



Unitron Showcases Innovation for Real Life at AudiologyNOW! 2010

SmartFocus™ technology, Fuse™ and Smart Alert™ System exemplify Company's mandate to solve everyday needs

April 14, 2010 – San Diego, California, USA – Unitron's AudiologyNOW! 2010 exhibit is a comprehensive showcase of the Company's commitment to developing innovative solutions that offer real benefits to people with hearing loss and the professionals who support them.

SmartFocus™: the most significant speech in noise advancement in over a decade

Visitors to the exhibit can experience first-hand the clinically proven success of Unitron's smartFocus™ technology, a proprietary technology that combines multiple adaptive features into one powerful algorithm. SmartFocus is the signature feature across Unitron's core product line, including premium-level Passport™ and Latitude™ 16 at the advanced level.

A multiple third-party research study consistently demonstrated that smartFocus provides the greatest clinically proven speech in noise improvement in over a decade—a benefit that goes beyond that of directional microphones. An interactive smartFocus demo will allow visitors to evaluate these advantages for themselves.

Among other findings, the study has revealed that smartFocus provides a 16% (1.8 dB) improvement in speech intelligibility in noise for vented fittings and a 13.5% (1.5 dB) improvement for open fittings. A second independent study allowed participants to choose between two otherwise identical hearing instruments: one fully automatic, the other with smartFocus enabled. Over 90% of participants selected the hearing instrument with smartFocus, citing better clarity, comfort in noise, and flexibility and control.

"These results exemplify Unitron's relentless drive to address the number-one complaint of hearing instrument wearers: understanding speech in noise," said Rodney Schutt, President and Chief Executive Officer, Unitron U.S. "Smartfocus is a major advancement for both Unitron and the industry as a whole, and presents an excellent opportunity for enhancing client satisfaction."

Fuse™: evolution of the open fit

Also being featured will be Fuse™, the world's first crossover hearing instrument designed and launched by Unitron earlier this year. Fuse combines the most desirable attributes of ultra-small BTEs and CICs, providing an open, instant fit hearing instrument that's almost completely concealed in the ear canal.

Featuring such innovations as the first articulating joint that flexes for natural comfort and a new approach to venting, ground-breaking Fuse represents an excellent opportunity for hearing healthcare professionals. Explained Schutt, "Fuse's small size and comfort in the ear address a key concern expressed by end users, providing a compelling sales proposition for our customers to approach and attract new wearers."

Smart Alert™ System: hearing and alerting together at last

Exemplifying the Company's track record of innovation for real life, Unitron is previewing Smart Alert™ System, the world's first integrated hearing and alerting system, which will be available in May 2010.



Smart Alert System responds to a distinct need of both hearing healthcare professionals and their clients for a fully integrated system that enables household alerts such as the telephone, door bell or smoke alarm, to communicate directly with hearing instruments. The system, developed in partnership with Bellman & Symfon, a global leader in alerting technologies, brings together Unitron's widely acclaimed remote control and advanced hearing instruments with proven home alerting detectors.

"The seamless integration of hearing and alerting technologies in an out-of-the-box solution makes Smart Alert System an ideal, purpose-driven answer to a real need for people with hearing loss," said Schutt, explaining the system's appeal. "It's a turnkey solution for hearing healthcare professionals, with an easy, in-clinic activation. For end users, the system offers around-the-clock peace of mind in a simple to use, reliable system."

uHear™ iPhone app: creates hearing awareness and sales opportunities

uHear™ is Unitron's self-administered hearing screening test for the iPhone™ and iPod touch®, and since its launch, the application has regularly enjoyed an iTunes' top-10 medical download status. The application, which puts a first-step hearing screening at consumers' fingertips has now reached over 400,000 downloads and growing, making it the most widely distributed hearing screening test.

uHear helps people assess if their hearing is within normal range using up to three tests: Hearing Sensitivity, Speech in Noise and a Common Listening Situations questionnaire. uHear is an excellent awareness tool for individuals, parents and caregivers. It encourages users to take the next step and arrange a professional hearing evaluation if their screening results suggest the need. The application's convenient locator tool also acts as an effective lead generator by identifying the nearest Unitron hearing healthcare professional.

"Innovation for real life continues to be a driving mandate that underlies everything we do," said Schutt. "This is much more than a slogan – it's something we put into practice every day, across the Company and it is demonstrated in every offering we bring to the market. Visitors to AudiologyNOW! will see the depth and breadth of this commitment in our product introductions, services and value adds."

Visit Unitron at AudiologyNOW! 2010 at booth #1237.

About Unitron

Unitron is a global innovator of technologically advanced hearing instruments. We care deeply about people with hearing loss and work closely with hearing healthcare professionals to make advanced, purpose-driven solutions available to everyone. Headquartered in Kitchener, Ontario, Canada, Unitron, a member of the Sonova Group, meets the needs of our customers through 16 international offices and through distributors in a further 53 countries. For more information, please visit us on the web at unitron.com.

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