

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

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UPDATE #30

BRAGI UPDATE - years of development, moments of utter joy and finishing what we started

BRAGI LLC. Creator
June 5, 2015

Dear Backer,

bear with me if this update is slightly emotional.

I quit my job 2,5 years ago, and it has been a wild and inspiring journey to achieve something that everyone told me was impossible.

BRAGI and I wanted to make entertaining discrete assistants. Not just assisting while doing sports, but also enabling people that have been impacted with disability, to prevent diseases, to improve safety and ability of people at work and many others areas. And all of that with the highest regard for privacy.

Because we are convinced that we are working on a project that can assist millions of people we needed and wanted to succeed. We have done everything within our ability to avoid failing.

I must admit that we literally have been days away from failing. Our deep desire to succeed helped us through those challenging times.

That is why I'm incredibly proud to announce that we have solved all major issues that could keep us from delivering The Dash to you.

Wireless performance

Major cause of delay was caused by challenges with wireless performance between the right and left Dash. It might sound like a trivial thing to solve, but it definitely hasn't been trivial. We have spent millions of € to solve that problem.

Our previous solution should and could have worked, but in certain use cases it would have been challenging with frequent dropouts or stereo audio not working at all.

We initiated implementation of plan C as communicated a few updates back. We actually made sure that we could implement plan C back in October 2014.

It works

Plan C uses magnetic induction rather than radio waves for communication between right and left Dash. The Dash is still capable of connecting to a smart phone or computer via Bluetooth.

Each headphone creates a magnetic bubble of approximately 25cm. It is immune from wireless interference and virtually secure from eavesdropping. It is absolutely safe from a health perspective and much better than using bluetooth between the ears (we live in a huge magnetic field created by our dear earth).

The link is incredibly stable and works in virtually any condition except within very strong magnetic fields (that are very rare).

The Dash will provide stable stereo playback even if the user has long and wet hair, is wearing a helmet for skiing or biking and in other challenging conditions. It will even work while swimming (down to 1m depth due to water proofing). We think that is AWESOME!

The energy consumption has been reduced as well, so expect an increase in battery life of 30-40%. That results in improvement from 3 hours promised to 4 hours or more pending on sensor activity.

Testing

The technical challenges that could prevent us from making The Dash have all been solved unless there is something we have missed.

In next 2,5 months we are going to test, test and test The Dash to prevent any critical flaws when the product is delivered. We have an automatic hardware and software test system that simulates the use of The Dash with hundreds of interactions every second (rather than the one interaction every few seconds from a human) to find issues.

Our BRAGI app also features a feedback option, where users can feedback on issues directly to our developers (idea from a backer, thank you).

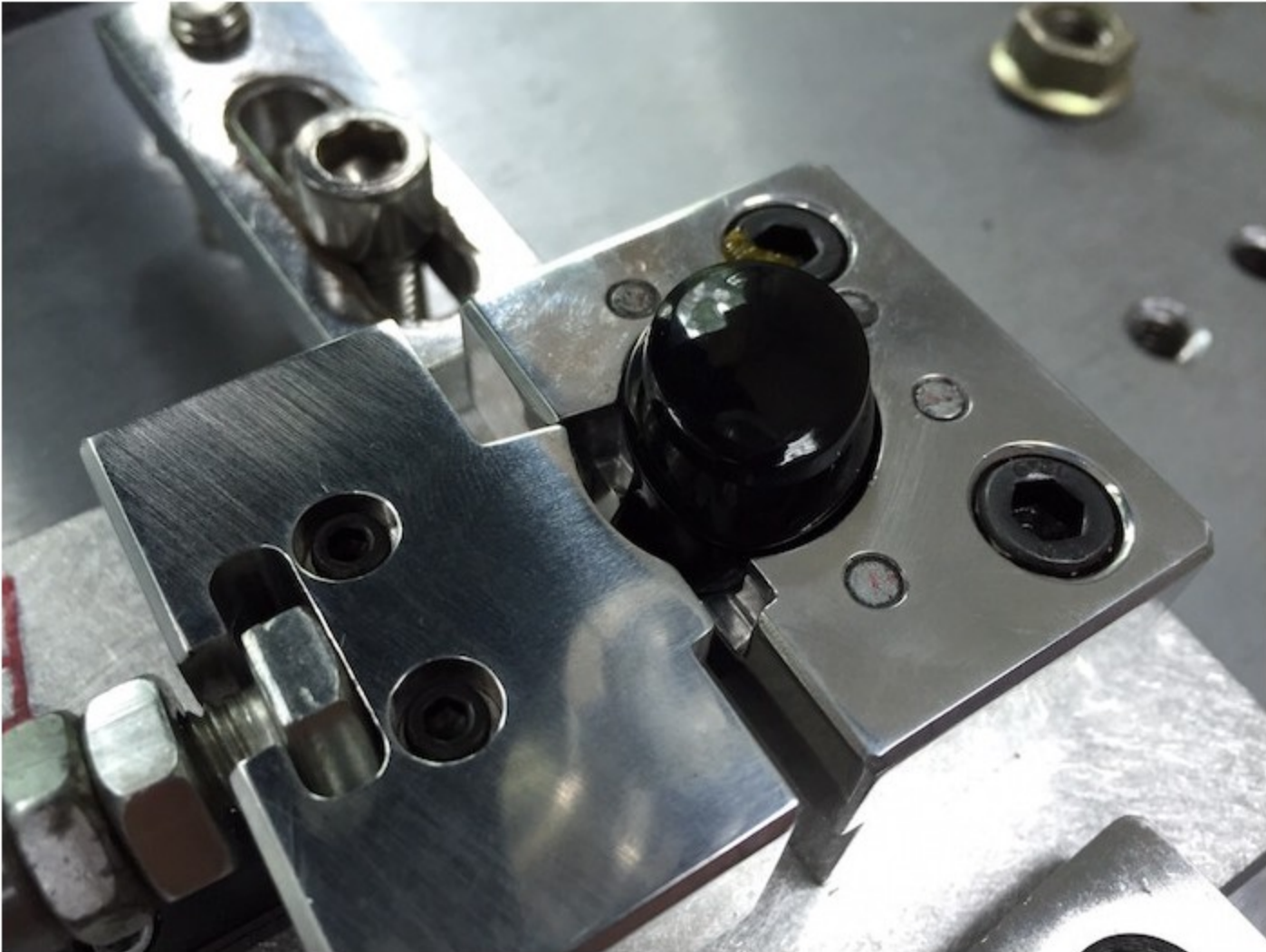
The Dash will go through certifications (FCC, UL, CE and a few others). These certifications could cause that we need to modify the product, but we do currently not think it is needed.

Production

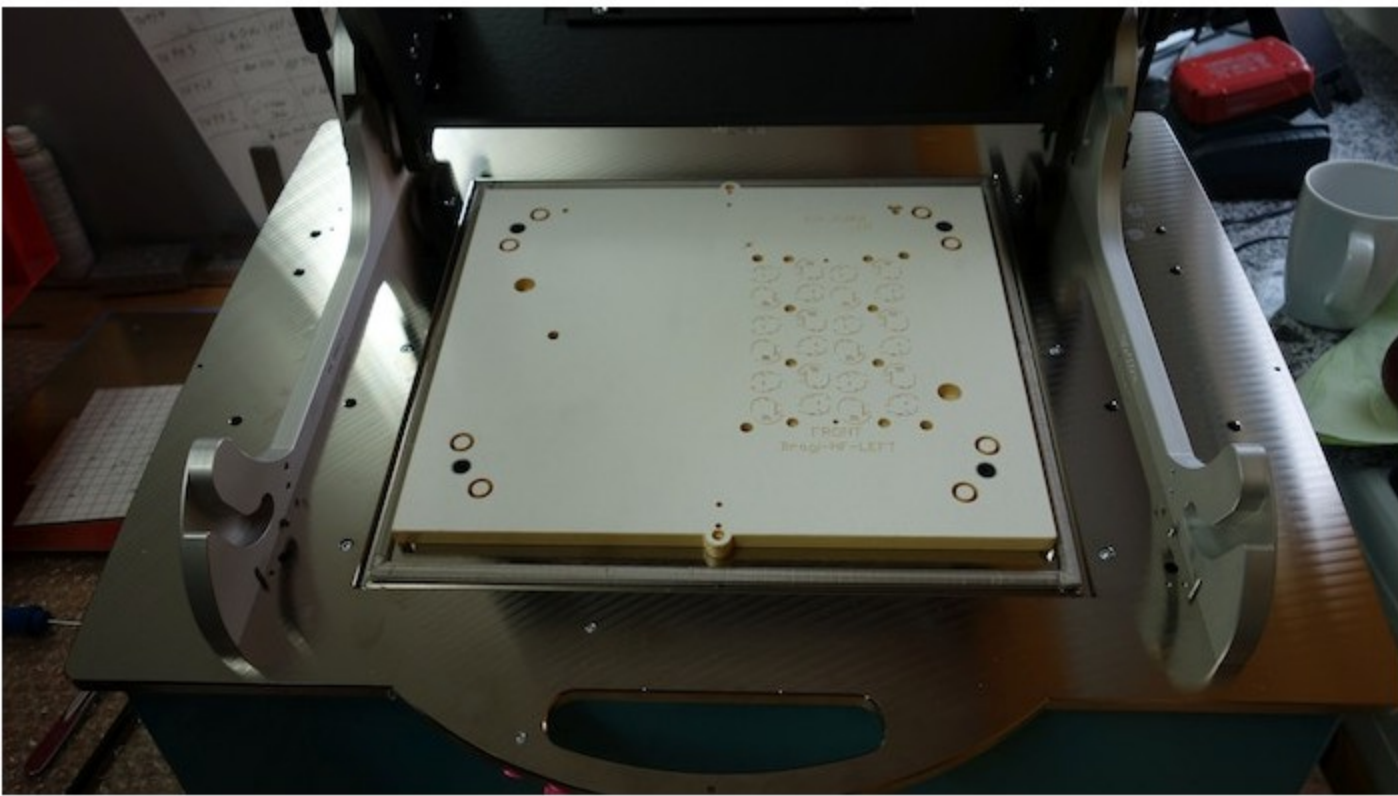
Our team and our manufacturing partner have been developing fixtures and jigs as well as testing procedures.

This might sound trivial, but the task is quite massive. We need to manufacture and test thousands of products every single day and need automated equipment to do so.

An ultrasonic welding machine has been bought to weld the housing parts together, and fixtures to hold The Dash while welding has been made.

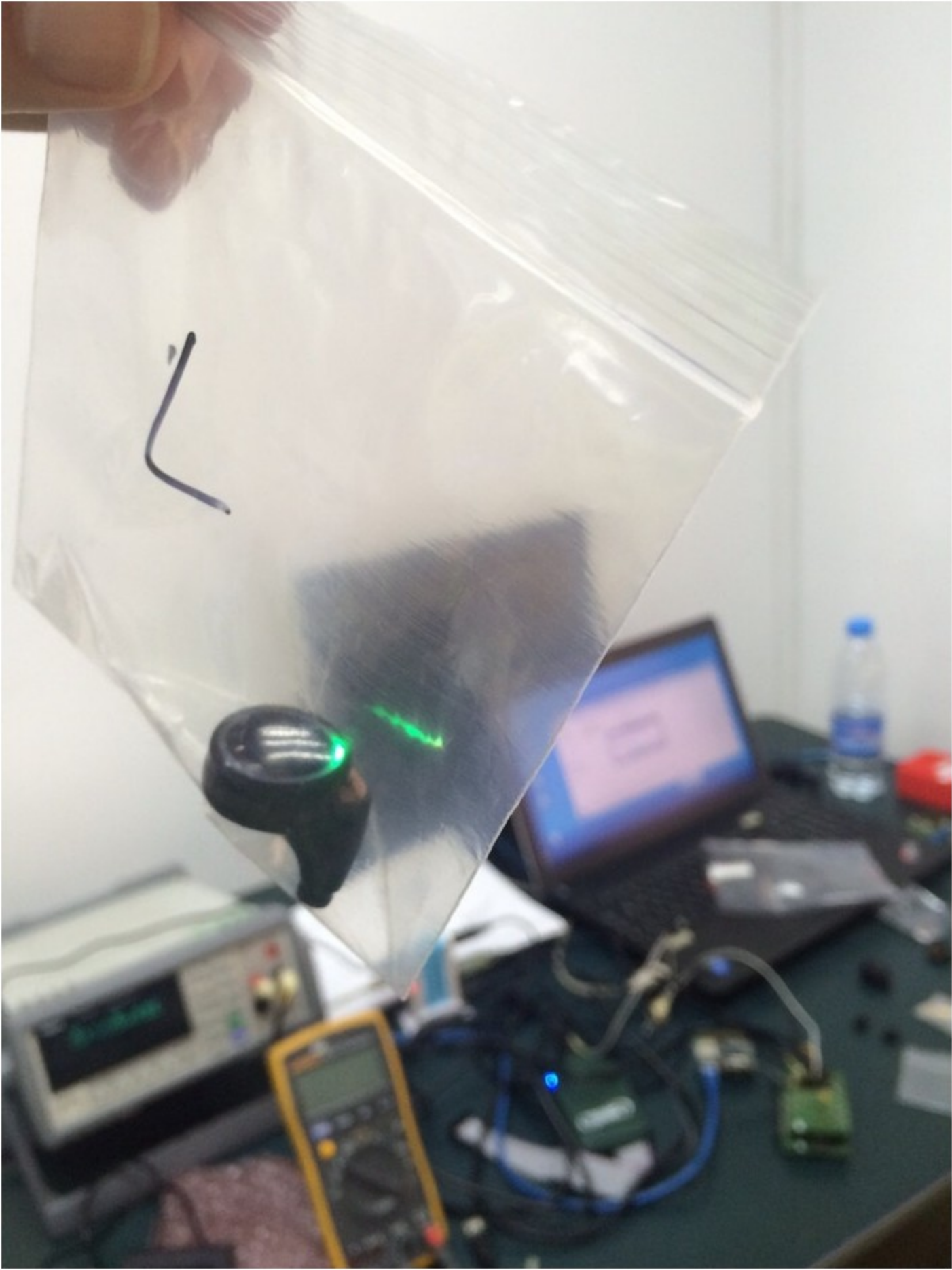


Fixture for the ultrasonic welding process.



Production fixture to test and program the left Dash electronics

We intend to build 80 units of The Dash in the next few days. We then have to test and evaluate the devices.



First left Dash built with the fixtures and jigs to be used on the production line.



Some of the parts to build the Alpha5 units

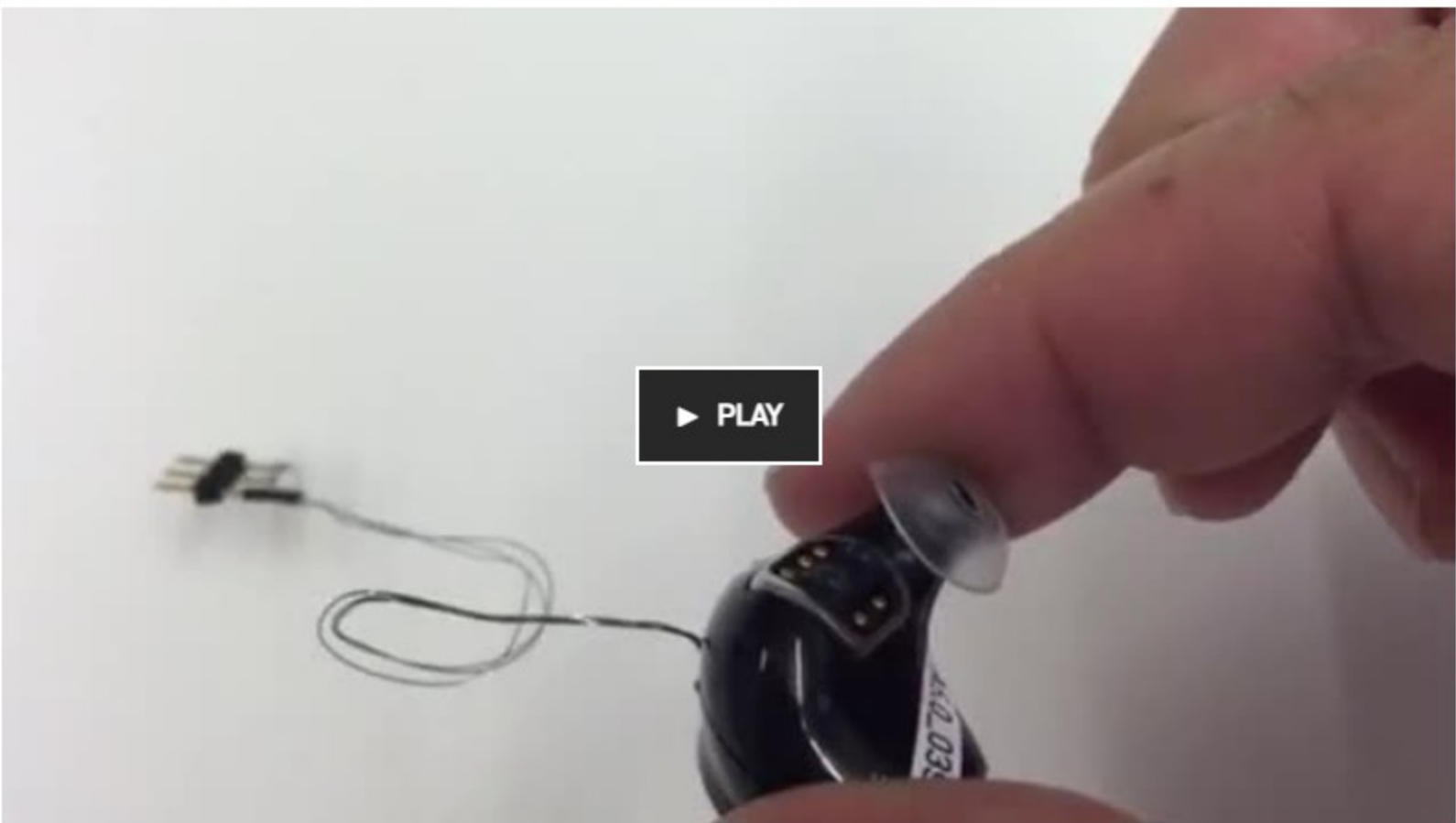
Mid July we intend to build another 500 units (developer units) in our beta build.

Mid to end August another 1000 units are built for our early backers.

And we are currently on track to do so.

So how does it all look now?

This video shows the Alpha5 build with final mechanics. The cable and yellow tape is of cause just for our internal development units ;-)



The Dash with medium sleeve fitted.



The Dash with the intended finish (without the charging part)

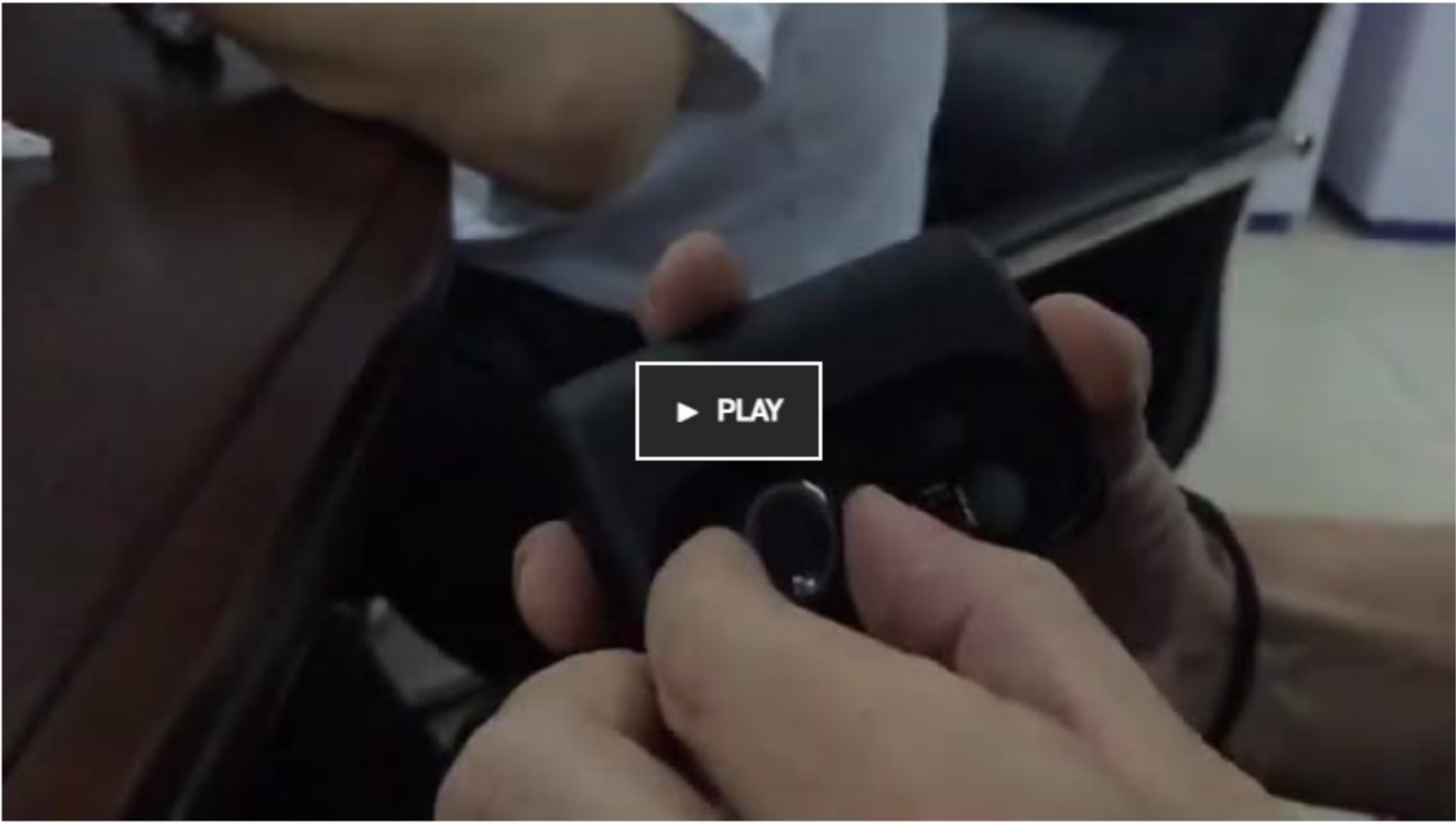
The Charger without the aluminium cover case



The Charging Case without the aluminium cover



This video shows how The Dash is pulled into the charging case by magnets.



Evaluating laser engraved logo types on the aluminium case for The Case.

All the parts of the puzzle have come together. This has been an awesome week.

The team and I will go and celebrate in a local beergarden in a few hours.

Timeline

We are on track to ship:

Developer kits late July/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.

Regards

the very happy team BRAGI and Nikolaj

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Comments

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Kyle Bennett

about 8 years ago

@Srinivas you can change your shipping address at any time by going to the main Campaign Page, scrolling down to the tier you backed at, and clicking on the "your response" link next to the "Survey Sent" date.

@Forrest They previously stated in another update that backers that backed at that tier would be receiving something extra, but I have no idea if they have already honored that statement or if they even still plan to.



Jean de La Rochebrochard

about 8 years ago

impressed by what you've achieved ! :)



Forrest Vasilinda

about 8 years ago

So will the backers that chose the \$239 option be receiving any sort of compensation now that all none early-bird backers have the same delivery date, and we effectively paid an extra \$40...for nothing?



Mark Howard

about 8 years ago

Bragi, Nikolaj. You scaled the mountains, swam the oceans and crossed the jungles!

Hopefully you are now on the home stretch and the horizon is clear.

The next few months as it all comes together with packaging, finished case design and software will be very exoiting.

Please continue to be amazing :-)



BRAGI LLC.

Creator

about 8 years ago

@Srinvas, we will send another update requesting shipping detail updates.



Srinivas Gundelli

about 8 years ago

Congrats to Bragi team, all your hard work paid off!

And Nikolaj - even though it was emotional, it may have been your best decision to start this project and see Dash through its completion :)

Looking forward to get my hands (and ears) on Dash!

I've changed my shipping address, would you folks send another update for shipping details?

Best, Srini



David Long

about 8 years ago

Congratulations guys. Your hard work has paid off. Can't wait to receive my dash.



daniel garcia

about 8 years ago

@bragi how about "bragi power boost box" or something like that for the charging case =p



Mujtaba Alshaikh

about 8 years ago

Hello

can u please test it if possible in high magnetic field environment. . I work at aluminium industry where very high magnetic field is there

Thank you for your efforts

wish u the best



BRAGI LLC. Creator

about 8 years ago

@Harry Tang, no it would have no influence.



BRAGI LLC. Creator

about 8 years ago

@Muhammed Dhalla, to my knowledge no special magnetic fields occur in airplanes? So I don't see any problems here.



John Archer

about 8 years ago

@Nikolaj: Thanks for the explanation. Makes perfekt sense and I really like that idea. Very cool, thanks, guys!



Harry Tang

about 8 years ago

I've got a silly question of the Plan C. Assume I am using the dash and queuing in a coffee shop. And there is a Dash user right behind me which he / she is within that 25cm bubble, would that influence what we are listening? As Bluetooth is bounded together by a specific code.



Gareth New

about 8 years ago

I expected about a year of delay when I backed the project (given the complexity and ambition) but you (awesome) guys totally exceeded my expectations. Celebrating in spirit with your team!! :)



Ben Abbott

about 8 years ago

Congratulations, very happy to read this update.



Muhammed Dhalla

about 8 years ago

Incredible, well done guys! Just one question - you said that strong magnetic fields are quite rare and would likely not be much of a factor to most people, which is great. Do you know if the magnetic fields generated by being on a flight would interfere, as I would be wanting to use these on long-distance flights to watch movies?



Miro

about 8 years ago

Great news! Increase in battery life of 30-40% - awesome!



Felix Kan

about 8 years ago

fantastio! super happy backer from @hongkong



marina

about 8 years ago

@Bragi thanks for clearing my Bluetooth query. Looking forward to receive the DASH in September!!!



ramboky

about 8 years ago

Awesome news and a great accomplishment. Congratulations guys!



BRAGI LLC. Creator

about 8 years ago

@marina, we cannot connect to 8 devices at the same time, but to 8 different devices but only one at a time, it is sadly a limitation of Bluetooth.



BRAGI LLC. Creator

about 8 years ago

@Dinah molloy, changing the balance would probably solve that.



BRAGI LLC. Creator

about 8 years ago

@Alexander Weingart, we didn't start with plan C, because it wasn't technically possible when we started the project.



Alexander Weingart

about 8 years ago

@Bragi - You guys awesome. Everytime I see an email update in my inbox, I get excited & hold my breath. It's like watching a movie unfold in real life. A product manager myself, I know they intense critical moment when all of a sudden you can *feel* the vision you laid out is going to ship & become a reality, even though it's not 100% over the finish line just yet. Congratulations to you & the entire Bragi team - your fans are eagerly awaiting the results of your labour!

One question I did have when reading your update - with the benefits of Plan C so good (battery life, etc.), why did you guys not go with it initially? More expensive compenents? Longer to develop?



dinah molloy

about 8 years ago

Great to be taken with you on your journey. I happen to be rather deaf in my left ear. Will it be possible to adjust each Dash independently so that the stereo effect can be maximised. This must be a common problem but most ordinary headphones do not cater for this problem so serio listening becomes but a happy long lost memory.

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