audiodo
PERSONAL SOUND

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Audiodo strengthens Noble Audio partnership with new Astrid launch

Personal Sound and Equalizer bring hearing personalisation and sound control to Noble's latest premium true wireless earphone, adding momentum to a growing collaboration.

Malmö, Sweden – 10 November 2026: Audiodo continues to expand its partnership with Noble Audio with the launch of Astrid, a new three-driver true wireless earphone featuring Audiodo Personal Sound and Audiodo Equalizer. The launch builds on a relationship spanning multiple products and both in-ear and over-ear formats, strengthening Audiodo's presence across Noble's premium wireless range.
Following collaborations on the FoKus Rex5, Amadeus, Prestige Encore and flagship Artemis, Astrid marks another step in the partnership's development. It brings together Noble's expertise in acoustic design with two complementary Audiodo technologies, giving listeners sound adapted to their hearing and the freedom to adjust it to their taste.

A partnership growing across products and technologies
Noble's continued selection of Audiodo across successive launches demonstrates the increasingly established role of personalisation within its wireless portfolio. The collaboration has developed across different acoustic designs and listening formats, creating further opportunities to bring Audiodo's technology to premium audio audiences.
The Artemis over-ear headphone recently introduced Noble's most extensive Audiodo integration to date, combining Personal Sound, Equalizer and Audiosphere. Astrid builds on that momentum, bringing Personal Sound and Equalizer together in a new true wireless design. For Audiodo, this progression highlights both the strength of the relationship and the breadth of its software offering, supporting Noble across an expanding range of products.

Two technologies, one personal listening experience
Astrid combines an 8.3mm dynamic driver, a 6mm planar driver and a balanced armature in each earpiece. Audiodo adds personalisation to that acoustic platform through two distinct capabilities.
Audiodo Personal Sound uses a short hearing assessment to check each ear separately and create an individual hearing profile. Playback is then adjusted around that profile, accounting for differences between listeners and between their left and right ears.
Audiodo Equalizer gives listeners further control over bass, mids and treble, allowing them to refine the sound to their preferences.
Together, these technologies address both how a person hears and how they want their music to sound, making Audiodo part of the product's setup and ongoing listening experience.

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Introducing Noble Astrid
Astrid pairs its three-driver hybrid system with an intricate silver-toned pattern across glossy black earbuds and a matching charging case, finished with aluminium earbud faceplates. Bluetooth 6.0, LDAC and aptX Adaptive support sit alongside Active Noise Cancellation, transparency mode and two-device multipoint connectivity. Astrid offers up to 11 hours of playback per charge and up to 40 hours including the case, depending on settings, with USB-C and wireless charging.
Noble Astrid will be available from 10 November 2026, through nobleaudio.com and selected retailers worldwide, priced at £499 / $539 / €[EUR].

https://nobleaudio.com/

About Audiodo
Based in Malmö, Sweden, Audiodo develops audio software and algorithms that personalise listening around individual hearing. Drawing on more than 30 years of acoustic algorithm expertise, the company works with audio brands to bring hearing personalisation and other sound technologies to consumer products.
For more information, visit audiodo.com.

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About Us
Audiodo™ 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.
For more information about Audiodo™, please visit www.audiodo.com.

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