

The Dash – Wireless Smart In Ear Headphones



World's First Wireless Smart In Ear Headphones. 1000 Songs. Performance Tracking. Body Sensors. Secure Fit.

Pre-Order now

Created by

BRAGI LLC.

15,998 backers pledged \$3,390,551 to help bring this project to life.

Last updated May 4, 2017

Campaign

Rewards

FAQ 17

Updates 62

Comments 18,381

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UPDATE #31

BRAGI UPDATE - on track, on track and gems overview.

BRAGI LLC. Creator
June 24, 2015

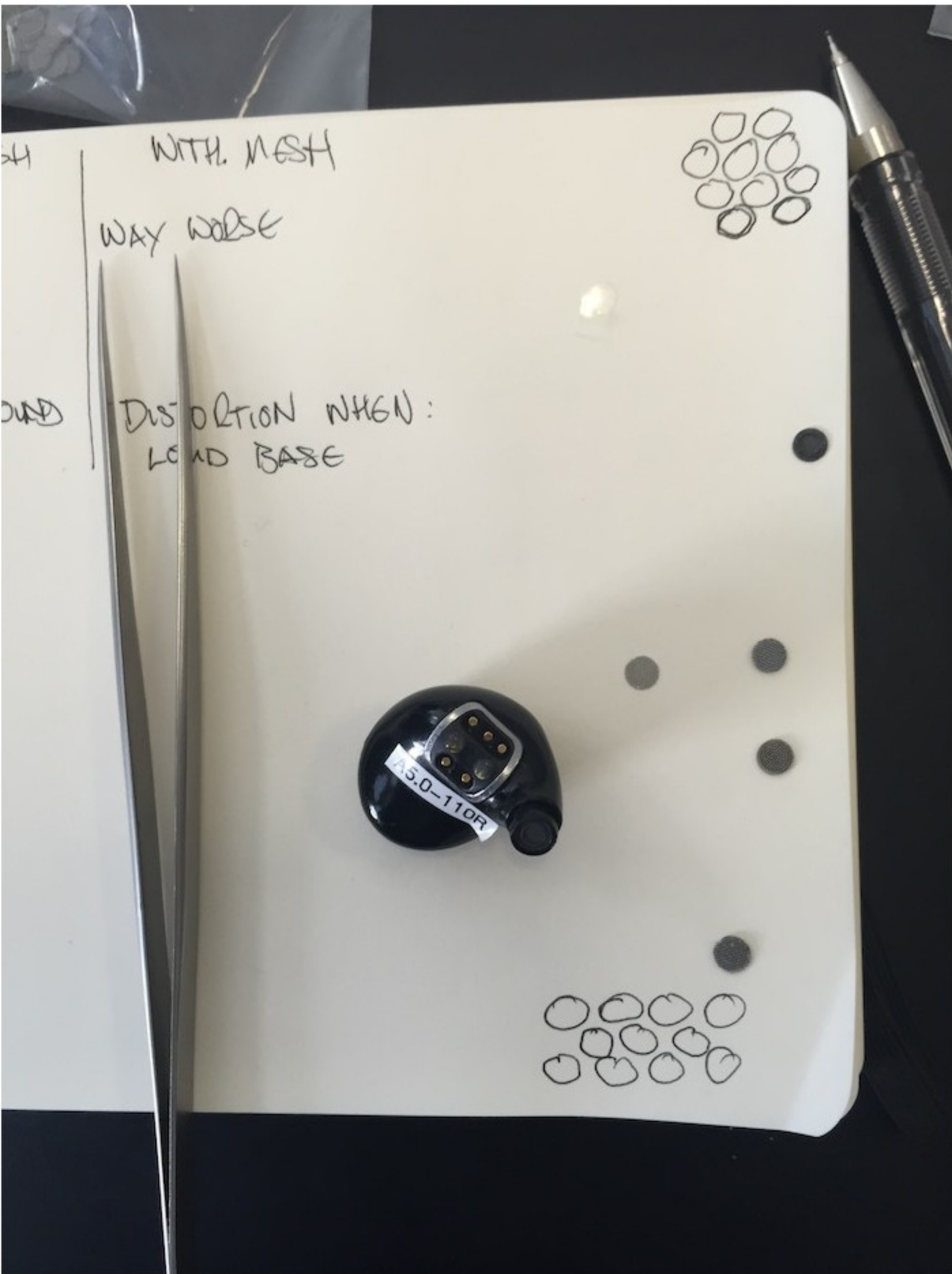
Dear Backer,

in our last update we told you that The Dash works. And it still does.

Major part of our work has been focused at increasing the stability of The Dash to ensure that it works really well.

Audio performance

We have speakers and microphones embedded in The Dash. Those are protected from water ingress by membranes. The membrane on the ambient microphone works great, while the membrane in front of the speaker induce distortion at low frequencies.



By applying different adhesive and optimizing membrane structure we expect to remove the distortion in the next few weeks.

Mechanics

The last puzzle parts of the mechanical structure have come together. All injection mould tools are done except for the injection mould tool for the charging area on The Dash. It needed further improvement to decrease assembly time and reduce production risks towards waterproofing. It is noncritical to the current plan.

BRAGI Operating System & Software

The Dash is a evolving platform that is capable of improving though time through software updates. All future operating system upgrades for The Dash will be free of charge for you.

We have 3 major software releases planned. Blacklight (V1.0), Essence (V2.0) and Promise (V3.0).

Blacklight has all features needed to be able to production test and user experience test The Dash.

Essence adds additional features and Bluetooth Low Energy support. We rely on a final firmware upgrade from a supplier promised for ultimo July to enable us to qualify the Essence software for final production.

Promise adds more advanced sensor features like airtime, cadence, laps and others.

Blacklight RC (release candidate V0.9) should be finished this Friday and will be tested until being used for our production run scheduled for July 13th through July 24th.

Essence RC (V1.9) is planned for the 27th of July and will go onto all the developer kits. Essence (V2.0) is planned for the pilot production planned from the 17th to 28th of August.

Promise (V3.0) is planned for late September/early October update through the Bragi APP. After Promise (V3.0) you should expect bimonthly software updates that will improve the user experience, increase sensor precision and correct issues only found within large numbers of devices.

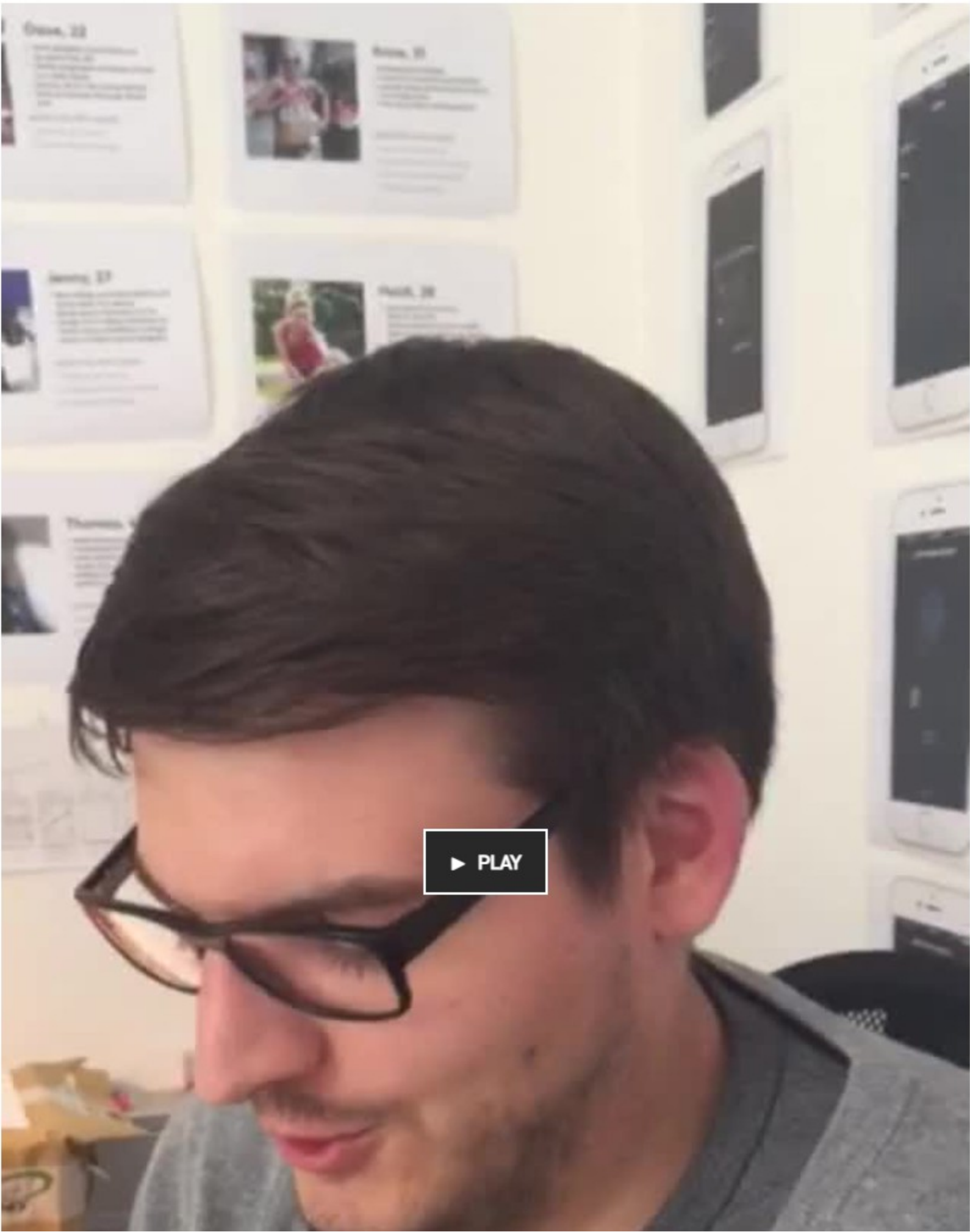


Device to program software for The Dash and testing. We call it The Vault.

BRAGI App

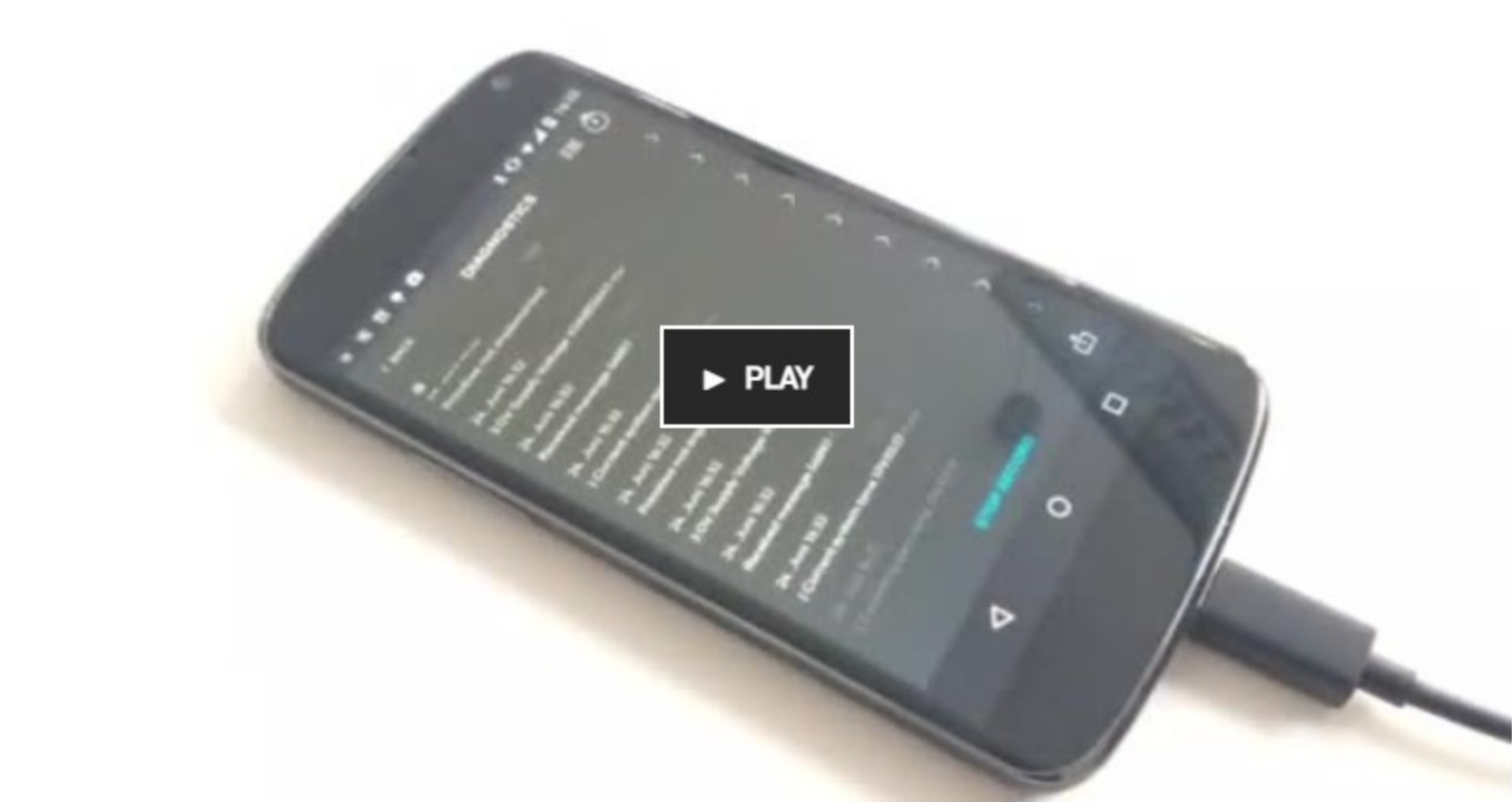
Work is progressing according to time-plan. The App should be in the respective app stores by end of August.

A nice feature is the integrated help function in The App. Martin shows you how that works inside the iOS app. So if you have ideas, need help or have specific challenges, we will be able to help you directly inside the BRAGI App when you have received your Dash.





This video below displays our special developer app capable of tracing all system feedback from The Dash and an interface to make The Dash do certain actions. This app will be used solely by developers to interact with and develop for The Dash.



Things that aren't optimal

In order to make an ultra low power The Dash, we had to make some concessions.

Lower USB transfer speeds require less power hungry chips inside The Dash.

Our choice was significantly longer battery life vs. faster USB data transfer. Battery life won.

It will take approximately 4-6 seconds to transfer a mp3 song to The Dash. Filling all the available space on The Dash with music would thus take an estimated 4000-6000 seconds (67-100 minutes). We hope that is acceptable to you with the obvious benefits in mind.

Hidden gems that make The Dash even better

If you haven't been following conversation in the comments, you wouldn't know that The Dash will do more than promised in our Kickstarter campaign. Just to sum up the most important gems:

Battery life up with 33% towards Kickstarter promise

Improved with better speakers and acoustic performance (balanced armature speakers)

Improved with higher performance ear bone microphone for speech

The Case will be able to recharge The Dash up to 8 times at 20 deg C (In total providing 24 hours playtime without access to USB power).

Awesome case with aluminium slider

Magnetic connector for simple and convenient placement of The Dash in The Case.

Functions that are enabled in future software releases:

Added a 3 axis gyroscope sensor that can measure relative rotations (activated in Promise)

Added a 3 axis compass (magnetometer) tell absolute direction you are looking (activated in Promise)

Two independent bluetooth systems. One system is connected to your phone/tablet/laptop as a slave. The other bluetooth system enables other devices to connect to The Dash as the master. That enables The Dash to control or receive data from other sensors, locks, watches, IoT devices, remote controls etc. This functionality is expected towards a December/January release time.

An this is just the start of an exciting journey.

Refunds

Backers have no right to a refund from Kickstarter projects, but we felt that anyone should have the right to step back. Also due to the unforeseen challenges we encountered.

Your support has been amazing, and very few has chosen to get a refund. On this Friday we have to order all components needed to build The Dash for you. We hope that you understand that we can't do any more refunds for products we have already bought parts for.

As of today we will not provide any refunds anymore. We have kept our timeline since early April, and are looking forward to provide you with The Dash.

Competition on name

We had a small competition on our Facebook page to give the magnetic charging interface inside The Case a name.

We chose MagSnap. Short, precise and similar to the noise made by The Dash when placed in The Case.

Congratulations to Alasdair Grant who was the first one to come up with the name. What do you think?

Timeline

We are on track to ship:

Developer kits Early August

Early bird backers in late August

Rest of backers in September.

Shipment time is estimated to 5-10 days with the selected forwarder.

Mikme microphone

If you make music, record sounds or make video's you'll like Mikme. My friend Philipp from Mikme just started an Indiegogo campaign on an awesome wireless studio grade microphone. It has reached >\$80K in a day. I've followed Philipp's progress the past years and I have backed it too. Check it out.

<http://igg.me/at/mikme-microphone>

Regards,

team BRAGI and Nikolaj

♥ Like

153 people like this update

Comments

Only backers can post comments. [Log in](#)



BRAGI LLC. Creator
about 8 years ago

@Barath, we will use UPS for shipping.



BRAGI LLC. Creator
about 8 years ago

@Arshdeep Virdi, whenever someone posts something interesting or insightful, I'm trying to respond in the best possible way to the person. As I recall you asked quite a technical question, so very few times I inform myself about the person on linkedin to know at what technical level to respond.

I'm very sorry if you feel uncomfortable with that.



BRAGI LLC. Creator
about 8 years ago

@Arshdeep, we haven't dropped the Windows App at all. The windows app will be available along with The Dash.



BRAGI LLC. Creator
about 8 years ago

@Aviya, but only through USB connection.



BRAGI LLC. Creator
about 8 years ago

@Benson, we would like to add that functionality post launch of The Dash



BRAGI LLC. Creator
about 8 years ago

@Aviya, yes you can transfer music to the internal storage.



BRAGI LLC. Creator
about 8 years ago

@Mark Adams, you can change your address any time in your kickstarter panel



BRAGI LLC. Creator
about 8 years ago

@ttan, when we launch that service, it will only work with BLE



Bharath Kumar B
about 8 years ago

Guys please do not send it through Local Posts by any means.. I stay in India and Local posts just gulp everything up. please use fedex/dhl/USPS or similar forwarders. never let it reach India Post.. Please read what happened to backers of Pebble in india - <http://keyboardandink.com/2013/10/14/the-sordid-saga-of-my-pebble-watch-india-buyers-beware/>



Arshdeep Virdi
about 8 years ago

Also stop searching and looking at my profile on social networking sites. Just don't get it, why would you even do that?

Can you please explain that as well?



Arshdeep Virdi

about 8 years ago

Where is Windows Phone App? You said you guys will be doing that so an update on it would be great unless you have dropped the idea of creating an app for Windows Phone.

Please come forward and speak about it, you guys have been silent since the beginning.



Arshdeep Virdi

about 8 years ago

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Please comd forward and speak about it



Benson Tu

about 8 years ago

Just bought the Sony SSE BTR1 Bluetooth earphone, with built in GPS and heart rate sensor. It can be used as a complete stand alone device.

Since the Dash has to sync with a phone to get gps track data, for people who doesn't want to carry a phone during workout, is there any way for it to connect to a gps watch to get track data?



Aviya Omesi

about 8 years ago

will it be possible to transfer music to the internal memory through bluetooth?



Mark Adams

about 8 years ago

Will we be able to update our shipping address prior to shipment? My shipping address has changed recently and I don't want to miss out on delivery!



Anders Öster

about 8 years ago

Superbacker

Christmas is in September this year :D



James Powell

about 8 years ago

I can't wait! So excited to get these in my ears!!



BRAGI LLC.

about 8 years ago

Creator

@ttan, yes it will.



BRAGI LLC.

about 8 years ago

Creator

@Mark S, Promise should carter to gapless music from the embedded system



Mark S

about 8 years ago

For the Blacklight, Essence & Promise, any of these software releases to have consideration of enjoying gapless music (when playing tracks from Dash itself w/o mobile phone)? E.g. enjoying a non-stop DJ set but w separate tracks forming a seamless journey



BRAGI LLC.

about 8 years ago

Creator

@Marous Lim, we do not have a GPS inside The Dash. The Dash is capable to track airtime, cadence and quite a few other things by itself.

When Runkeeper or others integrate The Dash into their application, you will be able to upload your data after a run.



BRAGI LLC.

about 8 years ago

Creator

@Cynthia, we promised 3 hours of battery life on Kickstarter. The Dash is placed in a cradle (called the MagSnap) inside The Charger. The Charger has an embedded battery pack, that can recharge The Dash up to 8 times at 20 deg C. The Charger itself needs to be recharged through a cabled USB connection.



BRAGI LLC.

about 8 years ago

Creator

@ttan, the plan is that developers can access data through the standard BLE profiles available. We then have to add custom and 3rd party specific profiles through time.

Technically it would be possible with quite an effort on our side to do rider to pillon interoom.

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