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Unitron Unveils Smile: Designed to bring joy and ease to everyday life

Unitron
3 min read*Advanced sound performance, seamless connectivity, and exceptional reliability*

KITCHENER, ON | May 2, 2025 – Unitron, a global leader in hearing aid manufacturing and technology, proudly announces the launch of Smile, its most advanced hearing platform yet. Designed for people with hearing loss, to seamlessly fit into and enhance their world, Smile offers brilliant sound performance and universal connectivity that elevate the everyday hearing experience.

At the heart of Smile is the cutting-edge ERA™ chip, delivering our best-ever sound performance and universal connectivity. Powered by AI-trained Integra OS, Smile expertly detects and optimizes sound across eight key listening environments, ensuring users experience the joy of conversation whether they are in quiet settings or bustling social gatherings.

"Smile is all about being easy to hear, easy to wear and easy for you," says Paul Robinson, Director, Product Management. "Our latest innovations are designed to empower users to live their lives fully, embracing every conversation and every sound with ease and joy."

Smile is designed to enhance every aspect of the hearing journey:

- Integra OS automatically adapts to different listening environments. HyperFocus enhances conversations in noisy settings, while conversations can be enjoyed with less effort, thanks to Speech Enhancement.
- The stylish and ultra-reliable Moxi™ S-R hearing instruments boast a sleek, water-resistant design for all-day comfort. With the convenient ChargerGo, users can enjoy flexible and dependable power, whether at home or on the go.
- Enhanced Log It All provides real-world insights into users' hearing experiences, helping hearing professionals deliver truly personalized recommendations. The Find my Devices feature offers added peace of mind, ensuring hearing aids are always within reach.

Smile provides improved wireless performance with its updated Bluetooth® capabilities, offering up to six times more transmission power for improved stability, clearer calls, and seamless media streaming. The increased Bluetooth range allows users to stay connected even when they move further away from their devices, providing true freedom and flexibility.

"The Smile platform is more than a hearing solution—it's a lifestyle" said Nicola McLaughlin, Senior Director, Marketing. "With its brilliant sound performance, advanced connectivity, and newly designed water-resistant housing, Smile ensures users stay connected and engaged in the moments that matter most."

Unitron's Smile platform is now available through hearing care professionals worldwide. Experience the joy of effortless hearing, seamless connectivity, and all-day confidence with Smile.

For more information, visit unitron.com.

About Unitron

Unitron makes life vibrant with amazing hearing solutions designed to make the experience easy. Because everyone deserves to **Love the experience™**.

For more information, visit unitron.com.

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For media inquiries, please contact:

Alex Hebert

Durrell Communications

alexh@durrellcomm.com

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