

Press Information

September 2025

Hama wins IFA Innovation Award

The winners of the IFA Innovation Awards were announced on the first day of the IFA trade fair. Accessories specialist Hama is one of them.

Winner in the "Best in Audio" category

The AI-assisted Passion Clarity AI headphones, which Hama is launching on the market in collaboration with the Munich-based company Bragi, won over the high-calibre jury. The international panel, consisting of recognised tech journalists and industry experts, named it the winner in the "Best in Audio" category.

Passion Clarity AI impresses with its technical features

The Bragi Sound app extends the headphones far beyond pure music enjoyment. The use of artificial intelligence, for example, makes it possible



Product Manager Nadja Miller and Managing Director Christian Sokcevic present the IFA Innovation Award

to adapt the sound to individual user behaviour. It also offers access to innovative features such as a live translation function and integrated chat AI. The powerful-sounding Passion Clarity AI precisely suppresses background noise and impresses with many other innovative features. The award-winning

headphones will be delivered in the course of 2026 under the item number 00221819.

Printable graphics data are available for download in our internet press club

<https://company.hama.com/press>

About Hama

Founded in 1923, Hama today accompanies people in all situations every day with numerous accessory products. Whether it be their smartphone, smart home, smartwatch, TV, audio, computer or photo: every product impresses with high quality, appealing design and innovative functions. The company employs 1,500 people at its German headquarters in Monheim, Bavaria, and around 2,500 worldwide. With 19 foreign locations and numerous commercial agencies, Hama enjoys a global presence.

More information can be found at www.hama.com

Phone & Mobile

Smart Home

Smartwatch

Audio & HiFi

TV Accessories

PC & Laptop

Tablet

Photo & Camera

Living

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