

Audiodo and Fresh 'n Rebel Continue Their Collaboration with the New Twins Elite 2

Personal Sound by Audiodo returns in the latest generation of the Twins Elite product family

MALMÖ, Sweden – September 2026 – Audiodo, a leader in personalized audio technology, is pleased to continue its long-standing collaboration with Fresh 'n Rebel with the launch of the new Twins Elite 2, featuring Personal Sound by Audiodo.

The launch marks another milestone in a partnership that has grown alongside both companies. The original Twins Elite was among the earlier true wireless earbuds to bring Audiodo's Personal Sound technology to consumers, making the arrival of its latest generation particularly meaningful.

"It is always special to see a new generation of a product that has been part of our journey for such a long time," said Amir Sheikh, CEO of Audiodo.

"Fresh 'n Rebel has been a highly valued partner and friend to Audiodo over the years. Seeing Personal Sound continue into the Twins Elite 2 is something we are incredibly proud of, and we look forward to continuing to build on this relationship."

Personal Sound, built around the individual

Everyone experiences sound differently. Audiodo's Personal Sound technology is designed around that simple principle.

Through the Fresh 'n Rebel My Sound App, Twins Elite 2 users can complete a hearing assessment that determines how they perceive different frequencies. A personalized sound profile is then created based on the individual listener and applied to their listening experience.

Rather than relying on a single sound profile designed for everyone, Personal Sound adapts the audio to the listener, helping reveal greater detail and clarity based on their unique hearing.

Personal Sound sits alongside a broader set of features in the Twins Elite 2, including Adaptive Hybrid Active Noise Cancelling, adjustable Ambient Sound Mode, Wind Noise Reduction, Multipoint Bluetooth connectivity and up to 47 hours of total wireless playtime with ANC switched off.

A collaboration that continues to evolve

For Audiodo, the Twins Elite 2 represents more than another product integration. It is the continuation of a relationship with Fresh 'n Rebel that has helped bring personalized audio to an increasingly broad audience.

As both companies have continued to develop their respective technologies and products, Personal Sound has remained part of Fresh 'n Rebel's approach to creating listening experiences that users can make their own.

The Fresh 'n Rebel Twins Elite 2 are available now through Fresh 'n Rebel's webbshop.

About Audiодо

Audiодо™ is a Swedish software and algorithm company based in Malmö, committed to transforming the way people experience sound. With over 30 years of expertise in acoustical algorithms, we develop innovative audio solutions that adapt to the unique hearing profiles of each individual. Our mission is to provide clearer, more immersive audio for everyone, whether enhancing daily listening or addressing the challenges of hearing loss.

About Fresh 'n Rebel

Fresh 'n Rebel is a Rotterdam-based consumer electronics brand creating colorful and designed audio and mobile accessories. Its portfolio includes true wireless earbuds, headphones, speakers, charging products and other connected lifestyle products.

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For more information about Audiодо™, please visit www.audiодо.com.