

NEWS

51. International Congress of Hearing Aid Acousticians

Highlights and Novelties • 18 to 21 Oktober 2006

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 that is the involvement in their environment. And we should remember, the groups we are talking about are the 50 year olds from today. This age bracket usually does not have problems with the usage of electrical devices, for example computers, ipods, mp3 players or DVD player.

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 expectance 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.

This has influenced costumers satisfaction. The users have found that through better technology their daily life has become easier. And unused hearing aids are a part of the past. The recent study from Stiftung Waren-test has shown that there only 6 % of all hearing aid are unused. A great success for modern hearing systems.

But technology does not alone guaranty a good hearing system. Along with technology service will be required which already has happened a million of time.

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 hearings 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 costumers 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



Die Wahl des Akustikers





Fair Highlights

2006/2007

audifon switch



the design innovation for the modern customer with high expectations, with the new insertion mechanism for optimised storage costs

audifon OpenFit

the open adjustment solution for the flexible use of the audifon aviva and audifon avacio, with high levels of spontaneous customer acceptance

audifon loon

the mini BTE hearing aid, as an interesting alternative for first-timers

audifon wireless solution

digital stereo sound on a wireless basis, opens up a whole range of new kinds of applications in hearing aid acoustics

*We shall be very pleased to present the audifon product highlights 2006/2007 to you, and we are looking forward to your visit. You can find us in **Hall 5, Booth B10.***



Werner-von-Siemens-Str. 2
D-99625 Kölleda / Thür.
Phone +49/3635 - 4056590
Fax +49/3635 - 4056589
Email: contact@audifon.de
Internet: www.audifon.de

Say it loud, say it clear.



The new Luxor 2:
+ Data Logging
+ Wireless
+ Wind Noise Reduction
+ First Fit Navigator
+ TRC Concept
+ SPIN Optimizer

The new Monza 3:
+ Data Logging
+ Music Detection
+ First Fit Navigator
+ SPIN Optimizer
+ 14 Channels



Nothing beats the best-in-class: our new high-end hearing system Luxor 2 and the affordable, technically advanced comfort hearing system Monza 3 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.

 **Audio Service**
hear · understand · communicate

www.audioservice.com

**FLEXIBILITY
TEAMWORK
TECHNOLOGY
DESIGN
SPEED**

This year Beltone will present its newest products, Beltone One! and Beltone LINQ at the EUHA congress in an unusual way.

What does Beltone have in common with the Americas Cup yachting sailors? Side by side with the products, the main theme of the booth revolves around Beltone being the official supplier of the BMW ORACLE Racing team. The yachting team is using Beltone technology in the America's Cup to communicate with each other comfortably and clearly.

The BMW ORACLE team's focus on using technology to improve speed and flexibility reflects what Beltone aims for. We are as well working as a team to design the best solution possible for the hearing impaired. You see the benefit of this in Beltone One! and Beltone LINQ - offering maximum hearing comfort while improving communication between people.

Product highlights:

- Flexible directionality that automatically focuses on speech signals
- Satisfaction Journal – used for counselling and as an indicator to optimize settings
- Shadow technology in Beltone One! – closer to the perfection of nature
- Open fittings and a cosmetically attractive color range
- Fast digital signal processing combined with a compression system active in 17 and 9 channels respectively

See for yourself! We look forward to welcoming you at our booth: A-17



www.zweizeit.de Foto: Gilles Martin Haget, 2006

Official Supplier of



BMW ORACLE Racing

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.

**World premiere at EUHA
Hall 5.1, Booth B-18**



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^{flex}, the most universal and flexible system for open BTE fittings. With SPIRA^{flex}, 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



bernafon[®]
Innovative Hearing Solutions



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.

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.



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.

bruckhoff & partner gmbh · Herrenstraße 6 · D-30159 Hannover · Telefon +49(0)511/16700-0 · Telefax +49(0)511-16700-50 · service@bruckhoff.com · www.bruckhoff.com

GN ReSound



GN ReSound has everything you need



The world's first system of intelligent rechargeability

Experience ReSound Pulse, GN ReSound's impressive new lifestyle hearing instrument, at booth B-20. Combining high-performance, style and convenience, ReSound Pulse sets new standards in hearing care.

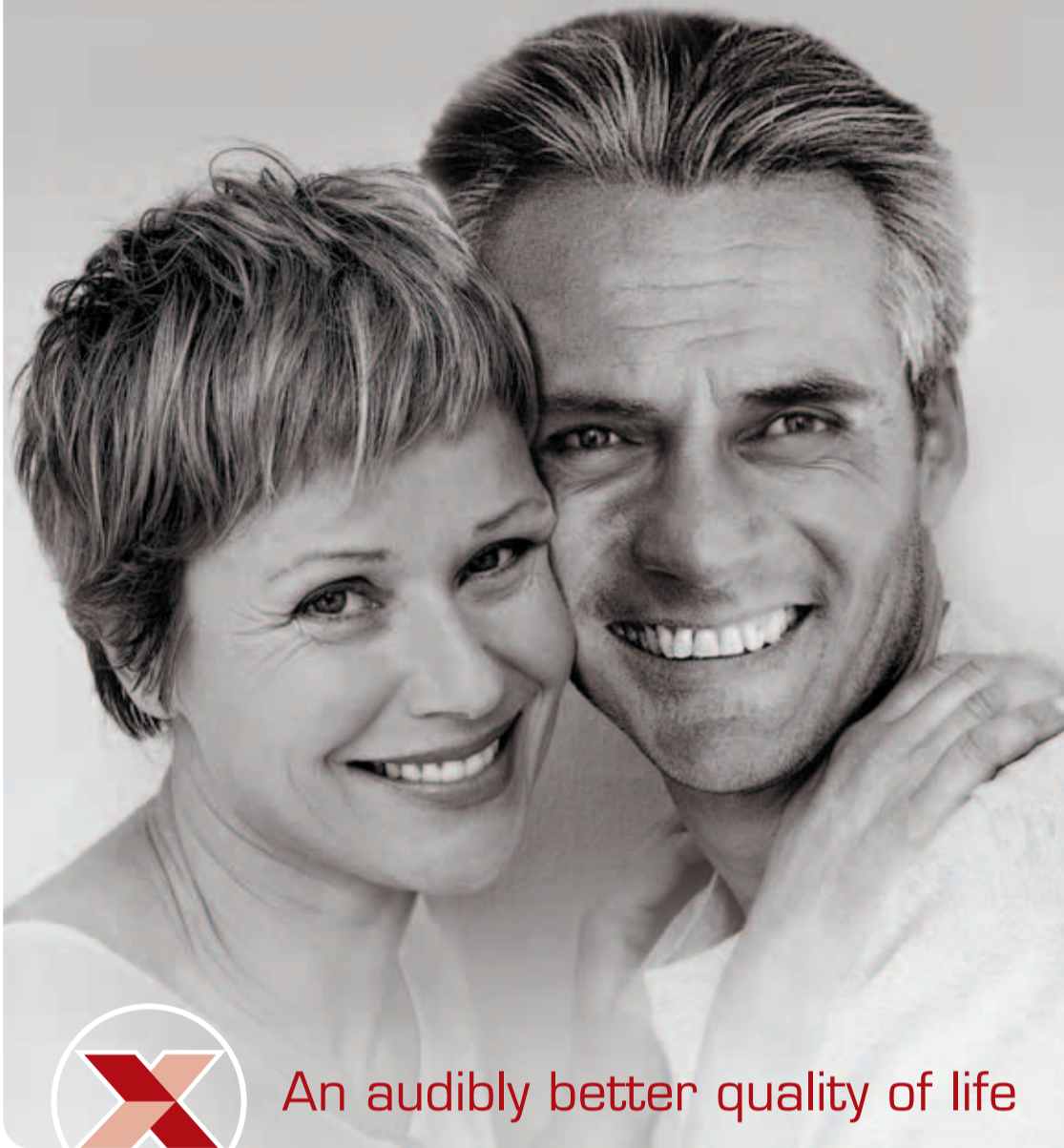
A product portfolio offering full flexibility

Whatever the needs of your customers, GN ReSound has a product to help. In addition to ReSound Pulse, we deliver high-quality hearing solutions with ReSound Matrix, ReSound Pixel and ReSound Plus5, all available in Mini-BTE, Power-BTE and ITE models.



pulse™
ReSound

RELAXX for everybody!



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



BEFORE



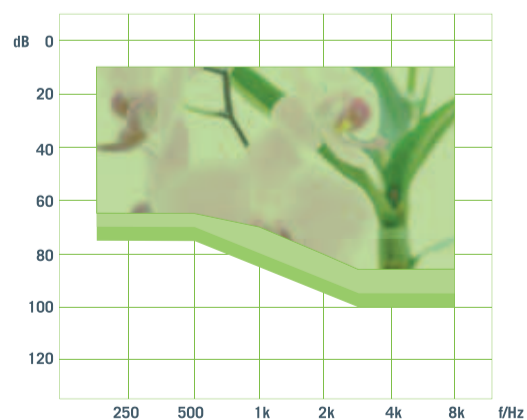
AFTER



original size

shape.

fitting range



Dome Tulip dome Ear mould

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.



DELTA FOR ALL!

Delta now fits 4 out of 5

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!

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.

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.

Finally, you can deliver the hearing device that people actually want to the majority of your customers!



Delta with Micro Mould

Oticon ♦ Delta

Phonak – the art of arousing enthusiasm time and time again The congress highlights 2006

Savia Art™



Phonak presents the ultimate Digital Bionics hearing system Savia Art at the EUHA Congress 2006.

Thanks to state-of-the-art technology, this new extraordinary first-class product offers unequalled practicality, thus guaranteeing the maximum degree of customer satisfaction based on a unique hearing experience..

Savia Art brings the success of Savia to the next technological level. Outstanding, intelligent features and a micro style hearing system with Canal Receiver Technology (CRT) make Savia Art the new, flexible benchmark within the first-class product segment.



PHONAK
hearing systems

The masterpiece of hearing performance

Authentic sound experience

The Savia Art Sound Experience, possible only through the unique combination of SoundRelax and Real Ear Sound, is greatly appreciated by both new and experienced wearers.

Automatic sound navigation

Savia Art with AutoPilot allows wearers to enjoy hassle-free listening in any hearing situation.

Excellent sound quality

SoundCleaning with the NoWhistle Technology developed only recently combines unique background noise reduction tools for effortless and pleasurable hearing in all situations.

Individual sound picture

Your customers will appreciate the intelligent ability of Self Learning to learn and apply their personal loudness preference automatically - creating a personalized sound picture.

A palette of possibilities

With 12 models, from the smallest CIC and micro style system to a choice of high-performance solutions, Savia Art is the most comprehensive and flexible hearing system within the first-class segment.

See for yourself - Phonak will be presenting Savia Art at the specialist trade fair: Hall 5.1, Stand B-21!

Additional congress novelties by Phonak

microStyle generation – Micro style hearing systems in all hearing aid categories – for individual customer requirements and every degree of hearing loss

microPower IX – The successful micro style power hearing system now with first-class features.

Power Et More – Ideal solutions for power amplification in all hearing instrument categories

FM technology – Look forward to the launch of the FM novelty ZoomLink and a number of other innovations with plenty of additional benefits for hearing system users.



Verve Steinway Edition

By introducing Verve, Phonak established the first lifestyle brand in the hearing device market. The new addition to the Verve product family, the Steinway Edition, is another highlight which is sure to attract attention. Experience Verve in Hall 5.1, Stand B-07.

STEINWAY & SONS.



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.



CENTRA CIC and CENTRA Life from the current CENTRA family of hearing systems

Experience the new "active" CENTRA!

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, Data-Learning 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

iScan, the first in-office ear 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 iScan
- Generation of an electronic order with eForms
- Sending the data online to Siemens
- LasR shell production with integrated faceplate
- Higher reliability due to the new C-Guard wax protection



C-Guard wax protection

The concept thus not only ensures faster order processing but also improves the quality of in-the-ear hearing systems. This allows you to save precious time and increase the satisfaction of your ITE customers. Ask Siemens staff at the booth to explain all facets of the "ITE concept of the future". You will be impressed.

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 relaxing 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.



- without feedback
- directivity without artifacts
- advanced features that „learn“
- responds instantaneously to environmental sounds
- automatic telephone response
- visible speech
- open fitting



BluePal

Personal AudioLink

18 - 20 October
 EUHA-Congress
 Frankfurt Booth A-20

nScience
 Technology





element™

are you in your **element**?

e¹⁶ e⁸ e⁴

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.

Unitron Hearing Germany, Daimlerstrasse 22, 70736 Fellbach-Oeffingen
Tel: +49-711-658538-0 Fax: +49-711-658538-99 Website: www.unitronhearing.com



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.

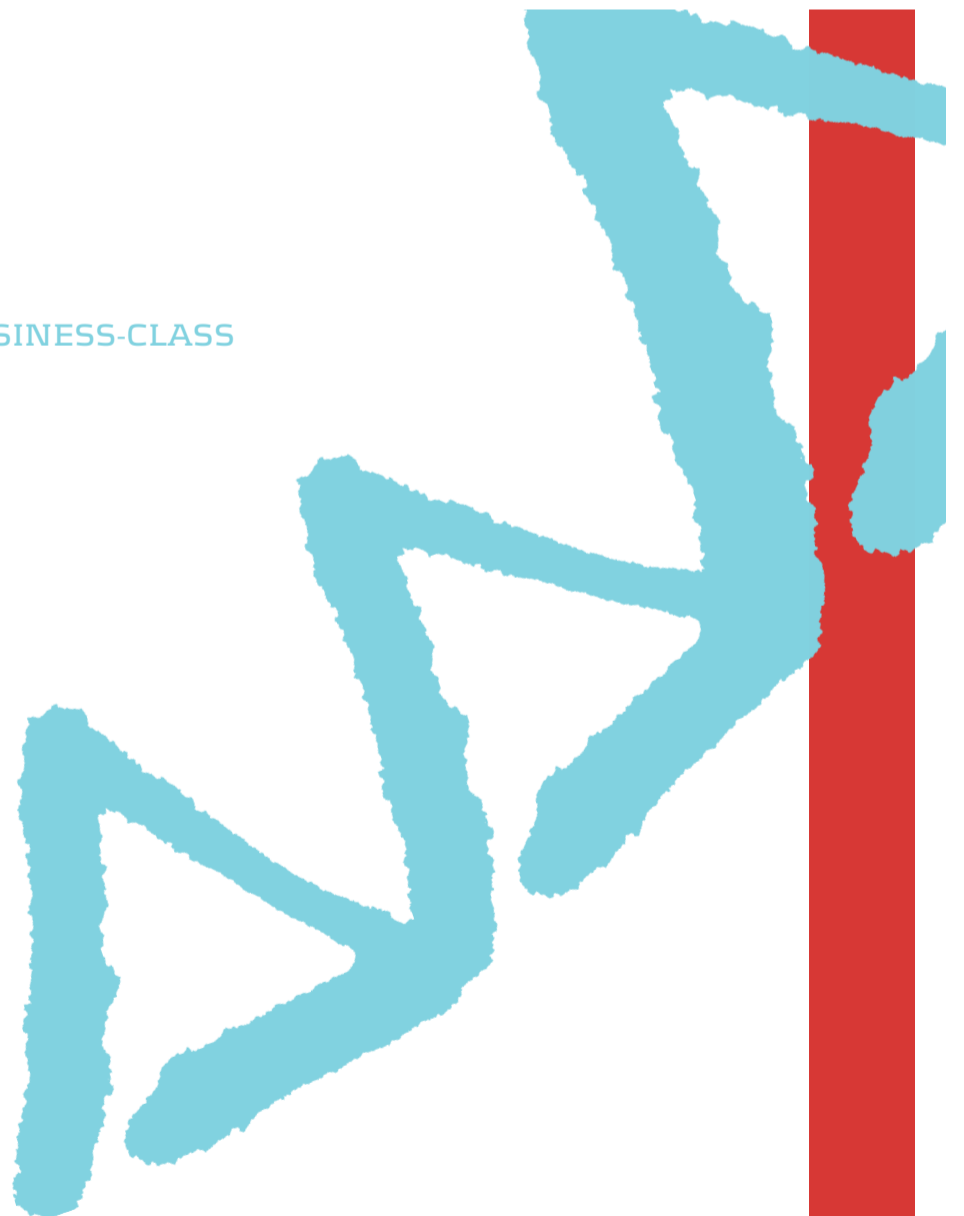
This technology is especially effective in ensuring improved hearing in noisy situations, setting a new standard for mid-range hearing aids.

**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.



widex **AIKIA™**
life in balance