



Bragi Releases OS 2.0 For The World's First Hearable

Bragi OS 2.0 brings new and improved features to The Dash

MUNICH, Germany, 12th July of 2016 - Bragi, the innovative company behind The World's First Hearable is excited to announce a major software upgrade for The Dash.

Bragi OS 2.0 will make The Dash **LOUDER, BETTER** and **SMARTER** for those inspired by sound. Bragi The Dash owners can upgrade to Bragi OS 2.0 free of charge at <http://update.bragi.com>.

"The Dash was designed to inspire, and OS 2.0 further enables us in doing so," says Bragi CEO and founder Nikolaj Hviid. "There's no limit on what The Dash can do, such as connecting people to the music they love, being able to converse on the go or tracking physical activity while biking, swimming or running."

LOUDER. Increased Sound Output and Sonic Precision

Thanks to the hard work of the Bragi acoustic engineers, Dash users can immerse themselves in a universe of beautiful sound. This includes increased volume output and enhanced sonic precision through our dual armature drivers.

"The Dash is a powerful, living platform that enables audio engineers to create new experiences for the user," said Marcus Holmberg, Bragi's Head of Audio. "The design of The Dash is radically different than any other headphone. It resembles a smartphone in its architecture."

BETTER. Advanced Noise Technology

Bragi has improved The Dash's wireless voice capability. The smart-learning algorithm enhances voice quality during telephony, in which the audio quality improves substantially even in challenging windy and noisy conditions.

SMARTER. Improved Sensor Capabilities and Workout Tracking

With 27 sensors and new calibration tools that adapt to each individual user, The Dash and Bragi OS 2.0 are a perfect workout companion. Users can track multiple fitness metrics including heart rate, distance, cadence, steps and breaths taken, all while participating in a number of different activities like cycling, running or swimming. With the option for live audio feedback, the days of needing to look at a second screen have passed.

About The Dash

The Dash is the world's first hearable featuring 27 sensors, 4GB of storage, an advance sound package and an external microphone. The "eargonomic" shape of The Dash is uniquely capable for integrating into a large variety of ear shapes and sizes, making The Dash the best-fitting non-custom headphones on the market.

About Bragi

Bragi was founded in 2013 and went live a year later in the crowdfunding platform Kickstarter. With more than 16.000 backers who contributed over US\$ 3.3 million, Bragi has evolved from a promising startup to a market-moving creator of innovative technology, opening the new category of Hearables. 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 Dash or Bragi OS 2.0, visit www.bragi.com/press

Press Contacts
Lorena Poy
Bragi
press@bragi.com