arfve and Mimi Hearing Technologies in December 2023, a collaboration that marked a new era in personalized audio technology. The partnership leverages Mimi's groundbreaking sound personalization software to bring Arfve's commitment to superior audio quality to new heights.

Introducing Legacy 1

The Legacy 1 Earbuds from Arfve combine exceptional sound quality with innovative design, featuring pioneering Swap-and-Go rechargeable batteries. These earbuds offer a personalized audio experience with Mimi's Sound Personalization technology that adapts the audio to your unique hearing profile, ensuring the audio is perfectly tailored to you. With advanced AI noise reduction, seamless multi-device Bluetooth connectivity, and continuous app-driven enhancements, the Legacy 1 Earbuds deliver crystal-clear sound that evolves with you. Designed for all-day wear, they provide unmatched comfort, a customizable fit, and durability, making them ideal for any lifestyle.

Mimi Sound Personalization

At the core of the Legacy 1 Earbuds audio features is Mimi Sound Personalization, which creates a unique audio profile for each user. This feature ensures that the earbuds audio is perfectly attuned to the listener's hearing profile, delivering an unparalleled auditory experience and offering a sound as distinct as your fingerprint.

"We are thrilled to collaborate with Arfve on the Legacy 1 Earbuds, a product that embodies our shared vision of personalized, high-quality sound. At Mimi, we believe sound should be as unique as the individual experiencing it, and with Legacy 1, we're making that vision a reality for more people. We're excited to showcase this innovation at IFA Berlin 2024 and look forward to bringing personalized sound to Arfve's customers," said Florian Schneidmadel, CEO of Mimi Hearing Technologies.



Meet Mimi at IFA Berlin, September 6-10, 2024

Visitors to IFA Berlin 2024 will have the first opportunity to experience the Legacy 1 TWS earbuds. Visit the Mimi booth at Hall 14, Stand 304, [or book a meeting with the team here.](#)

About Mimi Hearing Technologies – mimi.io

Mimi is the global leader in sound personalization technology for consumer audio devices. Based in Berlin, Mimi tailors audio experiences to enrich sound quality and adapt to individual hearing needs. Mimi provides the #1 digital Hearing Test App on the market and holds the world's largest database of digital hearing profiles, allowing seamless integration of their solutions into consumer electronics, including headphones, TVs, and smartphones. Media inquiries: media@mimi.io

About Arfve – arfve.com

Arfve, headquartered in Stockholm, is dedicated to developing intelligent, modular, and sustainable consumer technology products that emphasize longevity and environmental responsibility. Through strategic partnerships, Arfve aims to bring the next generation of consumer tech to market, enhancing users' lives through smart, intuitive digital experiences.

