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### **Quality and efficiency thanks to digitisation: The new BVHI platform for digital product data catalogues**

In October 2023, the BVHI took a significant step for the entire industry by introducing a central digital platform on which its member companies can make their standardised product data catalogues available.

Using the BVHI platform, manufacturers can seamlessly integrate their product data into the management software of hearing aid acousticians. This means that specialist companies have access to current and complete data without the need for manual intervention.

In the lecture, I shall present the advantages for users of the recently completed second expansion stage, which can also be used to provide specialist companies with personalised product data catalogues.

I shall also provide an outlook on the next stages of the project, the aim of which is to establish a consistent digital process chain that ensures smooth communication and data transfer between manufacturers and specialist companies.