

Press Release

Hansaton Launches Essenz Platform with sound E-R Hearing Aids – Hear the Essence of Life

May 2025 – Stäfa, Switzerland – Hansaton proudly announces the launch of the **Hansaton Essenz** platform and its first form factor, **sound E-R** — an innovative receiver-in-canal hearing solution offering exceptional sound performance from the first moment. The stylish and ultra-reliable sound E-R was designed with comfort and ease of use in mind featuring convenient magnetic chargers for life at home and on the go.

At the core of Hansaton Essenz are three key elements:

- New ERA™ chip with universal connectivity
- HearIntelligence 6.0 technology
- Hansaton Essenz sound processing with the AI-trained automatic program

All of this is packaged in beautifully designed hearing aids, complete with a newly styled charger for added convenience. Equip your clients for many new adventures with hearing aids designed for durability and effortless care.

ERA – Small chip, empowering big adventures

Connectivity takes a giant leap forward with our new ultra-responsive ERA chip, providing:

- **Industry-leading universal connectivity** for instant compatibility with all Bluetooth®-enabled devices.¹ Pair up to 8 devices and stay connected to 2 phones or tablets simultaneously.
- **Stable hands-free calls and streaming** thanks to up to 6x more wireless transmission power for more reliable Bluetooth connections.
- **Extended range with connectivity** up to 2x the distance thanks to the ERA chip enabling a whole new freedom of movement.

- **Ultra-responsive** to allow an instant transition from your client's favorite song to their favorite person performing more than 550 million operations per second and 74% more RAM for faster processing.

Give your clients ultra-responsive connectivity — stable even at distances greater than a football field!²

HearIntelligence 6.0 with Hansaton Essenz sound processing

Clients benefit from the advanced capabilities of HearIntelligence 6.0 with Hansaton Essenz sound processing, powered by the innovative ERA chip. These advanced hearing aids provide exceptional sound performance right from the start.

- **Bringing conversations to life in noisy environments** with StereoBeam, now including **Intelligent NoiseReduction** and **Directional SpeechBoost**.
- **Let quiet voices be heard** with **Soft SpeechBoost**, reducing listening effort, minimizing fatigue, and improving speech intelligibility for distant and soft talkers.³
- The **AI-trained** automatic program, **Intelligent AutoSurround**, ensures rapid, accurate monitoring of surroundings, providing seamless optimization for each listening situation.
- **Universal connectivity** to enjoy uninterrupted hands-free calls, fast and reliable streaming, and effortless switching between your client's favorite music and their favorite person.
- **Find my Hearing Aids** empowers clients to easily locate their hearing aids with their app for added confidence and convenience.

Energy for the Whole Day⁴ – with a new magnetic charger

The sleek **Easy Line Charger RIC S** and portable **Easy Line ChargerGo RIC S** both feature **magnetic hearing aid insertion**, making daily charging easy and secure.

Partner with us to share these designs and innovations, so more people can enjoy the delight of hearing. The **sound E-R RIC** on the **Hansaton Essenz platform** is now available to Hearing Care Professionals worldwide. Discover how **Hansaton Essenz** can help your clients hear the essence of life!

About HANSATON

Hansaton is the exclusive brand for you and your clients since 1957. Our German heritage, combined with the innovative power of Sonova, enables us to create beautifully designed products built on cutting-edge, reliable technology.

¹ Smartphones and traditional mobile phones with compatible Bluetooth profiles.

² Unobstructed path, may vary depending on mobile phone.

³ Hansaton Research Insights: Better Hearing in Quiet (2025).

⁴ Up to 16 hours, including 8 hours everyday listening, 4 hours Bluetooth® streaming, and 4 hours TV streaming.

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All comparisons are to the previous generation of Hansaton products.