PRESS RELEASE

**MED-EL presents at the EUHA Congress 2025   
Seamless synchronization for bimodal streaming**

**Starnberg/Nuremberg, October 22, 2025** – At this year's EUHA Congress in Nuremberg, MED-EL, a leading provider of hearing implants, is focusing its exhibition on the topic of bimodal streaming. The center of attention is on seamless synchronization between MED-EL cochlear implants and hearing aids of all types – for better hearing and understanding in everyday life.

Thanks to the jointly developed DualSync™ technology, MED-EL CI audio processors in combination with Starkey hearing aids enable direct and perfectly synchronized streaming from Apple devices to both hearing systems.

“With SONNET 3 and DualSync™ technology, we offer hearing care professionals an innovative solution that significantly improves the hearing experience for bimodal CI users – through synchronous streaming and a harmoniously balanced sound impression in both ears,” explains Christian Hofereiter, Head of Hearing Acousticians Partners.

The technology has already been honored with the prestigious Hearing Technology Innovator Award. The jury particularly praised the interoperability and user-friendliness of the solution, which sets new standards in bimodal care. The partnership between MED-EL and Starkey shows how cross-manufacturer collaboration can lead to a better quality of life – especially for people with asymmetric hearing loss.

**Apple vs. Android – technical differences in streaming**

While Starkey users with Apple devices benefit from automatic pairing recognition and synchronous streaming thanks to DualSync™, Android devices connect via the widely used ASHA protocol. Both systems enable simple, direct streaming to both ears: an important aspect for hearing care professionals.

**Clinical study on DualSync™ technology**

A clinical study is currently underway at the Idaho Ear Clinic (USA) to investigate the benefits of DualSync™ technology for bimodal users.[[1]](#footnote-1) The aim is to evaluate the effects of synchronous streaming on speech comprehension, sound quality, and user satisfaction. Initial feedback indicates a significantly improved hearing experience – especially when using mobile devices in everyday life.

**Technology meets sound quality – electrode design as a success factor**

In addition to connectivity, MED-EL continues to emphasize the importance of electrode design for hearing outcomes. Studies show that longer, flexible electrode arrays—such as those offered by MED-EL—enable the most complete stimulation of the cochlea possible.[[2]](#footnote-2) This not only improves speech perception, but also significantly enhances the experience of music and the perception of emotions in the voice.[[3]](#footnote-3)[[4]](#footnote-4)

[Read more about this on the MED-EL Professionals Blog](https://blog.medel.pro/de/chirurgie/relevanz-der-ci-elektrode/#footnote-7)

Users report a more natural sound perception and increased enjoyment of music—especially thanks to the stimulation of low frequencies, which is only possible with MED-EL electrode arrays.

Chris Lilienweiß, Head of Music & User Experience and Hearpeers mentor at MED-EL: "Before I received my cochlear implants, I never dreamed that I would be back on stage as an active musician. This dream has come true thanks to my MED-EL CIs."

“Our cochlear implants stimulate the entire cochlea – including the low frequencies that are crucial for low-pitched sounds. This enables us to provide a hearing experience that is particularly close to natural hearing,” explains Gregor Dittrich, Managing Director of MED-EL Germany. “Thanks to our FineHearing technology, which processes sound not only in the right place but also in the right frequency, even subtle nuances of sound and music are perceived more naturally. In combination with Starkey hearing aids and DualSync™ streaming technology, this creates an outstanding bimodal hearing experience – both technically and audiologically.”

**Live demo at the MED-EL booth**

Visitors to the EUHA Congress can see for themselves how easy bimodal streaming is at the MED-EL booth 302.

**Join in & win: Selfie spot at Starkey and MED-EL**   
Young trade fair visitors are warmly invited to snap a selfie in front of the joint display by Starkey and MED-EL – located at the MED-EL booth 302. Simply post it on Instagram, tag @StarkeyDeutschland and @medel\_deutschland, and share it as a story! This initiative is part of the BVHI’s interactive manufacturer rally, where nine booths offer fun challenges. Each completed stop earns a QR code – collect them to win: Every day at 5:00 p.m. (Friday at 2:00 p.m.), visitors can pick up a goodie bag filled with exclusive merch at the EUHA Live Area. Plus, anyone who shares their rally experience on Instagram and tags BVHI @der\_bvhi using the hashtags #läuftaufdereuha, #ichhördawas and #NextGen will be entered into a digital prize draw for an exclusive bonus reward.

**About MED-EL**

MED-EL Medical Electronics, a leading manufacturer of implantable hearing solutions, has made it its primary goal to overcome hearing loss as a barrier to communication. The Austrian family-owned company was founded by industry pioneers Ingeborg and Erwin Hochmair, whose groundbreaking research led to the development of the first microelectronic, multi-channel cochlear implant (CI), which was implanted in 1977 and forms the basis for today's modern CI. This laid the foundation for the successful company, which hired its first employees in 1990. Today, MED-EL employs more than 3,000 people from around 90 nations in 30 offices worldwide.

The company offers the widest range of implantable and non-implantable solutions for treating all types of hearing loss; people in 139 countries hear with the help of a MED-EL product. MED-EL's hearing solutions include cochlear and middle ear implant systems, an electric acoustic stimulation system, brainstem implants, and implantable and non-surgical bone conduction devices.

[www.medel.com](http://www.medel.com)

**About MED-EL Elektromedizinische Geräte Deutschland GmbH**

MED-EL Elektromedizinische Geräte Deutschland GmbH was founded in Starnberg in 1992 as the first subsidiary of the Innsbruck-based medical technology company MED-EL Medical Electronics. Today, more than 170 employees support users of MED-EL hearing implant systems, as well as employees in clinics, hearing acoustics companies, and managers in the sales regions of Germany, the Netherlands, Finland, and the ABC Islands in the Netherlands Antilles. For more information, visit [www.medel.de](http://www.medel.de).

**About Hearpeers**

Hearpeers is MED-EL's international community for people with hearing implants, for anyone who is in the process of deciding whether to get a hearing implant, and for family members and friends of implant users or candidates for a hearing implant.

The so-called Hearpeers are the heart of the project—they have experienced the process of getting a hearing implant themselves and understand the questions and concerns along the way like no one else. They are well trained and happy to share their own experiences of their journey to getting an implant, support others on their path to hearing, and answer non-medical questions about life with a cochlear implant or other hearing implant.

The global Hearpeers project began in 2015 with just a handful of hearing peers. In just ten years, it has grown into an active network spanning more than 200 hearing peers from 40 countries. You can learn more about this inspiring project on the Hearpeers website. There, you can network with hearing peers and make contacts in the forum.

**Further press information and images available from:**

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1. [Bimodal Streaming Configuration in Hearing Loss, Sensorineural and Sensorineural Hearing Loss, Bilateral and Asymmetric Hearing Loss - Clinical Trials Registry - ICH GCP](https://ichgcp.net/clinical-trials-registry/NCT07028619) [↑](#footnote-ref-1)
2. Breitsprecher, T. M., Baumgartner, W. D., Brown, K., Dazert, S., Doyle, U., Dhanasingh, A., … & Weiss, N. M. (2023). Effect of Cochlear Implant Electrode Insertion Depth on Speech Perception Outcomes: A Systematic Review. Otology & Neurotology Open, 3(4), e045.   
    [↑](#footnote-ref-2)
3. Weller, T., Timm, M. E., Lenarz, T., & Büchner, A. (2023). Cochlear coverage with lateral wall cochlear implant electrode arrays affects post-operative speech recognition. PLOS ONE, 18(7). <https://doi.org/10.1371/journal.pone.0287450>  
    [↑](#footnote-ref-3)
4. Li, H., Schart-Moren, N., Rohani, S., A., Ladak, H., M., Rask-Andersen, A., & Agrawal, S. (2020). Synchrotron Radiation-Based Reconstruction of the Human Spiral Ganglion: Implications for Cochlear Implantation. Ear Hear. 41(1). [↑](#footnote-ref-4)