



Goertek and Mimi Hearing Technologies Partner to Deliver Sound Personalization to a New Line of Earphone Products

BERLIN, Germany and QINGDAO, China, January 5, 2022 -- [Mimi Hearing Technologies](#), the global leader in hearing wellbeing, announced today a new partnership with [Goertek](#), a global leader in total system design and manufacturing.

Goertek with Mimi Hearing Technologies will provide a mass market solution to enhance performance and enable sound personalization for our customers in the audio market.

Goertek has established partnerships with some of the world's most well-known enterprise companies, universities and academies in the fields of acoustics, optics, metallography, automation, software and AI.

"Partnering with Goertek is an important step towards the proliferation of our sound personalization software," said Philipp Skribanowitz, CEO of Mimi. "In concert with Goertek, we are positioned to facilitate hearing wellbeing across a broader cross-section of listeners as we supply our respective customer pipelines with Mimi Sound Personalization technology."

Mimi's Sound Personalization technology works by assessing the listener's hearing ability in minutes with the Mimi Hearing Test. After the test, a Mimi Hearing ID is created and the patented audio processing automatically adapts all audio in real-time. Once completed, the listener's Hearing ID is stored in the headphones, adjusting the sound to the user's unique hearing profile wherever they listen. As a result, more sounds become audible again, and details otherwise lost are restored, creating a more immersive and intelligible audio experience.

Mimi's sound personalization technology has demonstrated its superior quality as well as manufacturing potential," said Hong Zhu, Product Marketing Director, Goertek. "We are honored to team up with Mimi Hearing Technologies to provide a mass market solution to enhance performance and enable sound personalization for our customers in the audio market."

For more information on Mimi Hearing Technologies, visit [Mimi.io](#) or follow on [LinkedIn](#).

For more information on Goertek visit <https://www.goertek.com>

About Mimi Hearing Technologies - <https://www.mimi.io/>

Founded in 2014 in Berlin, Mimi Hearing Technologies is a world-leading provider of digital healthcare hearing tests and hearing-ability-based sound personalization. Born out of years of scientific research, Mimi aims to give listeners the best possible audio experience driven by a commitment to hearing health across any device tailored to the individual listener. Mimi wants to create a world where hearing is no longer a barrier to interaction and enjoyment.

Mimi products and integrations have won numerous international awards, including the EISA Best Buy OLED TV (2021-2022) for sound personalization in TP Vision Philips TV, the CES Innovation Award (2019 & 2018) for sound personalization in Beyerdynamic headphones, the SATVISION Innovation Prize (2018) for sound optimization in Loewe TVs, the Sonar+D Award for Innovation (2017), StartUps



& Developer Award at the San Francisco Music Tech Summit (2017) and the IFA Berlin Prize for Audio Innovation (2017).

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About Goertek - <https://www.goertek.com>

Since founding in June 2001, Goertek has remained an innovative company with a strong focus on continuously maintaining a high-level of competitive advantage in an ever-increasing number of industries. We are a world-forerunner in component parts such as: Acoustics, Optics, Microelectronic, and Enclosure parts. For finished products, we are a world-forerunner in Virtual Reality (VR), Augmented Reality (AR), Wearable, Hearable, Home and other digital-era hardware. Besides, we also focus on R&D, manufacturing and sales of high-end manufacturing system.

Our global R&D centers focus on leveraging cooperation strategies in order to provide brilliant technical solutions within the acoustic, optical and general electronics industries. In order to provide clients with locally-based R&D solutions, to reach our highest possible level of performance and to take advantage of localized specialized talent, Goertek has established our global R&D network in the following countries: China (Beijing, Shenzhen, Shanghai, Nanjing and more), USA, Denmark, Japan, South Korea and so on.