



Bragi announces Project Ears as part of its Hearable Innovation Showcase at CES 2018

Bragi OS, The Dash Pro and The Headphone also to be displayed as Hearables move beyond headphones

Las Vegas, United States (January 8, 2018) – Introducing Project Ears

Bragi, (www.bragi.com), the Kickstarter-launched company behind *The World's First Smart Hearable* will showcase the latest in hearable technology at CES 2018 from January 9-12.

This includes the introduction of **Project Ears**, a collaboration between [Bragi](#) and [Mimi Hearing Technologies](#) to develop sound amplification and hearing enhancement solutions throughout 2018.

Project Ears is already in development and will focus on [Personal Sound Amplification Products](#) (PSAP) with on board soothing sounds that deliver the same design and feel of [The Dash Series](#). Project Ears will examine the possibilities of personalized hearing enhancement in a multitude of different settings including the home, office, jobsite and even outdoor sport environments

"When we introduced The Dash in 2015, one of the unexpected pieces of feedback was a group of consumers using the device's internal storage to treat tinnitus through white noise" said Bragi Founder & CEO Nikolaj Hviid. "This led us down the path to review and develop capabilities of our in-ear computing technologies to potentially offer hearing enhancement services."

One of Project Ears immediate development successes is the integration of a pure tone threshold test (a hearing test) that users can take on-board to create their unique [Earprint](#). By combining this with Mimi's personalization technology, the hearing device will automatically configure and program itself to the individual without the assistance of a smartphone or manual programming to deliver the best sound enhancement, tailored specifically to their personal Earprint.

Currently, Project Ears is an open-ended possibility with potential use cases that could range from and are not limited to, protecting your ears from dangerously loud noise and utilizing state of the art hearing technologies that amplify your surroundings selectively and intelligently. Bragi and Mimi Hearing Technologies are also looking forward to introducing Mimi's personalization software to the Dash series to deliver the ultimate music experience to users.

Based in Germany, [Mimi Hearing Technologies](#) is the world's leading expert on sound personalization and creators of the Mimi Hearing Test App, one of the most advanced hearing tests on the market and a certified medical product in Europe. Having tested over one-million ears to date, Mimi defines the future of hearing and sound, pioneering cutting-edge technologies and developing the global standard in sound personalization.

"We are delighted to welcome Bragi as a new Mimi partner." said **Dr. Henrik Matthies**, Managing Director for Mimi Hearing Technologies. "With its first products Bragi has already caused quite a stir in the music and

audio markets. Without a doubt, the integration of Mimi's unique sound personalization technology into Bragi's innovative audio concept opens up a new dimension to the users' listening and hearing experience."

For more information on Project Ears, including opportunities to follow the project going forward, visit www.bragi.com/ub/project-ears

Watch: Bragi Founder & CEO Nikolaj Hviid talking about Project Ears and Your Earprint: <https://youtu.be/2Yh5nUUUU>

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. This includes more than 150 unique patents in the space. 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.

For more information about **Project Ears**, **The Dash Series**, **The Headphone** or **Bragi OS 2.1**, visit www.bragi.com/press.

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