



Programme 2026

EUHA LIVE-AREA 2026

	Wed., 14 October 2026	Thurs., 15 October 2026	Fr-Friday, 16 October 2026
09:15 – 09:45 h	Opening of the event		
10:00 – 10:30 h	<i>Press tour</i>	Tobias Gröbe , Hörakustik Gröbe UG: LINA: An integrative approach to hearing aid fitting – synergies between established standards and individual hearing histories	Dr. Melainie Sigl , Dataciders: AI applications in everyday office life: What AI really does to teams and thinking
10:30 – 11:00 h	<i>Press tour</i>	Presentation of the Hearing Technology and Audiology degree programme (Master) Carl von Ossietzky University of Oldenburg	Mario Tapella , tapella Hören&Sehen: AI agents for everyday life in the hearing care sector
11:00 – 11:30 h		Ariel Caner , Bettear: Auracast™ Broadcasting – Auracast for purposes other than hearing support	Guided tour of the trade fair for pupils, apprentices and students
11:30 – 12:00 h		Dr. Melanie Krüger , Hörzentrum Oldenburg: Latest findings and developments of the Hörwerk project	Info apprenticeship up to "Meister" level (15min)
break			
12:30 - 13:00 h	Presentation XENYLab	Presentation Singular Mind	NN: Data protection and legal issues relating to AI in business
13:00 – 13:30 h	Paolo Masulli , 3shape: Future of otoplastics	Jill Mecklenburger , GN & Johannes Sittig , Sittig Technologies: First in Flight: Introduction of Auracast™ broadcast audio technology at Frankfurt Airport – A pilot project under real-world conditions	Alexander Rauscher , AI + expertise: Better prompts, better results – AI tips for text, images and marketing
13:30 – 14:00 h	Ilker Karaman , Luxohr: Tips for setting up a hearing care center	Dr. Hendrik Husstedt , DHI: Studying in Lübeck and presentation of the Hörhanse project	

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14:30 – 15:00 h	Christan Burst , ZHM Business Services: Closer to the customer. Less effort. How digital communication improves service quality, customer loyalty and efficiency	Guided tour of the trade fair for pupils, apprentices and students	
15:00 – 15:30 h	Prof. Dr. Steffen Kreikemeier: Hochschule Aalen – Degree programme in Medical Technology, specialising in Audiology	Info apprenticeship up to "Meister" level (15min)	
15:30 – 16:00 h	Tobias Schmitz , Regional Manager of Acoustics at Apollo-Optik: Synergies between optometry and hearing care – tips for a successful business model	Get-together Netherlands with lecture	
16:00 – 16:30 h	Presentation Hearing Technology and Audiology (Bachelor) , Jade University of Applied Sciences, Oldenburg		
16:30 – 17:00 h	Presentation HearScribe	Presentation mindaffected	



Future topics

Start-ups

Presentation of the universities

Training & Career



Best practice (marketing, AI, IT)

Partner country: the Netherlands

Auracast™

AI-Friday

