



BRAGI

The Dash now available at Vodafone Germany

Experience the world's first truly wireless smart earphones during store roadshow

Munich, 27th of April 2016- Vodafone and Bragi announce that The Dash is now available to purchase on Vodafone.de, and on 6 May 2016, The Dash will also be available at the carrier's largest stores in Germany.

The Dash is the world's first Hearable, a smart wearable system worn in your ears controlled by gestures, taps and swipes, on its optical touch interface. With its integrated 4GB internal memory and sensors, The Dash offers three main functions:

Listen: A one-touch music player that can also be used as a standalone device.

Track: A live fitness tracker that measures distance, duration and heart rate while running, biking and swimming.

Communicate: A smartphone companion, providing hands free communication capabilities.

In addition, The Dash offers a whole new hearing experience through Audio Transparency, making it possible to amplify your surroundings by sliding your finger over its surface. The user is also able to eliminate environmental noises as a result of a perfect sealing in the ear canal that provides passive noise cancellation.

On 6 May, The Dash will also be available at the six largest stores throughout Germany. During an upcoming roadshow, customers will have the chance to interact with the Bragi team as well as test and experience the product. Furthermore, anyone who tests the product in one of these Vodafone stores

during these events will receive a 3-month trial membership to the online streaming service Deezer.

Hamburg Jungfernstieg 14	Friday 6 May & Saturday 7 May
Düsseldorf Vodafone Campus Ferdinand-Braun-Platz 1	Monday 9 May & Tuesday 10 May
Frankfurt Zeil 85	Wednesday 11 May & Thursday 12 May
Cologne Schildergasse 69-73	Friday 13 May & Saturday 14 May
Dortmund Westenhellweg 52	Tuesday 17 May & Wednesday 18 May
München Marienplatz 25	Friday 20 May & Saturday 21 May

„Opening up additional distribution and establishing retail presence with Vodafone is a key step for bringing The Dash to more customers,” says Marijo Sarac, CMO, Bragi. “Bragi aims to make communication and interacting with technology easier for people, and with Vodafone’s broad distribution network, we are able to make the product available for more customers, bringing us closer to our goal. Vodafone’s focus on new technology ventures, exposing innovations from startups to larger markets also makes this an advantageous partnership for both companies.”

The Dash is available online and in the largest German stores for €299.
<http://www.vodafone.de/privat/service/bragi-the-dash.html>

About Bragi

Bragi was founded in 2013 and went live a year later in the crowdfunding platform Kickstarter. With more than 16.000 backers who contributed over US\$ 3.3 million, Bragi has evolved from a promising startup to a market-moving creator of innovative technology, opening the new category of Hearables. Through relentless innovation and discovery, Bragi wants to transform the world of 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.

More information can be found at: www.bragi.com

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