



PERSONALIZED AUDIO FOR EVERYONE

THE CHALLENGE

Consumers increasingly demand connected and personalized experiences that fit seamlessly into their end-to-end digital lives. For audio and music, this task usually falls to content management – but what about the actual listening experience? Whether it's because of age, gender, environment, listening style or any number of factors, we all hear differently. With this guiding principle in mind, HARMAN set out to develop a product that delivers an optimized audio experience across any device, completely customizable for a user.

THE SOLUTION

With HARMAN Personi-Fi, a new approach to sound personalization and sound enhancement becomes a tangible reality – in the car, at home and on the go. Through the use of a custom Personi-Fi app, users can create personal profiles that balance their sound EQ to meet their hearing needs and individual audio preferences. Leveraging the cloud, this hardware-agnostic solution delivers a seamless, consistent and optimized listening experience across all devices and environments.



Intelligent Personalization

Your personal sound preferences captured and stored in the cloud for what, where, when and how you like to hear.



Seamless Device Experience

A combination of smartphone, app and cloud service enables personalized experiences for devices not even from HARMAN.



Audio Software Solutions

Create new and unique sound environments via specialized sound processing.



Optimized Processing

Whether Bluetooth or WiFi/LTE streaming, Personi-Fi supports various processing paths optimized for the type of listening device.



Room EQ

Personi-Fi performs real-time EQ measurements to intuitively apply the appropriate sound processing algorithms needed for the room dynamics.



Seat Matching

In environments like the car, Personi-Fi tailors the sound quality and frequency response to optimize playback for a specific seating position.

HEAR YOUR MUSIC LIKE NEVER BEFORE – PERFECTLY TUNED FOR YOU.

HOW IT WORKS

- Download the Personi-Fi app (Launching in September)
- Create your personal listening profile by taking an audio preference test via the app
- Your listening preferences are then applied to all your music on any playback device for an optimized audio experience
- Spice up your listening experience by adding new features and functionality through the suite of HARMAN algorithms – enjoy Virtual Venues, Bass Enhancement and more



USE CASES – IN THE CAR, AT HOME, ON THE GO

Through the use of the Personi-Fi app, personal listening profiles are stored in the cloud to enable a convenient and seamless application of your personal tuning.



In the Car

For personal vehicles, Personi-Fi can be integrated directly into the amplifier or head unit, allowing OEMs the ability to extend this enhanced audio benefit to their customers. HARMAN's AudioworX framework makes Personi-Fi plug-and-play ready and open to even more personalization by enabling access to other audio features like Virtual Venues and Bass Enhancement. In a shared vehicle, the custom phone app enables an optimized audio experience at a specific seating position via Bluetooth streaming and mobile processing.



At Home

Users consume audio at home from a wide variety of devices ranging from smart speakers to high-end stereo systems. Leveraging a baseline room EQ – measured in real-time by the microphone of the respective phone or device – Personi-Fi processes content to maximize sound quality based on the device, surroundings and user preferences.



On the Go

Personi-Fi will stream to any Bluetooth device. It also offers individual EQ correction, personal sound tuning and mobile processing as well as streaming via Bluetooth.