

Philips Hearing Solutions introduce innovative miniBTE R with two fitting levels

October 11nd, 2025

Philips Hearing Solutions is excited to announce the launch of Philips HearLink 50 miniBTE R, a compact yet powerful behind-the-ear hearing aid designed to meet our customers' needs. This innovative and flexible device is part of our Philips HearLink 50 family and features the latest advancements in audiology from Philips.

The new miniBTE R is an innovative 2-in-1 hearing solution as it supports two fitting levels (85 and 105) in one device. This allows hearing care professionals to easily assign the appropriate fitting level directly in the fitting software. Oliver Leedo-Townend, Director of Audiology at Philips Hearing Solutions adds, "it is important to emphasize that this is not an 85 fitting level hearing instrument with 105 fitting level capabilities. Instead, it is a robust 105 fitting level hearing instrument with superior components, capable of also delivering an 85 fitting level experience with full bandwidth. This provides flexibility benefits for both our hearing care professionals and their clients."

Philips HearLink 50 miniBTE R will come in a brand new mono-colored shell available in seven different colors. It has an improved and more reliable design, ensuring great wearing comfort and secure positioning. For a 105 style, the new miniBTE R is also very small compared to our previous plus power devices and similar competitor products in the market. This means that for the first time, we will be able to offer our plus power users a small and rechargeable miniBTE from Philips.

The audiology in the miniBTE R builds on the already proven audiology introduced with the Philips HearLink 50 miniRITE. Philips HearLink 50 miniBTE R runs on SoundMap 3 technology, which is powered by advanced AI sound technology – helping to deliver exceptional access to clean, clear speech in noise. The SoundGuide feature, which tailors sound based on the user's individual motion behavior, ensures that the user gets the most optimal sound experience.

Philips HearLink 50 miniBTE R with SoundTie 4 also offers the latest connectivity support for both iPhone and Android™ users. This includes support for Auracast™ broadcasts via the Philips HearLink 2 app. Added to this, Bluetooth® LE Audio-compatible Android™ devices can also take advantage of Google Fast Pair for effortless pairing.

"Offering our users the latest Bluetooth connectivity support has been a big priority here at Philips Hearing Solutions" says Oliver Leedo-Townend. "Philips HearLink 50 miniRITE and miniBTE R with SoundTie 4 give both iPhone and Android users the most seamless connectivity experience possible."

To learn more about the new Philips HearLink 50 miniBTE R, visit hearingsolutions.philips.com

About Philips Hearing Solutions

Philips Hearing Solutions provides a wide range of hearing aids, accessories, and personalized

hearing solutions to help people with hearing loss connect with others, the world around them, and themselves. hearingsolutions.philips.com

Philips Hearing Solutions is a brand licensee managed by Demant. For more information on Demant, please visit demant.com.

Contact

For more information, please contact Oliver Leedo-Townend, Director of Audiology, Philips Hearing Solutions at ollw@demant.com.