

## **Audiodo announces new partnership with CMF by Nothing – bringing Personal Sound to the new Buds 2 Plus**

### **Press release**

Audiodo continues expansion with CMF by Nothing, the sub-brand of one of the UK's fastest-growing tech companies, integrating its audio personalization software into the new CMF Buds 2 Plus.

Swedish audio software developer Audiodo today announced its latest global partnership with Nothing, bringing its Audiodo Personal Sound hearing personalization software to the newly released CMF Buds 2 Plus.

Part of the expansion of the CMF product line, Buds 2 Plus are available globally starting today and mark a major step forward in bringing personalized audio experiences to the mass market.

Originating from Sweden, a country long known for its clean design, acoustic innovation and user centric technology, Audiodo brings a uniquely Scandinavian approach to sound. Buds 2 Plus is an ideal platform for this philosophy, combining style, function, and personalization in one intuitive product.

Designed to deliver standout performance at an attainable price, Buds 2 Plus combine a modern design with features such as Active Noise Cancelling, upgraded battery life and high resolution wireless audio. Now, with Audiodo Personal Sound built in, users can unlock a tailored listening experience that adapts to them, not the other way around.

### **Built into Buds 2 Plus: Personalized Sound for Every Listener**

At the heart of the partnership is Audiodo Personal Sound – an intricate make-up of code and algorithms. The Personal Sound software is an advanced feature that when integrated into hearables allows every user to make their personalized hearing profile and then applying a unique compensation algorithm to enhance the audio they hear. This allows users to enhance the audio's clarity and richness based on their unique hearing characteristics.

The process is simple: in just three minutes, the software guides users through a brief hearing test that maps out their hearing sensitivity. The process allows listeners to analyze their hearing and creates an audiogram (hearing profile) before applying a compensation algorithm that is fine-tuned for each ear. This means everything from your favorite songs to podcasts and films is heard the way it was meant to be heard – optimized for you. It's one of those audio moments that sticks with you; hearing a track you know by heart, and realizing how much you've been missing it.

Personal Sound isn't a gimmick or a preset EQ curve. It's based on decades of research in psychoacoustics, hearing science, and signal processing, and is already in use by audiophiles, streamers and casual listeners alike. With each new integration, Audiodo is pushing to make hearing personalization a standard feature in wireless audio, not just a luxury.

### **Part of a Global Shift Toward Personalization**

CMF by Nothing is known for its bold approach to product design and value-driven tech. As a brand, it has quickly carved out a niche in the fast-moving TWS (true wireless stereo) space – blending minimal, clean aesthetics with functional performance. That made Nothing a natural partner for Audiodo.

The CMF Buds 2 Plus launch also represents something more than a technical integration. For Audiodo, it signals a wider movement: hearing personalization is no longer a premium – it's the future. As ANC and wireless connectivity have become baseline expectations, personalized sound is quickly becoming the next standard. Consumers increasingly expect devices to adapt to them, and this partnership puts that future in reach for more people than ever before.

#### **Quote from CMF by Nothing:**

"At CMF, we're committed to making beautifully designed, user-first technology accessible to more people," said Andrew Freshwater, Head of Smart Products Marketing at Nothing. "Buds 2 Plus is built for those who expect more – delivering a rich, adaptive audio experience in a product that balances form and function. Our partnership with Audiodo brings that vision to life with sound that's not just high quality, but uniquely personalized to every listener."

#### **Quote from Audiodo:**

"We've long believed that hearing personalization should be part of every pair of wireless earphones, and we've built the tools to make that possible," said Michel Roig at Audiodo, CSO. "CMF by Nothing has created a product that opens the door to that vision – affordable, accessible, and beautifully designed. This is an important moment not just for Audiodo, but for the wider industry. It proves personal sound is ready for the mainstream."

#### **Contacts**

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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](https://www.audiodo.com).

### **Image Attachments**

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