

Audiodo Expands Collaboration with Fresh 'n Rebel to Bring Personalized Audio Experiences

Press release

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Audiodo, a leader in audio personalization technology, and Fresh 'n Rebel, the Dutch lifestyle brand renowned for its on-trend mobile must-haves, are excited to announce the next phase of their partnership.

Building on a successful year and the achievements of their previous collaborations, including the Clam Elite Headphones and Twin Elite Earbuds, the two companies are set to expand their efforts in 2025 by integrating Audiodo's Personal Sound technology into a larger portion of Fresh 'n Rebel's product portfolio, with exciting developments on the horizon.

The partnership promises to release multiple products in the coming year, with consumers not having to wait long, the first product is planned for release in the spring. Fresh 'n Rebel products are available from freshnrebel.com, Amazon, and major retailers globally ensuring Audiodo's technology will be readily available. For those eagerly anticipating these launches, they can 'Become a Rebel' and hear the news first by joining the [Fresh 'n Rebel newsletter](#).

Audiodo's Personal Sound software is an advanced feature that when integrated into hearables, allows every user to make their personalised bespoke compensation algorithm and hearing profile to enhance the audio they choose to hear. Users can analyze their unique hearing characteristics, and enhance the clarity and richness of the audio.

The collaboration brings a whole new level to how consumers experience sound while reinforcing both companies' reputations in their respective fields. Audiodo and Fresh 'n Rebel will share updates on their new products soon.

Michel Roig, CSO at Audiodo, shared his enthusiasm for this next step:

"Our partnership with Fresh 'n Rebel is all about combining style with cutting-edge technology. Their design-driven approach perfectly complements our Personal Sound technology, allowing us to deliver a tailored listening experience that fits each user's unique hearing and lifestyle. Expanding this innovation to a broader range of products is an exciting step forward."

Jeroen Biemond, Senior Product Manager at Fresh 'n Rebel, added:

"As a brand, we have a genuine love for music, and we want to enable all our consumers to experience sound in its optimal form. Audiodo helps us achieve that goal, and we are very excited to develop and introduce more products together. Our partnership will continue to elevate the users' listening experience to new heights."

This partnership reflects a shared commitment to innovation and delivering high-quality, user-

centric audio experiences. By combining Audiodo's cutting-edge technology with Fresh 'n Rebel's design expertise, the upcoming products aim to set new standards in personalized audio.

About Audiodo™

Based in Malmö, Sweden, Audiodo™ leverages over three decades of expertise in acoustical algorithms to pioneer cutting-edge audio personalization technologies for consumer electronics. Crafted by passionate music enthusiasts, Audiodo Personal Sound™ harnesses the capabilities of digital signal processing to deliver tailor-made sound quality, ensuring every music lover an unparalleled audio experience perfected for them.

For more information about Audiodo™, read our brand introduction page.

About Fresh 'n Rebel

Fresh 'n Rebel creates mobile must-haves that people want to be seen with and that truly complement their style. They believe that choosing differently by being bold is what makes you, you. Supporting authenticity and self-expression, Fresh 'n Rebel encourages individuals to embrace their inner rebel and step out of their comfort zones. Their product range includes over-ear and on-ear headphones, True Wireless earbuds, waterproof Bluetooth speakers, chargers, powerbanks, and matching cables, all designed with a distinctive attention to colour, material, and finishing.

For more information about Fresh 'n Rebel, please visit www.freshnrebel.com.

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Image Attachments

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