

## **HANSATON Unveils Portfolio Extension, Introducing New Ultra Power Hearing Systems**

[Stäfa, 29 February 2024] – HANSATON proudly announces the expansion of its portfolio with the introduction of ultra power hearing aids, beat FS RT675 UP. This expansion is designed to address the unique needs and preferences of individuals requiring a powerful hearing solution. For a quicker initial setup of the hearing aid in scout fitting software, they offer three distinct pre-sets for a more personalized starting point, exclusively available for the Ultra Power BTE option.

### **HANSATON FOKUS Ultra Power**

The HANSATON FOKUS Ultra Power Hearing systems stand out as the most powerful BTE hearing wonders by HANSATON. With dual receivers, they deliver output of 141 dB SPL and gain of 80 dB. They measure at 4.0 cm tall, are powered by a replaceable 675 battery, and represent a state-of-the-art blend of power and elegance.

All HANSATON FOKUS hearing aids come in a modern and unique design combined with the exceptional FOKUS sound performance. Powered by the innovative HearIntelligence™ technology, these hearing aids offer connectivity to all mobile phones\* and support hands-free phone calls. All five performance levels are compatible with the stream remote App for quick and easy personalization.

To determine the best starting point for Ultra Power clients, five key questions can be used to quickly guide the selection of the appropriate pre-set. The questions ensure a customized approach to addressing individual hearing needs.

### **Find the right pre-set for each client's needs**

Hearing Care Professionals can get to Ultra Power users' preferred settings faster, by starting the fitting with one of these three pre-sets.

- **Classic: A Timeless Choice for Long-Time Power Hearing System Wearers**  
For those who have long relied on power hearing systems, our Classic pre-set is a great match. Featuring stable Omni microphones and a classic sound processing focus, this pre-set amplifies ambient sounds and speech, delivering a familiar auditory experience for a smooth transition to our advanced Ultra Power hearing aids.
- **Modern: Contemporary Signal Processing and Reduced Directionality**  
Clients leaning towards modern signal processing and reduced directionality will find the Modern pre-set to be an ideal choice. With greater amplification for increased focus on speech and minimized ambient sounds, the Modern pre-set offers a sophisticated auditory experience in a sleek design.
- **Active: Maximum Feature Effect and Directionality**  
For those seeking maximum feature effect and directionality, the Active pre-set is the answer. With active signal processing, this pre-set prioritizes speech at the highest level of comfort, providing a dynamic and advanced auditory solution.

\*Smartphones and traditional mobile phones with compatible Bluetooth® profiles.

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### **Wide range of hearing systems**

Whether a client is a party-goer, outdoor enthusiast, social person, or busy professional, our diverse portfolio and performance levels have them covered. Find the right match for their unique listening lifestyle. Clients can try out the UP hearing aids with the myChoice devices and then you can share their Lifestyle Analyzer data to help confirm their performance level selection.

For more information about the HANSATON FOKUS Hearing Aid portfolio extension please visit [HANSATON FOKUS Hearing Systems](#).

### **About HANSATON**

HANSATON's passion for people, design, and innovation is realized through cutting-edge solutions. The combination of HANSATON's and Sonova's history delivers a joint strength of over 100 years of experience, including a rich German heritage of quality, design, and engineering and Swiss precision and innovation. Looking to the future, HANSATON commits to continuous learning from partners to push the limits of design and technology to meet the needs of current and future clients.