

# Bragi Introduces The Headphone, Releases Bragi OS 2.1 For The Dash

No wires. No boundaries. Compatible on any Bluetooth device... including the iPhone

## Munich, Germany (September 5, 2016) - Meet The Headphone

**Bragi**, the Kickstarter-launched company behind *The World's First Wireless Smart Hearable* is at it again, announcing its second product (The Headphone) and a major software upgrade for its first (The Dash).

The Headphone marks the next chapter in Bragi's vision of a world without wires. It signifies the company's mission to inspire the future of sound and how we, as humans, interact with it.

"The Headphone is completely wireless, completely free," said CEO Nikolaj Hviid. "We have heard from many people who wanted an easy-to-use wireless headphone with bangin' bass, smooth sound and even better battery life."

"We built that headphone. Your next headphone. The Headphone."

## The Headphone

The Headphone can be connected to any Bluetooth device, including the much-anticipated, (*hotly rumored to be*) headphone-jack free iPhone 7. Users can switch between music tracks, take phone calls in challenging environments with **Versant™ advanced voice technology**, activate Audio Transparency and deliver voice commands, all without having to look at a screen.

Three different FitTip sizes mean a comfortable, secure fit for all. With up to 6 hours of wireless battery life per charge, The Headphone uses **Knowles** balanced armature speakers to let users listen to their inspiration while on the run, in the car, or on the town.

"We make listening products and we're listening to our customers," Hviid said. "The Headphone is Bragi's answer to what happens when Apple and other mobile companies ditch the headphone-jack for good."

The Headphone will be available through the newly launched Bragi Shop (<http://store.bragi.com>) for a special presale price of \$119 until November 1. Those who participated in the Bragi Dash Kickstarter will receive a \$20 off coupon via email.

Following the presale, The Headphone will retail for \$149. Shipping is expected to begin in November.

Watch The Headphone Intro Video: <https://youtu.be/FhkRVXGaQpo>

## **Bragi OS 2.1**

Bragi has also announced Bragi OS 2.1, the second major software update for The Dash since its January 2016 launch. Bragi OS 2.1 can be downloaded through the new [Bragi Updater](#), which can be found at <http://os.bragi.com>. Once installed, the Bragi Updater will install software updates for The Dash automatically.

The Dash, one of the most powerful micro-wearable computers on the planet, has become smarter, faster and better in several areas thanks to this update, including Bluetooth connectivity.

The Dash can speak four new languages – Chinese, French, German and Spanish. Those with a fitness kick will be happy to learn that The Dash now synchronizes with Google Fit and the Apple Health Kit.

Other Bragi OS 2.1 features include Touch Lock, which prevents inadvertent gestures from impacting the Dash, Shuffle for the internal music player, and on-demand heart rate tracking.

## **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 **The Headphone, The Dash** or Bragi OS 2.1, visit [www.bragi.com/press](http://www.bragi.com/press).

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## **Contact information**

### **Jake Duhaime**

Bragi

[jake.duhaime@bragi.com](mailto:jake.duhaime@bragi.com)

### **Lorena Poy**

Bragi

[lorena.poy@bragi.com](mailto:lorena.poy@bragi.com)