What's the news?

Frankfurt/Main:
Hearing Aid Market – Market of the future

Hearing aids win awards for a better design, the publicity is increasing. Who would have expected that a few years ago?

While the past market was in the computership industry the hearing aid market is the future. While our society is becoming increasingly older our aim is the comfortable lifestyle of our costumers. In the near future the percentage of the 80 year olds will increase dramatically. This also include the age group of 65 year olds.

It doesn’t take long to realize, what these age groups require is the involvement in their environment. And we should remember, the groups we are talking about are the 50 year olds from today.

And not only the demographic development inspires confidence, also the purchasing power of the over 65 year olds tallying at 2.5 billion euros will develop astronomically.

40 % of all over 65 year olds will have hearing problems and those over the age of 70 will increase to over 50 %. The increasing life expectancy and the increasing number of younger hearing impaired will force the market to grow. This group needs help through advanced technology. Quality is their main requirement.

Today market studies of the association of hearing aid industry have shown: More and more people have a hearing impairment. Some believe that there are 16 Mio. hearing impaired alone in Germany. The market is therefore large. Our goal is to help millions of people to live a comfortable lifestyle. This is where the future lies.

Approximately 90 percent of all sold hearing devices are currently digital hearings systems. They offer a first class design. That means: the digital technology with all its advantages has taken over the hearing aid market.

The modern design of hearing aids has awarded this industry with recognition from individuals that normally has nothing to do with this sector. How do the hearing impaired feel? Will the future costumers even remember the old hearing devices? The past hearing aids the future belongs to hearing systems.

These facts are well known to the hearing aid industry. In past years they are pushing forward. Investments in the future is the motto. Compared to five years ago 50 percent more is invested in research and development. That is more than a strong sign what the industry expects from the future.

The development is positive regardless of negative influences. Increasing taxes, economic growth weakness, reforms in health insurance, decrease in disposable income have only one aim: change! No one knows if these changes will make our life more difficult but we expect them too. But that doesn’t have to be the case.

The future is not influenced by the negative and scared but through the visionary who have had smaller changes in other sectors. All experts expect that it will not be the large that take over the market, it will be the faster instead of the slower. Smaller can therefore mean faster and more powerful. What we require is a large portion of optimism. Regardless of political development which is usually not helpful for economic system.

An aim is to sell „these small wonders for better hearing“ with a complete service package that allows customers full usage of their hearing systems.

We require first class schooled and highly motivated experts to develop first class technology. And so in the future we have to learn from one another. The hearing aid industry from hearing aid acousticians about usage problems and the other way around about technical possibilities.

The strengths of technological innovation and the ability to use this for the costumers create self-confidence that is necessary for the future. The hearing aid industry will concentrate its entire force to develop best possible products, which can be sold.

Confidence for the future – based upon the products over the past years and decades we have every reason to be confident.

Yours
Raimund Ernst
Managing Director
Association of Hearing Aid Industry

www.forumbesserhoeren.de
<table>
<thead>
<tr>
<th>Product</th>
<th>Description</th>
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<tbody>
<tr>
<td>audifon switch</td>
<td>the design innovation for the modern customer with high expectations, with the new insertion mechanism for optimised storage costs</td>
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<tr>
<td>audifon OpenFit</td>
<td>the open adjustment solution for the flexible use of the audi-on aviva and audifon avacio, with high levels of spontaneous customer acceptance</td>
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<tr>
<td>audifon loon</td>
<td>the mini BTE hearing aid, as an interesting alternative for first-timers</td>
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<tr>
<td>audifon wireless solution</td>
<td>digital stereo sound on a wireless basis, opens up a whole range of new kinds of applications in hearing aid acoustics</td>
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Nothing beats the best-in-class: our new high-end hearing system Luxor 2 and the affordable, technically advanced comfort hearing system Monza I have what it takes to make good hearing even better. And they are available as both ITE and conventional BTE – shown here, for example, in our latest DUO T housing. So you can sit back and enjoy the sound of success.
Innovative Hearing Solutions
60 years hearing solutions of Bernafon Hörgeräte GmbH
Nunsdorfer Ring 14
12277 Berlin
Deutschland
Telefon (030) 723 937 0
www.bernafon.com

**PRIOrities set right**

With PRIO, Bernafon brings advanced automatic performance to the entry-level class, offering significantly more than standard hearing instruments in this category. PRIO delivers a unique, individualized, automatic program concept, with a variety of predefined signal processing strategies that are optimized for client needs. This results in less fine-tuning time for you. PRIO always sets PRIOrities right – for you and your clients.

High performance features for real client benefits: PRIO delivers the most advanced automatic performance in the entry-level class. High-performance functions along with extensive possibilities for personalizing the PRIO hearing system, fulfill all PRIOrities for both you and your clients. Lifestyle PRIOrities: Client PRIOrities are integrated precisely and efficiently. Performance PRIOrities: The automatic program Performance PRIOrities are automatically set.

**Fitting PRIOrities:** Your fitting PRIOrities are met from the start.

**Fast initial fitting**

OASIS plus fitting software offers the proven Lifestyle Profile. The optimal Performance PRIOrity for the automatic program and PRIO’s second, additional program are selected and configured automatically by OASIS plus. This ensures that the initial fitting is completed quickly and intuitively. This is efficiently achieved by a perfect initial fit, now available in the entry-level class.

**The PRIO product family**

From Mini CIC to powerful BTE: PRIO is a complete product family with both adaptive directional and high-performance omnidirectional hearing systems. Fulfill your client’s personal PRIOrities and wishes with a variety of colors, the special PRIO metallic BTE and numerous user control options.

Open fitting - no occlusion – great cosmetics

Bernafon introduces SPIRA™, the most universal and flexible system for open BTE fittings. With SPIRA™, PRIO can be fitted with a thin tube and a variety of tips: Tulip Dome, Open Dome, Custom Tip or Canal Mold.

All PRIO hearing systems are available with the optional Bernafon remote control RC-S.

**60 years of innovative Swiss Hearing Systems – come over to our booth B-18 in hall 5.1. Celebrate with us and win attractive prizes.**

Bernafon Hörgeräte GmbH
Nunsdorfer Ring 14
12277 Berlin
Deutschland
Telefon (030) 723 937 0
www.bernafon.com
La belle CL is the ideal combination of good vision and perfect hearing.

The clever workmanship means that it is not recognisable that it is a hearing instrument. Its firm positioning on your head means that an earmould is unnecessary.

La belle CL differs from traditional hearing instruments, as the loudspeaker is positioned in the auditory canal in front of the eardrum.

The result is a natural hearing experience and precise understanding of speech.

Freestyle CL is the new generation of the successful freestyle Standard hearing system.

Consistently subjected to further development and thus even more troublefree when it comes to operation and to wearing comfort.

- Freestyle CL is the exacting combination of modern, digital technology and timeless fine design.
- Freestyle CL facilitates optimum individual adaptation.
- The result is a perfect fit and a high degree of wearing comfort.
- Freestyle CL is usable on a personalised basis.

Diverse technologies of leading hearing aid manufacturer make enable a wide audiological application for both lines. Exhibit goods and more information will be given at booth A 26.
An audibly better quality of life

**COUPON for your welcome COCKTAIL**

*Receive a free COCKTAIL with this advert.*

Experience a new generation of comfort hearing instruments. Meet HANSATON at the EUHA congress in Frankfurt, hall 5, booth B-22.

For more information go to: www.hansaton.com

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**shape.** YOU WILL HEAR THE DIFFERENCE

Come and experience INTERTON’s EUHA-highlight in an impressive live-demo.

Excellent sound meets stunning aesthetics. Featuring external receiver, extremely broad fitting range and brilliant gain.

Your INTERTON Team is looking forward to your visit. Meet us for information and relaxation at booth A21.

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**fitting range**

- **Before**
- **After**
- **Shape**
Delta’s refreshing design and phenomenally small size have forever changed people’s perceptions of hearing aids. Delta has taken the market by storm and established RITE (receiver in the ear) as a new category of hearing device. When people see it, they love it!

The Delta extended range opens up even more possibilities! With Delta’s new Micro Mould and Broadband fitting strategy, you can now fit Delta to any configuration of hearing loss up to 80dB flat — with the same instrument. Attractive, invisible and high tech, the Micro Mould sets a new standard in cosmetics for custom earmoulds and can be easily individualized.

With the introduction of the new, lower priced Delta 4000, you can expand your customer base even further — by stocking just one new amplifier, you can also satisfy your more price sensitive customers with either high frequency or Broadband hearing losses.

Finally, you can deliver the hearing device that people actually want to the majority of your customers!
Siemens. Fascination made by Siemens.

ConCENTRAted on innovation: The Siemens booth at the 2006 EUHA congress is dedicated to trendsetting new developments with special focus on CENTRA™, the successful premium hearing system. For the first time, Siemens will be introducing CENTRA Active, a new member of the CENTRA family. This hearing system was designed in particular for the growing active "prime-of-life" target group. "ITE of the future" offers considerable time savings and increased customer satisfaction in the ITE hearing systems business – the perfect symbiosis between state-of-the-art technology and faster, simpler processes. The Siemens team at booth B-19 is looking forward to presenting the "fascination of hearing" to you in more detail. For initial information, read on.

Optimum hearing comfort through innovative technologies: Customers worldwide are excited about the sensational sound quality and outstanding user-friendliness of CENTRA – achieved mainly by three Siemens innovations:

- SoundSmoothing™, the first and only algorithm to effectively suppress annoying, impulse noises without affecting speech signals.
- DataLearning™, the technology that allows CENTRA to automatically adjust itself to the wearer's listening volume preferences. This makes CENTRA the first self-learning hearing system.
- e2e wireless™, the high-tech solution from Siemens that has revolutionized binaural fittings: Two CENTRA hearing systems work together synchronously to provide balanced sound, optimal directional hearing and easy operation.

Equipped with these and other unique features, CENTRA stands for the "fascination of hearing" as defined by Siemens.

CENTRA Active, the latest hearing system of the CENTRA family, will form another part of this fascination.

CENTRA Active – made for active living

CENTRA Active was designed for the ever-growing target group of people who lead and enjoy an active life: CENTRA Active...
...is water repellent, resistant to sweat (during sports activities) and humidity (e.g. fog when hiking in the mountains),
...is rechargeable: once loaded, the hearing system is ready for a whole active day,
...features a sturdy external receiver that guarantees high reliability, best sound characteristics and optimal wearing comfort of the hearing system.

With SoundSmoothing, DataLearning and e2e wireless, CENTRA Active features all the technologies that have made the CENTRA family successful. In addition, your customers will be impressed by the extremely small and attractive design. Ask the Siemens team at the booth for more information on CENTRA Active.

"ITE of the future": The system for success

With Scan, the first in-office hearing impression scanner for hearing care professionals

Scan, the first in-office hearing impression scanner for hearing care professionals.
With the "ITE concept of the future", Siemens is now offering you a holistic concept that optimizes all the process steps and technologies of in-the-ear production:

- Scanning of the ear impression with scan
- Generation of an electronic order with iForms
- Sending the data online to Siemens
- Lack shelf production with integrated faceplate
- Higher reliability due to the new C-Guard wax protection

Welcome to Siemens, your No. 1 partner

With Siemens, the "fascination of hearing" means high technology and more.

So enjoy our good food and drink, meet friendly colleagues and finish your day at the congress relaying with a cocktail and listening to extravagant live music (Wednesday and Thursday from 4.15 pm).

The Siemens team is looking forward to your visit!

nScience
Science so smart, it’s nearly human.

BluePal
Personal AudioLink
Discover the premium innovations and brilliant sound of Element. A choice of three models, Element 16, Element 8 and Element 4, offers:

- AntiShock™
- Speech enhancement LD
- Choice of automatic functionality
- Data logging
- Easy-t
- Open fitting

The Unitron Hearing international team welcomes you at our EUHA 2006 booth B12.
51. Internationaler Hörgeräteakustiker-Kongress
October 18-20, 2006
Stand: B12
Visit us to learn more about our premium product, Indigo, and our exciting new product family, Element.

AIKIA™
LIFE IN BALANCE
AIKIA™ BY WIDEX – THE UNIQUE INNOVATION IN THE BUSINESS-CLASS

If you are looking for the best performer in the mid-sector, then AIKIA™ from Widex sets a new standard.

The AIKIA™ hearing aid series features the latest exclusive Widex Integrated Signal Processing™ technology. This advanced Widex technology achieves a uniquely balanced performance through harmonisation of the user’s individual hearing needs and preferences, the hearing aid functionality, and your fine tuning options.

This technology is especially effective in ensuring improved hearing in noisy situations, setting a new standard for mid-range hearing aids.

DETAILED SOUND ANALYSIS
FLEXIBLE SOUND PROCESSING
AUTOMATIC SYSTEM OPTIMISER

These three cornerstones are co-ordinated by the Dynamic Integrator™ to provide optimum performance – instantly, smoothly and every time.

The AIKIA™ hearing aid is technologically unique in its class, simple to fit and use, yet offers complete flexibility – sophistication made simple.

We are glad to have the possibility to welcome you here today and to present AIKIA™ to you – hall 5.1, booth B-23.