

Dear Journalist,

This year's [Web Summit](#), taking place on 6-9 November in Lisbon, will bring together attendees from over 160 countries for what has become the world's largest tech conference.

European entrepreneurship will be on display, including innovative small and medium-sized enterprises (SMEs) that have benefited from the [Enterprise Europe Network](#) to make the most of business opportunities in the EU and beyond.

The Network will be exhibiting at the Summit alongside some of these innovative SMEs. One of the selected SMEs will be the UK-based company 'Mymanu', which has developed cutting-edge wireless earbud technology.

Mymanu's success story, featured below, can be used for your coverage free of charge and copyright (in its entirety or its parts). Interviews with the entrepreneur heading Mymanu can also be arranged upon your request (please contact: Francisco.Milan@icf.com).

Mymanu at the Web Summit: How wireless earbuds can breakdown language barriers

UK-based start-up Mymanu is pioneering wireless earbuds with built-in translation technology. The innovation is ready to hit the market thanks in part to support from the Enterprise Europe Network.

The earbud concept, called Mymanu Klik, enables users to understand different languages at the click of a button. Holiday makers, international conference attendees or medical professionals carrying out humanitarian work abroad all stand to benefit from this innovative concept.

The concept idea is the brainchild of Danny Manu, a UK-based engineer with music industry experience. His first entrepreneurial success was with a range of waterproof wireless speakers that allowed users to take calls and play music in the shower.

This peaked Manu's interest, leading him to ask whether there was a market for wireless earbuds with installed translation software. Manu said: "I was stunned by what I found out. I really didn't fully appreciate that translation plays such a huge role in society, involving everything from the military to the medical profession."

The Enterprise Europe Network has played a key role in bringing the concept to market. "They were really supportive, most importantly in securing financing," said Manu. "This enabled us to fulfil a large order from a major retailer." The Network has also been instrumental in helping Manu secure USD 450,000 in crowdfunding, in addition to providing vital trade support through the SME IPR helpdesk.

First shipments to suppliers are scheduled for this autumn, and the concept is currently being trialled at the Madrid Marriott Auditorium.