

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 #36

BRAGI UPDATE - unpackaging video, reviews on audio perform and boy are we getting close

BRAGI LLC. Creator
September 10, 2015

Dear Backer,

I really wanted to do an update last week, and I'm sorry for the delay. But I had more important things to do.

My daughter was born on Sep. 4th, 58cm and 4500g and the proud father is right now sitting next to the beautiful baby.

So what has happened since the last update?

Well, yesterday we received 112 pcs of The Dash in our office. The units built previously have been used for reliability, environment, electronics and durability testing.

Before telling a lot, enjoy an unpacking video by Arne our head of design. I think it is quite obvious how proud we all are.





BRAGI beta Dash out of beta production

Reviews from media of our beta2 devices

We wanted to let a few media contacts test some of our devices to get feedback. Obviously they weren't testing finished product, but our beta2 samples with software from early August.

Sorry most of the reviews are in german.

[Review from The Verge: "BOTH THE SOUND QUALITY AND AUDIO PASSTHROUGH WERE IMPRESSIVE"](#)

[Review from Curved: "The Dash in hads-on: this is how good the beta prototype is"](#)

[Review from Heise: "The Dash im Hands-on"](#)

[Review from Computerbild: "So sieht The Dash von Bragi aus"](#)

What is next?

We will build 500 units next week in our beta 3 build. These will be sent to developers.

Current build plan is

1000 units 28th September-2nd October

2000 units 5-9th. October

4000 units 12th to 16th of October

4000 units 19th to 23rd of October

4000 units 26th to 30th of October

The last two weeks of October we could build up to 8000 units per week, but we'd rather be a bit conservative on production.

It takes 2 days to get the devices out through customs out of China. Then expect 5-11 days shipping time. We will ask you to update your address and choice of colour next week.



Nina showing The Dash in white

As promised, Kickstarter backers will receive vouchers for our online store early October.

What can set us back now?

We are in the process of doing FCC, UL, CE, CCC, Bluetooth, USB and a few other certifications. We expect to pass the certifications due to preliminary internal testing. If we do not pass, pending on the issue, we might have to do modifications to the design.

Again, we do not expect that, but it could happen.

Kickstarter and Social media

We understand that not everyone wish to be on Facebook or Twitter. BRAGI will continue to post updates and information on Kickstarter, but the Kickstarter platform is not very useful with small updates or pieces of information.

We do post regularly on Twitter (@hellobragi) and on Facebook (<https://www.facebook.com/hellobragi>)

Feel free to like or follow us there.

Regards,

Nikolaj Hviid, Founder of BRAGI and the BRAGI team

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Comments

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



Volker Verkamp

over 7 years ago

@bragi: Where can I get/find the rebate vouches you have promised to be received by backers in your December update?



GeoLudes

almost 8 years ago

Herzlichste Glückwünsche zum Nachwuchs! So ein kleiner Mensch ist eines der größten Wunder der Welt. Möge der kleinen Miss Hviid ein langes und gesundes Leben bevor stehen! Genießt die Zeit, sie geht viel zu schnell vorbei...

Danke für dieses (wie immer) exzellente Update. Ich drücke dem ganzen Team fest die Daumen, dass in den nächsten Monaten keine bösen Überraschungen warten. Ach, aber selbst wenn: Ihr macht das schon!

Top Team.

Top Kampagne.

Top Produkt.

Irgendwie schade, dass es bald vorbei ist... :)

So: What's next...? ;)

In short and in english: Grats and thanks and best wishes for upcoming challenges.



dqpb

almost 8 years ago

Do we have a ruff idea of what pledge levels will receive the dash in during the September October shipping schedule?

Anyone?



Christopher Moss

almost 8 years ago

Man I wish I knew which set of the production I was in, I guess it will be an early b-day present for myself! YEA! So excited!



Morgan-Sean McCright

almost 8 years ago

Superbacker

Congratulations on the progress you've made and the positive feedback from your media contacts. I had a question regarding the app development, specifically for windows phones and how is it coming along?

Congratulations on your baby girl as well !



Michael

almost 8 years ago

@Niklas

The vouchers are provided on top from Bragi. If you backed for the dash, you will get the dash as hardware sent to you. The voucher is just in case you want to purchase additional units for yourself or anyone else and gives you a discount for the online store.



Niklas Wolkert

almost 8 years ago

Sorry if I missed this but what are the "vouchers for the online store" for? Why do KS backers get them and what can they be used for? Is it something for on top of what we already get or do I _need_ to use them in order to get my Dash?



Colin Duff

almost 8 years ago

Captured by FireShot Pro: 23 August 2023, 09:55:09
https://getfireshot.com

Amazing and Congrats! My girlfriend is suuuuuuuuper stoked for the white version :O She's really happy there's the option!



do kim

almost 8 years ago

@BJ

The left and right do different functions, and one side does most, and relays audio to the other side. So they can't work independently.



Alan Lamb

almost 8 years ago

 This comment has been removed by Kickstarter. Learn more about **comment guidelines**.



Miro

almost 8 years ago

Awesome! (and congratz)



BJ Van Gundy

almost 8 years ago

@BRAGI I read all of the reviews... AWESOME!

The only thing that I came up with after reading them is that it would be cool if they two pieces could also act independently of each other (you may have already thought of it or found it impossible) so that continuous use could be achieved by having one in your ear while the other charged and then swapping out as necessary from ear to charger.

I like to listen to radio while at work and 3 hours is nice on a charge, especially for something so small... but since they are separate it would be an interesting feature to be able to claim "unlimited charge time" with a little asterisk!

Just a thought.



BJ Van Gundy

almost 8 years ago

@Herman There was actually a picture of the white version of the BRAGI in THIS update. However, I too had a hard time noticing it in that picture as well so I can't blame you for asking!



BRAGI LLC.

Creator

almost 8 years ago

@Herman&Vicki, thx.



BRAGI LLC.

Creator

almost 8 years ago

@Victor Z, I think everyone is allowed to their opinion. He obviously wasn't as excited as the other editors.



BRAGI LLC.

Creator

almost 8 years ago

@Terry Hafner, congrats to your nephew too. Magio of life...



BRAGI LLC.

Creator

almost 8 years ago

@Nebulus, I do. Much appreciated.



BRAGI LLC.

Creator

almost 8 years ago

@Wolfgang, werden wir machen,



Wolfgang Selzle

almost 8 years ago

HEY BRAGI..... Bitte Bitte macht noch viel mehr Fotos von den beiden Varianten oder am besten ein HD-Video bevor Ihr nächste Woche nach der Variante fragt. Wollte eigentlich immer die schwarze Version aber was ich bis jetzt von der weißen sah war schon auch nicht schlecht! Wäre echt cool.

Ach ja und von mir natürlich auch noch die besten Glückwünsche zum Nachwuchs :)



Nebulus

almost 8 years ago

Congratulations to the happy father and mother !

Enjoy those rare moments :)



Terry

almost 8 years ago

Congrats on the baby girl , my nephew had a baby boy on the fourth as well 5lb 4oz . Hope everyone is doing well , spend some time with your new little girl and wife . The Dash looks great too .



Victor Z

almost 8 years ago

I just want to say that the portion of the Verge preview that expresses doubt about the actual release of the Dash felt very unfair. They didn't elaborate on the reasons for the delay and I can say that the Bragi team have had very real engineering problems that they solved through incredible genius. (The wireless connection between the buds is magnetic! Magnetic!) If anything, the delays show that what Bragi has tackled here indeed deserves the time and innovation making the delays very reasonable. Fight on, Bragi!



Roeland Kooijman

almost 8 years ago

@Herman. There was a picture of the white dash in update #34 here you go https://ksr-ugo.imgix.net/assets/004/274/336/f7e0a0d569379c130c7b6e53328f8a2b_original.jpeg?v=1438896082&w=639&fit=max&auto=format&q=92&s=a8ba7365e7ff68877a6feac04536d160



Vicki Brown

almost 8 years ago

Captured by FireShot Pro: 23 August 2023, 09:55:09

<https://getfireshot.com>

Congratulations to baby and parents! Baby shares a birthday with my sister.

 Herman Cheung
almost 8 years ago

Sorry, I meant the white color version of the Dash.

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