



Hear better. Live better.

**Medienkontakt**

**Starkey Laboratories (Germany) GmbH**

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**Starkey Laboratories (Germany) heralds the start of  
a new era of effortless hearing with EUHA 2021**

*40 years Starkey Germany – 40 years „The way of Innovation“*

**Hanover (September 15, 2021)** – Starkey is a company with tradition and innovative spirit, whose ambition has always been to make people's lives more worth living through better hearing and to connect people with people. With the vision "Hear better. Live better." in mind, better hearing has always been the focus of everything Starkey does. Based on this motivation, Starkey is constantly coming up with new innovations that revolutionize the hearing aid industry. As early as 1973, Starkey launched the first custom made in-the-ear hearing aid. This was followed by the manufacturer's first "made for iPhone" hearing aid in 2014. The company's biggest innovation came with the launch of its first healthable hearing aid in 2018, and Starkey will continue to write its success story in the future.

**A new era of effortless hearing**

At the 65th International EUHA Congress, Starkey gives a first glimpse of the upcoming product launch next year that will be all about "A new era of better hearing". Hearing should be effortless and improve the lives of hearing aid users lastingly. The future of hearing is constantly evolving and soon a new era will arrive – effortless hearing - in every way. Choosing the right hearing aid has never been easier. It's never been easier to stay connected. It's never been easier to hear better. Shown will be a sneak preview of a full new product family of the most innovative hearing aids across all hearing aid styles - from the smallest to the most powerful hearing aid. The focus is on combining exceptional sound quality with a complete line of discreet, easy-to-fit hearing instruments.

"We are looking forward to raising better hearing to a new level next year together with our partners," says Sylvie Gerber, Head of Product Management & Marketing. "Working in partnership with acousticians has distinguished us as a company from the very beginning. That's because it's our conviction that, together with our partners and our innovations, we can help people with hearing loss lead fuller lives and enjoy greater well-being."

**Starkey presentations and audiological lectures at EUHA**

From 15 to 17 of September, the following presentations will take place on site in Hanover or additionally online at [event.starkeypro.de](https://event.starkeypro.de):

- **Impact of Covid 19 | 15.09. | 14.15 p.m. | Saal 3**  
Impact of the COVID-19 pandemic on hearing health.

- **Smart Connection | 17.09. | 10 a.m. & 12 p.m. | Starkey booth, hall 6, booth 515**  
Future Friday: How can hearing aid users control the smart home of the future with their AI devices and enjoy many conveniences of their home environment?
- **Starkey – Innovations for life | 15.-16.09. | 10 a.m. & 14 p.m. + 17.09. | 10 a.m. | Online**  
Get insights into the broad portfolio and features of Starkey hearing aids.
- **Unlimited rechargeable power | 15.-16.09. | 11 a.m. & 15 p.m. + 17.09. | 11 a.m. | Online**  
Learn more about rechargeable Starkey hearing aids and how to best serve the number one patient wish.
- **The AI difference – hearing aids for “the more” in life | 15.-16.09. | 12 p.m. & 16 p.m. + 17.09. | 12 p.m. | Online**  
Learn more about the technical background and the added value of AI technology in Starkey hearing aids.
- **A new era of better hearing - Starkey Product Spotlight | 15.-16.09. | 13 p.m. & 17 p.m. + 17.09. | 13 p.m. | Online**  
Join Starkey taking a look into the future. In this presentation, you will learn what new opportunities await the hearing aid industry.

#### **40 years Starkey Germany**

Starkey Laboratories (Germany), the German subsidiary of Starkey Hearing Technologies, began its operations at its headquarter in Hamburg in September 1981. In 2021, the company celebrates its 40th anniversary, which it would like to take as an opportunity to thank its partners for their many years of partnership and to introduce itself even better to interested hearing care professionals.

"We are proud to say that over the past 40 years, we have not only tirelessly pursued our "Way of Innovation" and will continue to do so, but also never tire of driving the hearing care industry forward," says Markus Böcker, Managing Director of Starkey Germany. "Moreover, it is very important to us to be a reliable and close partner for the hearing care professionals who work with us. The fact that we succeed in this is demonstrated by numerous long-standing customer relationships, which we value highly."

You can find the 40 years anniversary logo [here](#).

#### **About Starkey**

Starkey is a global hearing technology company headquartered in Eden Prairie, Minnesota. Founded in 1967 by William F. Austin, the privately held company specializes in the design, manufacturing and distribution of innovative and fully digitized hearing aids. In 2018, Starkey launched Livio AI, the world's first healthable hearing aid with integrated sensors and artificial intelligence.

Starkey Hearing Technologies is now led by Brandon Sawalich (CEO) and operates more than 26 locations in over 100 markets around the world with over 6,000 employees.

For more information, visit [www.starkey.de](http://www.starkey.de) and [www.starkeypro.de](http://www.starkeypro.de)

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