PRESS RELEASE

smart optics to showcase new solutions for digital workflows in hearing care at EUHA 2026

Preview of the Impression Quick Check (IQC), new online shop and scanner technology to take centre stage at trade fair in Hanover

Bochum, 12 October 2026 – At the 70th EUHA Congress, taking place from 14 to 16 October 2026 in Hanover, Germany, smart optics will showcase new solutions designed to make digital workflows in hearing care more efficient and reliable. A key highlight at Stand 307 will be a preview of the **Impression Quick Check (IQC)**, developed by smart optics in collaboration with its partner H3D. The company will also present its new online shop for audiology products and give visitors the opportunity to explore smart optics scanner technology in detail.

Checking the quality of digital impressions at the point of capture

High-quality digital impressions are the foundation of a reliable digital workflow. The new **Impression Quick Check (IQC)** enables users to check immediately whether captured data is complete and meets predefined requirements. This addresses a critical point in the digital workflow: errors and incomplete datasets can be identified before further processing begins. This helps avoid unnecessary follow-up appointments and makes workflows in hearing care more efficient.

“A digital impression is only truly useful if the captured data is suitable for the subsequent stages of the process. With the IQC, we want to give hearing care professionals a simple way to check data quality immediately,” explains Britta Welz, International Sales Manager at smart optics.

At EUHA 2026, visitors will have an exclusive opportunity to experience the IQC and discover how the solution can be integrated into a digital workflow.

New online shop for audiology products

Another highlight at the trade fair will be the new **smart optics online shop**. It is intended to become a central hub for products and services related to digital scanning workflows in hearing care. The shop will offer a range of products including audiology scanners, compatible accessories and **smart Credits**, which can be used to access the Impression Quick Check (IQC).

Following registration, users will receive four smart Credits free of charge. Registering and logging in to the aural Scan scanning software will also activate the side recognition feature.

The online shop is available at **shop.smartoptics.de**. Interested users can already register and will be notified when the shop officially opens.

Company contact:
smart optics Sensortechnik GmbH
Lise-Meitner-Allee 10
44801 Bochum, Germany

Phone: +49 (0) 234 / 29 828 - 0
Email: info@smartoptics.de

International Sales Manager:
Britta Welz

Phone: +49 (0) 234 / 29 828 - 55
Email: Britta.Welz@smartoptics.de

Marketing/PR:
Jacqueline Wiechert

Phone: +49 (0) 234 / 29 828 - 11
Email: Jacqueline.Wiechert@smartoptics.de

PRESS RELEASE

Advancing technology through collaboration

With the IQC preview and the launch of its new online shop, smart optics is further expanding its portfolio of solutions for digital workflows in hearing care. Together with H3D, the company aims not only to enable digital processes but also to make them more reliable and efficient through additional quality checks and services.

“Digitalisation is having a lasting impact on hearing aid manufacturing and workflows in hearing care. That is why, for us, it is not just about capturing data digitally. What matters is how individual technologies and process steps can be combined to create a reliable digital workflow,” says Benjamin Wiechert, COO of smart optics.

Digital workflows start with data capture

The quality of digital data is central to an efficient digital workflow. With its audiology scanners, smart optics helps hearing care professionals capture impression data accurately in digital form.

At Stand 307, visitors can explore the **free Stage one**, **free Stage twin**, **mono Scan** and **duo Scan** scanners in detail, experience their features first-hand and discuss individual requirements and potential applications with the smart optics team.

The company’s solutions are aimed both at hearing care professionals who already work with digital workflows and at those planning their next step towards digitalisation.

(598 words, 3,839 characters)

smart optics Sensortechnik GmbH
smart optics is an internationally operating technology company based in Bochum, Germany, specialising in the development of high-precision 3D scanning solutions and innovative software for the dental and audiology industries. Since 1997, the company has stood for quality, ease of use and digital precision. With forward-looking technologies, smart optics is driving the digitalisation of dental and audiology workflows worldwide.

Company contact:
smart optics Sensortechnik GmbH
Lise-Meitner-Allee 10
44801 Bochum, Germany

Phone: +49 (0) 234 / 29 828 - 0
Email: info@smartoptics.de

International Sales Manager:
Britta Welz

Phone: +49 (0) 234 / 29 828 - 55
Email: Britta.Welz@smartoptics.de

Marketing/PR:
Jacqueline Wiechert

Phone: +49 (0) 234 / 29 828 - 11
Email: Jacqueline.Wiechert@smartoptics.de