



BRAGI

December 2nd, 2014

Bragi and Deutsche Telekom Announce Partnership

Bonn, December 2, 2014 – Munich-based Bragi and Germany's premier telecommunication company Deutsche Telekom announced yesterday that they have signed a letter of intent to cooperate closely and develop a partnership regarding the European launch of the genre defining wireless hearable – The Dash.

During the "Wearable Innovation Network" in Bonn, Bragi, the winner of the "CES Best of Innovation Awards 2015", publicly showed a prototype of The Dash for the first time in Europe.

Bragi's CEO & Founder Nikolaj Hviid is delighted: "We are very happy that we have found a strong partner like Deutsche Telekom who shares our vision about hearables, trusts in our concept and would like to cooperate closely with us regarding the European launch of The Dash."

About Bragi

Founded in 2013, Bragi has almost 16,000 supporters worldwide that have pledged more than \$ 3.3 million USD on kickstarter. This makes The Dash the most successful European crowdfunding campaign on kickstarter to date. In its short history, Bragi has already gone from being a promising startup to becoming a market-moving creator of innovative technology, opening new possibilities for people everywhere. Through relentless innovation and discovery, Bragi aims to transform the world of wearable technologies.

The Dash is the World's first completely wireless hearable: smart headphones offering freedom of movement, maximum comfort and high quality sound – all while audibly coaching, tracking movement and capturing key biometric data. **Listen. Track. Communicate.**

The market launch is planned for Q1 2015.

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

You can also Fan Bragi on www.facebook.com/hellobragi or follow Bragi via Twitter [@hellobragi](https://twitter.com/hellobragi).

Presskit

www.bragi.com/press

Videos

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