



BRAGI

November 11<sup>th</sup>, 2014

# **Bragi's The Dash wins CES Best of Innovation Award 2015**

**New York, NY., November 11, 2014** – Munich-based Bragi, announced today that its wireless headphones The Dash won the International Consumer Electronics Show (CES) 2015 Innovation Award BEST OF INNOVATION in the Headphones product category. CES is the world's largest consumer technology tradeshow held by the Consumer Electronics Association® (CEA) every year.

The Jury recognized that The Dash represents the most impressive technology in the headphone category. Products entered in the CES Innovations program are judged by a preeminent panel of independent industrial designers, engineers, and members of the media to honor outstanding design and engineering in cutting-edge consumer electronics products across 29 categories.

"We are over the moon with the response that we have been receiving" says Nikolaj Hviid, Founder and CEO, Bragi GmbH. "The competition here is very tough but we continue to create a lot of market attention for our groundbreaking product The Dash. We are honored that CEA and the industry recognize our vision of wearable technologies, and we look forward to sharing our great product innovation at the 2015 International CES."

Bragi's award-winning product The Dash will be on display during the 2015 International CES in Las Vegas, which runs January 6-9, 2015, in the Eureka Park Area, in Sands Expo - Halls A-C. The Dash will also be displayed at CES Unveiled: The Official Media Event of the International CES from 4-7 p.m. on Sunday, January 4 in the South Seas Ballroom C at Mandalay Bay.

## **About the CES 2015 Innovation Awards**

The prestigious Innovations Design and Engineering Awards, sponsored by the CEA who produce the International CES - the global gathering place for all who thrive on the business of consumer technology, have been recognizing achievements in product design and engineering since 1976.

## **About Bragi GmbH**

Bragi which was founded in 2013. Almost 16.000 supporters worldwide have pledged more than US\$ 3.3 million on kickstarter. This makes The Dash still the most successful European crowdfunding campaign on kickstarter ever. In its short history, Bragi has already gone from being a promising startup to becoming a market-moving creator of innovative technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, Bragi wants to transform the world of wearable technologies.

**The Dash is the World's first completely wireless hearable: smart headphones offering freedom of movement, maximum comfort and amazing sound – all while audibly coaching, tracking movement and capturing key biometric data. Listen. Track. Communicate. The market launch is planned for Q1 2015.**

For more information, please visit [www.bragi.com](http://www.bragi.com).

You can also Fan Bragi on [www.facebook.com/hellobragi](https://www.facebook.com/hellobragi) or follow Bragi via Twitter @hellobragi.

## **Presskit**

[www.bragi.com/press](http://www.bragi.com/press)

## **Videos**

[www.youtube.com/user/hellobragi](http://www.youtube.com/user/hellobragi)

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