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Starkey Hearing Technologies Joins Forces with Bragi to Transform Hearable and Wearable Technology

Chris McCormick, Starkey CMO, to announce strategic partnerships with Bragi and Satjiv Chahil, Silicon Valley marketing pioneer, at the 2016 Hearing Innovation Expo, Jan. 20-24

MINNEAPOLIS (January 20, 2016) — Shortly after the Consumer Electronic Show (CES), where Bragi dazzled Kickstarter backers, tech reporters and other industry insiders with The Dash, the world's first truly wireless hearable, Bragi founder Nikolaj Hviid is returning to Las Vegas for Starkey Hearing Technologies' 2016 Hearing Innovation Expo, Jan. 20-24, at The Cosmopolitan of Las Vegas.

The Hearing Innovation Expo is the hearing industry's premier event for independent hearing professionals. Hosted by William F. Austin, Starkey Hearing Technologies founder and CEO, this year's conference is headlined by President George W. Bush, 43rd President of the United States, President Bill Clinton, Ben Affleck, Earvin "Magic" Johnson, Peter Diamandis, Andy Andrews, Randi Zuckerberg, Daymond John, Kevin O'Leary, Barbara Corcoran and other global thought leaders and Fortune 100 leaders.

Chris McCormick, senior vice-president of marketing and chief marketing officer at Starkey Hearing Technologies, will introduce Starkey's strategic partnership with Bragi. "As hearing pioneers and tech design innovators, Starkey is thrilled to be working with Bragi to revolutionize the hearing aid industry and bring new technology and consumers to our hearing professionals," McCormick said.

McCormick will also announce that Satjiv S. Chahil has joined Starkey Hearing Technologies as a global marketing and innovations advisor. Chahil, the Silicon Valley-based marketing pioneer known for helping companies introduce disruptive new technologies and drive global communications and entertainment trends, has held leadership positions at Apple, Palm and HP and has advised brands such as BMW, Sony and Beats by Dre. He will work with Starkey to develop innovative, go-to-market strategies to expand the company's position as a global leader in hearable and wearable technology. Passionate about integrating business goals with social causes, Chahil's efforts are aligned with Starkey's commitment to connecting business strategy and philanthropy in one powerful, seamless mission.

“The potential for Starkey and Bragi to transform the way customers enjoy music and entertainment, understand and manage their health, and communicate with the world is inspiring,” Chahil said. “The next generation of wearables and hearables has the potential to become ubiquitous.”

“Starkey and Bragi have a shared vision that hearing aids and hearables can empower people to communicate and enhance their abilities,” Bragi founder Nicolaj Hviid said. “The partnership between the two companies creates immense value for our respective customers. Bragi’s advanced integration of sensorics provides tremendous value to hearing aid consumers, while Starkey’s invaluable knowledge of advanced audio processing and psychoacoustics expands Bragi’s potential to enable people to utilize contextual computing audible interfaces.”

About Starkey Hearing Technologies

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey Hearing Technologies currently employs more than 4,600 people and operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey. For more information, visit <http://www.starkey.com>.

About Bragi

Bragi has transitioned from being a promising startup to a market-moving creator of innovative technology. We are over 100 talented employees of 30 nationalities. We think electronics should be discrete enablers of delightful and magical experiences. Our aim is for people to achieve a better understanding of their skills, abilities and health while doing the things they love. Through relentless innovation and discovery, we want to transform the world of wearable technologies. For more information, visit <http://www.bragi.com>.