



# Mimi for Headphones

Complete package of hearing intelligence technology

End-to-end hearing technology platform for TWS, over-ear, and open-ear headphones.

Featuring testing, fitting, sound personalization, and a customizable voice clarity mode to enhance live conversations, our modular approach allows you to license individual components or the entire package. You'll also receive integration support from our expert engineering teams in Europe and China.

## COMPENSATION

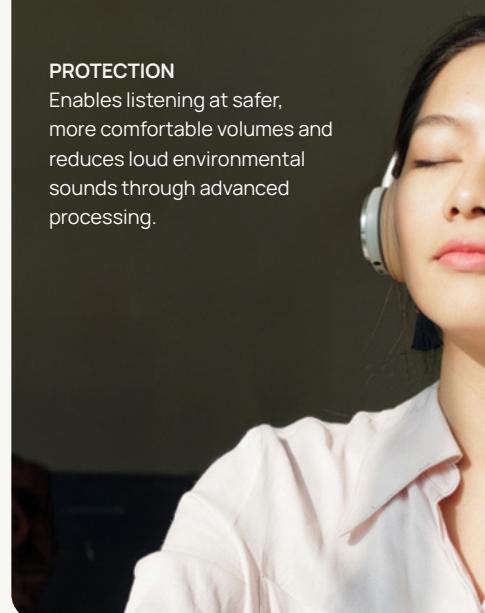
Adjusts for hearing loss while listening to media, with real-time voice enhancement for clearer speech in noisy or challenging environments.

## AWARENESS

Provides a precise hearing test to help you understand your hearing profile.

## PROTECTION

Enables listening at safer, more comfortable volumes and reduces loud environmental sounds through advanced processing.



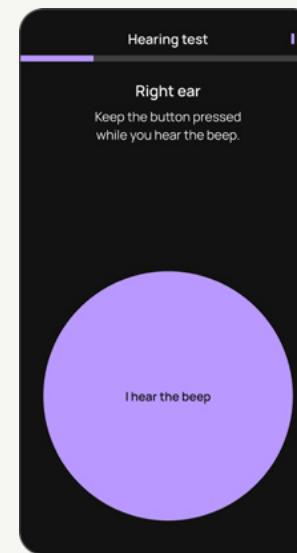
Awareness of hearing health and its impact on daily life is growing. Mimi helps headphone brands respond with smarter, safer, and personalized sound, without compromising quality.

Today's consumers want more than great audio; they expect features that personalize and enhance their listening experience. Mimi gives manufacturers easy-to-integrate solutions that meet these demands and deliver healthier, more tailored sound.

## HEARING TEST

### LEARN MORE ABOUT YOUR HEARING

Our solution includes a pure-tone threshold (PTT) hearing test, delivering precise results comparable to a medical-grade test. The test is compatible with any headphone and smartphone running on Android or iOS. Users gain valuable insights into their hearing with results including their Hearing Number and a detailed Hearing Sensitivity Graph. With over 6 million Mimi hearing tests already completed and approximately 150,000 new tests conducted each month, this feature is both proven and highly scalable.



### TECHNICAL OVERVIEW

#### Native SDK

Available for iOS and Android

#### Test Frequencies

250 Hz, 500 Hz, 1 kHz, 2 kHz, 4 kHz, 8 kHz

#### Duration

4 minutes total (2 minutes per ear)

#### Output

- Hearing Number (based on PTA4)
- Audiogram data (dB HL per ear)

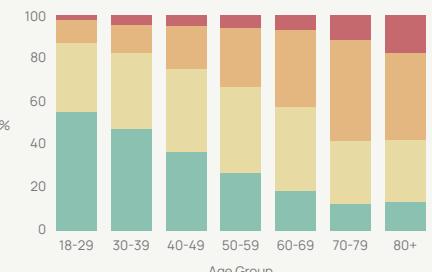
#### Accuracy

±5 dB, compliant with ANSI/CTA-2118 standards for consumer electronics, including headphone calibration

#### Optional

Supports Mimi Hearing ID for device-independent hearing profile

### Hearing loss levels per age group



Loss: ● none ● slight ● mild ● moderate ● severe  
Source: Mimi Hearing Test Database 2019-2024

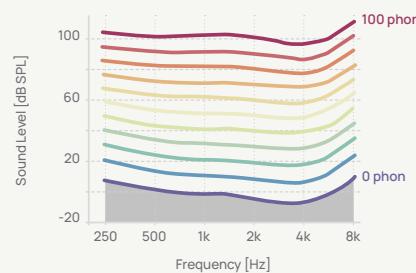
## SOUND PERSONALIZATION

### TURN UP THE DETAILS, NOT THE VOLUME

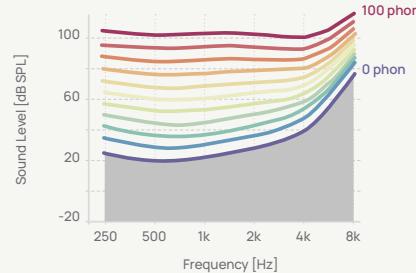
Our patented audio processing technology compensates for mild to moderate hearing loss, enhancing audio experiences such as music, media, voice calls, and broadcast audio via Auracast. By simulating the natural function of a healthy cochlea, the processing restores lost details and makes sounds clearer and more intelligible, allowing users to enjoy their content without needing to increase the volume. To date, this technology has been integrated into 75+ headphone models worldwide and has already reached millions of users. Once users try Mimi Sound Personalization, 92% choose to keep it turned on.

#### Hearing loss levels per age group

Normal Hearing (0 dB HL)



Age-related Loss (80 years)



Hearing Loss primarily causes an elevation of absolute threshold and a compression of equal loudness curves

### TECHNICAL OVERVIEW

#### Personal Sound Profile

Generated from a hearing test with advanced fitting based on the proven loudness-loss concept

#### Age-Based Fitting

Aligned with ISO 7029:2017 standards

#### Non-Linear Audio Processing

Restores more detail while reducing sound exposure compared to linear compensation systems

#### Maximum Gain

Up to 3 dB RMS

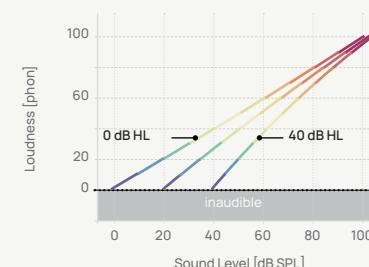
#### Fine-Tuning

User-adjustable settings (Softer / Richer / Recommended) based on the 'Just-Noticeable-Difference' concept

#### Compatibility

Available on all established Bluetooth SoCs, including (but not limited to): Qualcomm QCC51x and QCC31x, Airoha AB15x, BES BES2x, WuQi70x, ARM

#### Loudness Perception across levels



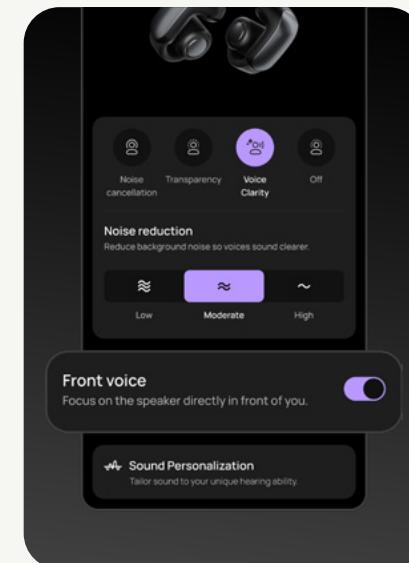
The higher the signal level, the smaller the effect of hearing loss

## VOICE CLARITY

### HEAR THE WORLD CLEARLY WITH PERSONALIZED VOICE ENHANCEMENT

Mimi Voice Clarity is an AI-powered voice enhancement solution that ensures clear conversations by preserving speech, such as announcements or people speaking to you, and reducing unwanted noises like wind, keyboard clicks, and construction sounds. Features such as Directional Voice Enhancement, which enhances voice clarity in noisy environments, and Natural Ambience, which preserves spatial cues for better environmental awareness, deliver voices that sound clear, natural, and personalized to your hearing ability.

We offer integration services to fine-tune and customize the transparency signal chain based on each device's specifications, optimizing beamforming, own-voice detection, and spatial naturalness while balancing speech intelligibility and natural sound.



### TECHNICAL OVERVIEW

#### Input Signal Classification

Adapts audio based on environment

#### Latency

4ms

#### Acoustic Gain

- 20 dB (OWS)
- 25 dB (TWS)

#### Beamforming

Focused front beam mode for conversation boost or a mode simulating HRTFs for a natural listening experience.

- Microphone spacing 5-35 mm (suitable for TWS earbud and OTE)
- Performance: 16 MCPS
- Feedback cancellation: 15-20 dB (OWS), 20-30 dB (TWS)
- Rear noise reduction: 3-5 dB

#### AI-Based Noise Reduction and Voice Enhancement

- Memory Consumption: code 60k, data 310k, instance 300k
- Performance: ~170mcps

#### Personalized Live Sound

Powered by Mimi audio processing and customized via a hearing test

#### Compatibility

Qualcomm S5/S7 series utilizing Hifi3 and Hifi4 DSPs. Cadence Tensilica HiFi 4, HiFi 5, and HiFi Mini DSPs.

#### User Control

Flexible and customizable via Mimi SDK