

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

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UPDATE #27

BRAGI UPDATE - status on wireless, supply, timeline and Open House @ BRAGI

BRAGI LLC. Creator
April 1, 2015

Dear Backer,

we were about to receive our Alpha4 prototype electronics shortly after the last update, where the most important issue was to test and optimise wireless performance. No Aprils fool jokes in this update!

Video is 10m long. Everything I say is written below too.



Why is wireless performance so important?

This is a hugely simplified explanation of the situation to give a high level, transparent understanding.

The right and left Dash "speak" to each other by sending music and data wirelessly through a bluetooth wireless link. The wireless signal can't go through the head, so the bluetooth antennas of The Dash are designed to focus the wireless signals behind the head. We have spent significant time and effort to design the antennas. "Standard" antenna design wouldn't even remotely be sufficient.



Testing wireless radio performance in anechoic chamber (reflection reduced room)

To design a great antenna, extensive computer simulations and laboratory measurements are made. The antennas are designed to resonate and perform in perfect harmony with the bluetooth chip and the system it is used with. Important specifications of the bluetooth chip are how loud it can "speak" and how well it can "hear". From alpha3 testing back in January, the "speak" performance was great. The "hear" performance wasn't good enough to enable a solid link (a lot of noise in the system). We thought it was because of noise originating from the dash electronics itself, so we spent a lot of effort reducing the noise emitting from the electronics. All those changes were made to Alpha4 electronics prototype that went into production mid January to be received mid March. When we started testing the wireless performance 2 1/2 weeks ago and the "speak" performance was stellar. The "hear" performance had improved, but was still not good enough. We started deep investigative testing of the antenna with an artificial signal generator "simulating" an ideal bluetooth chip in huge detail, and got results showing that something isn't working as expected from our bluetooth chip supplier.

What is the impact?

In a calm wireless environment (e.g. not a lot of wifi around) the product would work well. As soon as there is more than a few wireless networks, wireless link between the headphones would break up. In any environment where there is a lot of radiated noise, The Dash wouldn't work well.

The sensitivity to noise is caused by the size of our device combined with an issue of the bluetooth chip not performing to specifications provided by the supplier. The manufacturer of our bluetooth chip has provided significant resources to fix the problem, yet not being able to provide a timeline or guidance for a technical fix.

"xxxx" <- place a not very nice word in the x spaces.

This is more than incredibly frustrating.

We always had 2 alternatives in our backhand (plan C & D) to mitigate risk. While we will continue to pursue a solution with the current bluetooth chip supplier and antenna (Plan A) and to improve the antenna even further (Plan B), a solution is out of our hands.

We expect 9-12 weeks for an additional prototype production, software and hardware testing after the bluetooth issue has been resolved. We have weekly jour-fix with our supplier to proactively address the issue. We have no influence on solving the issue, and we have received no indication by when it will be solved by our supplier.

What are the implications of Plan C

As written in the last update, we are committed, capable and have a technological solution (plan C) for finishing The Dash to the specifications presented here on Kickstarter. We will assign significant resources to pursue plan C, to mitigate risk if plan A fails. If plan A evidently fails, we will divert all resources to plan C.

Plan C a significant technology pivot that will cause a delay.

A significant benefit would be additional battery life to a theoretical 4,5-5 hours while playing back from The Dash embedded music storage. Major disadvantage is only on BRAGI's side. The solution is considerably more expensive to build than plan A.

Timeline of Plan C (manufacturing)

Hardware prototype (Alpha5) by	mid May
Hardware prototype (Alpha6)	first week of July
Developer production run (Beta)	end of July
Pilot production (1000 units/October)	last 2 weeks of August
Mass production (2000 units)	second week of September
4000 units	third week of September
10000 units	fourth week of September

Building The Dash

By the time you will receive The Dash, it will consist of 521 individual pieces put together in a tiny package. This includes plastics, LED's, connectors, stickers, manuals, screws, gaskets, stamped metal, light-guide material, sensors, capacitors, resistors, silicon lenses, 7 pcb's, clips, inductors, magnets, cables, microprocessors, memory chips, fabrics, clips, coils, amplifiers, membranes, filters, level shifters, protection circuits, batteries, packaging, foils etc. from 31 different suppliers.



The Case aluminium housing parts

Every single component has been cost negotiated with suppliers, and the suppliers are selected and awarded this and next week. The product will be produced in China by a contract manufacturer that we have worked with for over a decade.



Design verification of injection moulds as well as design for manufacturing steps with suppliers

Everything is set up to push the button. Trust me, I've been dreaming about that day for the last 2 1/2 years!

Injection mould tools

Most of the tools already exist and have been reviewed. We mainly need a few modifications to the existing tools and a few new tools. We are very happy about progress.

Testing of The Dash

Every time a developer releases code to our system, that code has to be tested against our user experience criteria and towards automated tests qualifying that code.

David, Torsten and Toby have been significantly expanding on the capabilities of our testing setup. By the time that we receive Alpha5 prototypes, we will be able to have 50 pairs of The Dash in our test rig, that can be assigned to parallel test routines.

We should be receiving our environmental test chamber (cold/heat and humidity) next week, to perform accelerated lifetime tests on the electronics.

The test setup is done to ensure as few bugs and failures as possible when we launch The Dash.

BRAGI App

We showed a clickable version of our app a few updates ago. We used the feedback from you to further improve the usability. The app development team (Martin, Luigi, Michi, Arne, Rene and Christian) are working on iOS, Android and Windows Phone versions.



Overview of all individual states of the App

Open house day @ BRAGI

40 people go to work every day in our office in Munich. We all think that we are on to something special, and we would like to share that feeling with the ones that made it possible for us.

I'd like to invite our backers to our office in Munich, Germany on the 13th of May at 4pm (15 people maximum due to fire regulations) for a tour and a beverage at the local bar. We will not prepare any special demo's (delivery of final product above everything), just give you an overview of our work, see The Dash in real life and be able to chat with our developers.

We will make a small video to be sent as an update after the open house day to share a bit of the experience.

To attend open house day, write a mail to openhouse@bragi.com

Do please only write if you really can attend. We will randomly pick the 15 attendees by 13th of April.

2 incredibly lucky backers

We will randomly pick 2 people from the BRAGI backers who comment "I'd like to meet BRAGI" in the comments of THIS update.

BRAGI will buy a (return) economy flight ticket and 2 overnight stays in a local hotel for the event on the 13th of May (all other costs are not covered by BRAGI). "I'd like to meet BRAGI" has to be written into the comments and be visible to BRAGI by 4.00pm CET 13th of April 2015 to be acknowledged.

We will announce the winners in the comment section and contact them to arrange flights.

Best regards,

BRAGI TEAM and Nikolaj

BTW, the few who requested a refund have been swiftly processed throughout the last months.

♥ Like

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Comments

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

-  Aditya Singhal
over 8 years ago

I'd like to meet BRAGI
-  Ronald Robles Osorio
over 8 years ago

How'd the winners was chosen?
-  Kimon Rontidis
over 8 years ago

Keep up the good work and don't get disheartened. This is a fantastic product and project. Having run a few projects I know issues will always arise and the trick is to just keep persevering!
-  Kimon Rontidis
over 8 years ago

Keep up the good work and don't get disheartened. This is a fantastic product and project. Having run a few projects I know issues will always arise and the trick is to just keep persevering!
-  Steven McMahon
over 8 years ago

Congratulations to the winners of the contest. I was hoping to win, as was everyone who entered, and I'm sure those who attend will have a great time. Please take pictures and post them somewhere with a public link in the comments so we can share some of your fun!
-  Sebastian Cuiña
over 8 years ago

I'd like to meet BRAGI
-  Michael K.
over 8 years ago

I'd like to meet BRAGI
-  David Ergas
over 8 years ago

Id like to meet BRAGI.

DAVID ERGAS FROM MEXICO
-  Tom
over 8 years ago

I'd like to meet Bragi
-  Anthony
over 8 years ago

Im too late :(



BRAGI LLC. Creator
over 8 years ago

@ALL,

Marc Waple, UK couldn`t attend, so

Torgeir Hegerstrom, Norway

was next in line to take his spot. Congrats to Norway



BRAGI LLC. Creator
over 8 years ago

@ALL, the winners are

Jeffery Fettes, Texas

Marc Wapple, UK

Looking forward to meet you in Munich :-)



BRAGI LLC. Creator
over 8 years ago

@ALL, we are exporting the I'd like to meet bragi comments right now. We will announce the winner shortly



Daniel Delgado
over 8 years ago

Have you announced a winner!? The suspense is killing me!



Abdulla Al Qashouri
over 8 years ago

I'd like to meet BRAGI



Kurt Koeppen
over 8 years ago

I'd like to meet BRAGI !!!!



Nitish
over 8 years ago

I'd like to meet Bragi. I first had a dream of wearing Dash, ever since I saw Ryan Reynolds wearing a wireless earphone on the movie, Definitely Maybe. I just wish I could have one before I get married this year. Great Work Braggers :-).
.



Frank
over 8 years ago

OMG ... I'd like to meet BRAGI ...and share a beer :-)



Benjamin Lee
over 8 years ago

I'd DEFINITELY like to meet BRAGI... if this ever happens again!



John D
over 8 years ago

I'd like to meet BRAGI



林建宏
over 8 years ago

I'd like to meet BRAGI



Rod Nash
over 8 years ago

I'd like to meet BRAGI



Marco Wei
over 8 years ago

I'd like to meet BRAGI



Peter Bansuk Gi
over 8 years ago

I'd like to meet BRAGI



Pancho
over 8 years ago

I'd like to meet Bragi!

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