



BRAGI

Bragi announces retail partnership with Vodafone

Munich, 16th March 2016- We are very glad to **announce a distribution partnership** with **Vodafone** and launch “The Dash”, the world’s first Hearable in the market.

Bragi is a Munich based company, founded in 2013 by its Danish CEO Nikolaj Hviid and our first product “The Dash”, opens a completely new product category: **Hearables** – a smart connected computer for the ear. The Dash is a **completely wireless** smart earphone that combines 3 essential lifestyle features:

- **Listen:** A one-touch music player that can also be used as a standalone device thanks to its 4 GB internal memory.
- **Track:** A live sports assistant that tracks distance, duration and heart rate while running, biking and swimming.
- **Communicate:** A smartphone companion. Answer calls by nodding or swiping over the surface.

The Dash is controlled by gestures on its optical touch interface. No buttons, just taps and swipes. On top, The Dash offers a whole **new hearing experience** through Audio Transparency, making it possible to amplify the surroundings by sliding the finger over its surface. The user is also able to

isolate annoying noises as a result of a perfect sealing in the ear canal that provides passive noise cancellation.

“We are convinced that The Dash will perfectly complement our product portfolio in the lifestyle segment. Moreover, we are proud to cooperate with a successful German young company and braiding its innovative product with our distribution network”, states Michael Reinartz, Director Innovation Vodafone Germany.

Innovation is fundamental to be ready for the digital Revolution of the Gigabit era and the engine for external Innovation at Vodafone is to cooperate with start-ups that have a strong drive to cross and widen the traditional boundaries of telecommunication. The aim of these cooperation is to enrich both companies with ideas, products and technologies to create a highly innovative platform for customers and partners.

Vodafone will offer The Dash in the largest stores all over Germany and on its Website, **starting April 15th** (available for pre-order soon). The Dash will be promoted with live events in the stores of several cities, during which the customer will be able to test and experience the product.

Bragi also takes part at the Vodafone breakout sessions at the Cebit on Thursday, March 17th. Marijo Sarac (Chief Marketing Officer of Bragi) will discuss with experts about the topic “The digital Revolution in the Gigabit-era. Start-ups – Hype or driver?”

For more information, please visit **www.bragi.com**

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