



BRAGI

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PRESS RELEASE

THE WORLD`S FIRST SMART WIRELESS HEADPHONES – THE DASH – RAISED MORE THAN USD 3.3 MIO. ON KICKSTARTER. NOW AVAILABLE ONLINE FOR PRE-ORDER

The initial goal of USD 260.000 was reached in less than 48 hours after Munich-based company BRAGI started a crowdfunding campaign for THE DASH, the world`s first wireless smart headphones. After the campaign finished on 31st March, approx. 16.000 supporters have pledged almost USD 3.4 million. This makes THE DASH the most successful European crowdfunding campaign ever.

Now the world`s first wireless smart headphones are available for pre-order on www.bragi.com

THE DASH is a beautiful marriage of pure design, audio equipment, wearable technology, biometrics and telephony functionality. THE DASH is designed to deliver freedom of movement, maximum comfort and an amazing sound.

As the world`s first smart and completely wireless headphones it offers multiple unique features:

LISTEN

THE DASH can play music from an embedded 4GB/1000 song music player or through a Bluetooth connection with a smartphone.

TRACK

THE DASH tracks movements like pace, steps, cadence and distance and measures heart rate, oxygen saturation and energy spent. Real time acoustic feedback is also provided during the activity – even without an attached smartphone.

COMMUNICATE

THE DASH also works as a Bluetooth headset and delivers clear voice quality through an embedded ear bone microphone. Even though THE DASH provides impressive noise isolation, the wearer can choose to channel ambient sound into the headphone with the transparent audio feature. A simple swipe on the touch surface of THE DASH enables or disables ambient sound to pass through.

An iOS App, an Android App and a Windows App for THE DASH will be available at product launch for free. THE DASH will feature a software development kit and offer open access to processed and unprocessed data feeds for developers.

THE DASH will be delivered with a carrying case with an integrated battery that will charge THE DASH anywhere in less than 1 hour.

The concept for THE DASH was created by Danish entrepreneur Nikolaj Hviid, a former CEO of an award winning design agency and former Head of Design at a global leading audio company: "I imagined a discrete assistant that would entertain and take care of me. Help me understand my body, and let me know when I have reached my limit. Help me to get better at what I do," says Nikolaj Hviid. "I am overwhelmed by the success of our campaign and look forward to giving all our supporters an amazing, beautiful and helpful product."

The international team at BRAGI consists of 15 design, software and engineering specialists with an average of 21 years in work experience. The team holds more than 90 patents and has won more than 100 design awards. The BRAGI team members have a strong design and manufacturing background and have brought more than 400 products to market.

Athletes, music lovers and design enthusiasts can now pre-order the world's first smart headphones at USD 299 on www.bragi.com.

Link

<http://www.bragi.com>

For further information (press kit, images and videos) please visit:

<http://www.bragi.com/press>

To inquire about BRAGI & THE DASH, please don't hesitate to drop us a line or give us a call:

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