



Headphones of tomorrow will have apps

Headphone technology is currently stuck in the past with rigid functionality, just like legacy feature phones had.

Munich, Germany (April 2, 2019) – An American brand had a huge hit with retailers this Christmas season. They launched a voice assistant enabled headphone that was so successful that major retailers (politely) asked other brands to update their products with a voice assistant.

Like old feature phones, today's headphones are only really capable of software updates that fix bugs but don't upgrade functionality with new features. Therefore, adding a feature such as voice assistant requires a new product to be developed incurring huge effort and cost.

Bragi launched The Dash back in 2016 running on software designed much like a smartphone, running updatable apps including feature and functionality upgrades. Requiring 1000 times less memory and processor speed than a smartphone, The Dash has ushered in a new era in headphone relevance and capability. Bragi The Dash customers enjoyed 12 software updates delivering services like Amazon Alexa, language translation and sound personalization as well as ultra-efficient AI that enables users to pick up a call by nodding and auto-track swimming, running and biking activities using embedded sensors.

"The success of voice assistants show that headphones and speakers are evolving from basic rendering devices to interaction devices. Soon customers can choose their favourite brand, applications and services independently of each other. Board a plane and the headphone will suggest the best ANC algorithm for the specific plane noise signature. Ask Alexa to turn on the lights or ask Google for directions. All in the same ever evolving product," says Bragi founder and CEO Nikolaj Hviid.

Bragi has invested more than USD 40M directly in software and AI technology to date. In March 2019 Bragi sold the product business to a 3rd party to focus on scaling its technology.

Today Bragi and Asia Universal Technology, a technology partner of Airoha (part of Mediatek) announce a partnership that will scale Bragi software and AI to 10s of millions of headphones and speakers in the coming years.

"Our business is to deliver products to some of the biggest brands in the world. Together with Bragi we will dramatically change the functionalities and capabilities of hearable's and audio products and deliver completed products to our customers," says Rick Tseng, CEO of Asia Universal Technology. This partnership will provide end-to-end solution for customers seeking to ship innovative hearable, audio products.

About Bragi

Bragi was founded in 2013 and went live a year later on the crowdfunding platform Kickstarter. With 15,998 backers who contributed over \$3.3 million (USD), Bragi has evolved from a promising startup to a market moving creator of innovative technology, opening the new category of Hearables and Truly Wireless Earphones.

In 2018, Bragi introduced a new line of business focused on services and solutions with the presentation of Bragi nanoAI and Bragi Intelligent Edge software. This revolutionary approach dates back to Bragi The Dash, whose conception aimed to go beyond the delivery of high-fidelity audio by also facilitating performance tracking and natural user interfaces. The Dash was designed as a development platform for Bragi Intelligent Edge. Twenty-seven different embedded sensor streams coupled with an onboard storage, enabled Bragi to fast track the development of Bragi Intelligent Edge in real life environments.

Bragi Intelligent Edge *software suite* allows Industries to reduce time and cost to market, enabling high frequency sensor processing to be combined with the lowest memory and processing footprint to date; while Bragi nanoAI offers the world's most efficient artificial intelligence embedded in IoT devices.

Through relentless exploration and innovation, Bragi wants to transform the world of smart headphones and IoT.

For more information about The Dash, The Headphone or any other Bragi product, visit www.bragi.com/press.

For more information about Bragi nanoAI and Bragi Intelligent Edge software, visit www.bragi.net

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About Asia Universal Technology

Asia Universal Technology is a Shenzhen China based technology development company in the hearable, wearable and wireless space with extensive experience in taking technology into final product for OEM/ODM and branded companies.

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