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AudiologyNOW! Conference, April 3 – 6, 2013 in Anaheim

Siemens Presents the New Insio In-the-Ear-Family

- **In-the-Ear hearing aids with wireless connectivity**
- **More wearing comfort with the new ventilation hole**
- **Extraordinarily natural sound**

Insio, Siemens' newest In-the-Ear hearing instrument family, celebrated its debut at the American Academy of Audiology's (AAA) "AudiologyNOW!" conference in Anaheim, California. It comprises ItE (In-the-Ear) hearing aids in different sizes to cover a wide range of requirements and degrees of hearing loss. All of the Insio hearing devices are equipped with a newly developed variable ventilation hole in the housing. It increases both the wearing and hearing comfort in combination with optimized audiological performance. Micon, the newest generation of Siemens' BestSound Technology, ensures an unusually natural and pleasing sound experience. Micon was developed as part of Siemens' Healthcare Initiative "Agenda 2013". The Insio devices can be remotely controlled and connected to communications and consumer electronics wirelessly.

Many people with hearing loss prefer ItE devices, because they are worn discreetly right inside the ear canal. These are especially suitable for people who also wear glasses, because the hearing aid and the temple piece don't obstruct each other behind the ear.

Siemens has developed a special type of ventilation for the new Insio hearing devices, which is called Optivent. It minimizes the so-called occlusion effect, which makes the ItE device feel like a plug and distorts the sound of one's own voice. Optivent, however, ensures that the sound remains natural. What is so special? In Insio hearing devices, not only is the housing custom-fitted to the individual auditory

canal form, but so is the Optivent ventilation. The ideal size of the ventilation hole is based on two factors, which depend on the device's form and the individual degree of hearing loss: it should be as large as possible for utmost wearing comfort, and as small as necessary for the best audiological performance. All of the ventilation's acoustic parameters are stored on the chip in the hearing device, so that the acoustician can adjust the hearing aids specifically for the individual wearer.

The Inzio hearing devices work with the newest generation of the BestSound Technology developed by Siemens, which is called Micon. It furnishes the ITE instruments with spatial acoustics at a quality level not previously known and generates a particularly natural sound. The new technology also enables enhanced speech intelligibility and directional hearing, along with additional automatic settings. This makes the use of hearing aids even easier than before.

Inzio hearing aids come in various sizes and forms suitable to both an individual degree of hearing loss and to the anatomy of the respective auditory canal. There is a particularly small and discreet CIC (Completely-In-Canal) that disappears almost entirely in the ear canal, a barely visible ITC (In-The-Canal) device and a particularly high-performance ITE (In-The-Ear) device. Even though all the hearing instruments are so small, in instances when binaural care is necessary, they can be connected wirelessly as one system – a technology patented by Siemens that recently won the German Future Prize, awarded by the German President.

All important settings of Inzio hearing aids can be regulated by remote control and even by means of a newly available smartphone app. The remote control can also be utilized to connect the hearing devices to telephones, mobile phones, MP3 players, computers, TVs or home stereo systems via Bluetooth. The sound from these products is then transmitted directly to the hearing devices without any noticeable delay and at the desired volume.

The Inzio hearing aids are available in five different skin tones.

Launched in November 2011 by the Siemens Healthcare Sector, "Agenda 2013" is a two-year global initiative to further strengthen the Healthcare Sector's innovative power and competitiveness. Specific measures will be implemented in four fields of action: Innovation, Competitiveness, Regional Footprint, and People Development.

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A **press picture** is available at <http://www.siemens.com/press/AudiologyNOW-2013>

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The here mentioned products are not commercially available in all countries. Due to regulatory reasons the future availability in any country cannot be guaranteed. Please contact your local Siemens organization for further details.

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