

From Taiwan to the World: Mimitakara Leads in Rechargeable and Bluetooth Hearing Aids, Expanding Globally



Baldwin Park, California Oct 19, 2024 ([Issuewire.com](https://www.issuewire.com)) - Starting as an OEM, [DigiMax Innovative Products Ltd.](https://www.digimaxinnovative.com) is the organization entity behind [Mimitakara](https://www.mimitakara.com), Taiwan's only domestically-produced, medical-grade hearing aid brand. Mimitakara embodies DigiMax's mission of providing advanced, user-friendly hearing solutions. The brand was born from Founder David Wu's personal experiences with hearing loss. With DigiMax's full support and control of all stages of productions, Mimitakara has

become a leader in rechargeable and Bluetooth hearing aids. Adhering to DigiMax's customer first value, Mimitakara now occupies a competitive position in the current hearing health market.

Back in 2007, David developed the world's first rechargeable hearing aid, securing eight international patents and winning Taiwan's National Invention and Creation Award. Mimitakara's first store opened in 2010 in New Taipei City. But the Taiwanese market was dominated by five brands using a long-established fitting method via medical institutions and agency stores. How could a latecomer brand stand out?

Rechargeable hearing aids became their first secret weapon. While international brands focused on extending battery life, requiring new batteries after 20 days, these tiny batteries had to be removed and reinserted to save power. Mimitakara's rechargeable hearing aids quickly gained consumer acceptance, gradually building its reputation.

ASE Chungli Branch's Senior Vice President, Mr. Chen, analyzed Mimitakara's success: "They approached hearing aids as if they were consumer electronics, incorporating all the advantages of consumer electronics." First, Mimitakara's hearing aids appearance resembled AirPods (Bluetooth earphones), reducing the stigma associated with wearing hearing aids. They even launched the world's first Bluetooth hearing aid, featuring streaming functionality, allowing users to listen to music and take phone calls. This broke the norm where each added feature would come at an additional cost. Mimitakara made many of these features standard, carving out a path through disruptive innovation.

In 2017, [Mimitakara](#) decided to adopt a direct sales model to reduce costs, shipping hearing aids directly from the factory to the customer. In 2017, they also combined IoT and mobile apps, launching cloud-based hearing aid services. Using big data, they developed proprietary hearing prescriptions, allowing hearing specialists to adjust the hearing aids remotely. Users can simply download an app, complete a hearing test, and adjust their hearing aids on their own or with the help of a cloud-based audiologist, eliminating the hassle of visiting stores or medical institutions. The cost savings from direct sales are passed directly to consumers.

In just a few years, DigiMax Innovative Products Ltd. secured 32 patent technologies and repeatedly won national innovation and invention research awards. After swiftly addressing consumer pain points, annual revenue grew from USD \$5,230,000 in 2020 to USD \$6,450,000 in 2021, reaching USD \$10,750,000 in 2022—a 67% annual growth rate.

In 2024, Taiwan's hearing aid sales were about 85,000 units, of which Mimitakara sold 13,600 units, capturing a 16% market share. Mimitakara had already begun planting the seeds for international expansion. Hearing centers in Bangkok, California, Nagoya, and Chennai are gradually opening, with plans to significantly expand within a year.



Media Contact

Mimitakara Hearing Aids

info@mimitakara.com

+1 (949) 695-7681

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