

# Bragi develops BOS 3.2 and Enables you to hear every detail with Mimi Defined™

**The latest update of the software for The Dash series is here and integrates personalized music experience by the hand of Mimi Hearing Technologies**

**Munich, 18<sup>th</sup> of July 2018** - Bragi is at it again! By partnering up with [Mimi Hearing Technologies](#) all devices of The Dash product line are getting even smarter – and personalized.

The Dash series now offers a truly personal music experience. Using the **Mimi Defined™** technology, an intelligent hearing assessment embedded in the Bragi App, allows the user to create their personal hearing profile. The music processing technology enables sounds replayed on Bragi devices or on devices connected to them to be dynamically adjusted to match the users individual hearing ability – music and audio input are now heard clearly and with detail like never before.

Everyone's hearing is unique and changes over time. Unfortunately, the audio data of a recorded song or file does not change, it is static. A deteriorating hearing ability causes you to hear those static sounds differently over time – you no longer perceive sounds as they were initially recorded. In order to overcome this challenge, Bragi has partnered up with Mimi Hearing Technologies and integrated the patented **Mimi Defined™** algorithm, a technology that intelligently assesses a person's hearing ability with an on-board six-minute hearing test.

Based on the results of this test, audio sources or played back audio files, as well as the audio from streaming services such as Netflix and Spotify, are adjusted to be aligned with the user's individual hearing if listened to through any product of The Dash series.



Once the hearing test is completed, users can control the intensity of the Music Personalization by **Mimi Defined™** via the Bragi App – all while the audio input is continually being adapted to the user's individual hearing ability in real time. This unique sound personalization technology provided by Bragi and Mimi Hearing Technologies can be easily included in the daily use of earphones, even while you are tracking running, cycling or swimming, with the Bragi App the music you listen to will be personalized.

"Mimi Defined™ inside the Dash Pro means the most sophistic personalized sound solution inside the best hearable out there." said **Dr. Henrik Matthies**, Managing Director for Mimi Hearing Technologies. "We are extremely proud that Dash Pro users can now enjoy music in all its richness, detail, and depth. While Bragi is committed to deliver the best fitness, tracking and everyday hearable device, now with Mimi Defined™, the Dash Pro offers best in class sound personalization letting you enjoy music in its original form, constantly adapted to your individual hearing ability."

The Mimi apps are medical devices in Europe (CE, class 1). With over 1.5 million downloads in 150 countries, the apps create the largest digital database of hearing data worldwide. The Mimi hearing test measures a user's hearing ability at different frequencies. Based on the results of the hearing test, a unique hearing profile is created that maps more than 100 scientific parameters to the user's hearing test results. These parameters are then used to feed the **Mimi Defined™** processing algorithm, which optimizes sound based on the individual and their unique hearing ability.

In addition to the music personalization, the Bragi OS 3.2 update includes an **improved connection procedure**. Thanks to the new connection procedure, pairing your The Dash, The Dash Pro or The Dash Pro tailored by Starkey to other devices is now easier and quicker than it was ever before.

A **welcome tutorial** has also been implemented. There is an easy on-board process that guides the user through all the new and established features The Dash product line has to offer while adding push notifications to always keep users up to date.



**The Bragi Updater** has consequently been upgraded, the instructions on how to update the device have been optimized and visual elements have been included to make the task of updating the earphones even easier.

The Bragi OS 3.2 software update, compatible with The Dash, [The Dash Pro](#) and [The Dash Pro tailored by Starkey](#), is free of cost and will need to be accompanied by an update of the free Bragi App, available for Apple iOS and Android.

With the new Bragi OS 3.2 software update, The Dash series is now able to personalize sound while still enabling you to pursue your favorite activities with **The Dash, The Dash Pro** and **The Dash Pro tailored by Starkey**. You can enjoy sound personalization while tracking running, cycling and swimming or simply while listening to your favorite music. Use audio transparency to choose whether you want to hear the world around you or not and connect to the Bragi App to use the integrated 4D-Menu to start and stop music, select playlists, change activities or take and end a call.

"Most teenagers hear perfect." said Bragi Founder & CEO **Nikolaj Hviid**. "Many of us that are not teenagers don't hear perfect! A single loud concert or too many birthdays can change the way you hear music. A scientific method to enhance music playback to your specific hearing capabilities is now available on The Dash Pro through a collaboration with Mimi Hearing Technologies. Hear more with The Dash Pro."

BOS 3.2 enables you to Listen, Track and Communicate with your product from The Dash series, hands-free and personalized to your hearing.

#### **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 business focused on services and solutions with the



presentation of Bragi nanoAI and Bragi Intelligent Edge. Bragi Intelligent Edge software suite will allow 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.

For more information about The Dash, The Headphone or any other Bragi product, visit [www.bragi.com/press](http://www.bragi.com/press). For more information about Bragi nanoAI and Intelligent Edge, visit [www.bragi.net](http://www.bragi.net)

### **About Mimi Hearing Technologies**

Mimi is the world's leading company in digital hearing tests and sound personalization for an optimized listening and hearing experience. Mimi's technology is developed by a team of specialists and validated by Charité – Universitätsmedizin Berlin, the largest university hospital in Europe. The Mimi apps are medical devices in Europe (CE, class 1). With over 1.5 million downloads in 150 countries, the apps create the largest digital database of hearing data worldwide. The Mimi hearing test measures a user's hearing ability at different frequencies. Based on the results of the hearing test, a unique hearing profile is created that maps more than 100 scientific parameters to the user's hearing test results.

These parameters are then used to feed the **Mimi Defined™** processing algorithm, which optimizes sound based on the individual and their unique hearing ability. The advanced technology that powers **Mimi Defined™** continuously analyzes the audio material in real-time, and adapts it to the user's unique hearing ability. The result? A revitalization of the ear's perception of sound, and the ability to experience the full variety and complex details of music. **Mimi Defined™** allows the user to relive the details and nuances of any sound, across platforms and devices.

**Mimi Defined™** can be found inside consumer electronic products, delivering crystal clear sound, and restoring hearing processes. Together with strong hardware partners such as beyerdynamic and Bragi, Mimi Hearing Technologies provides best in class audio solutions.

More information at [www.mimi.io](http://www.mimi.io)

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