



GIVE THE GIFT OF SOUND THIS CHRISTMAS

HIGH TECH HEARING DEVICE PROVIDES ENHANCED SOUND QUALITY

Hearing loss can have an enormous impact on a person's overall quality of life, whether enjoying the laughter of grandchildren and loved ones, or simply taking in the wondrous sounds of nature and everyday life. After the year that has been, the gift of clearer sound, appreciating connections with loved ones is sure to bring delight to the hearing impaired this holiday season.

In Australia around 3.6 million people suffer from hearing loss and 1.3 million people live with a hearing condition that could have been prevented. Untreated hearing loss can negatively impact quality of life.

Please find attached a media announcement that would make an uplifting and positive piece, especially for older hearing impaired people who may be entitled to the new product for free under the HSP program*

To find out more about the latest hearing solution from Unitron, I am able to arrange an interview with Irene Kalligeris, Product & Audiology Manager, Unitron Australia, however the attached release will also stand well on its own.

Images and video (if required) to accompany the story can be found at <https://bit.ly/3m8gh4U>

We are also able to provide contact details for an Australian Senior using the Discover Next platform , as well as US video file footage of seniors trying the Unitron devices and Discover Next platform for the first time.

Background health information and sources if required:

According to a study published in the Lancet on July 30, 2020, hearing loss is the largest modifiable risk factor against dementia, with mild hearing loss doubling the risk, moderate hearing loss tripling the risk and severe impairment increasing the risk by up to five times[1]. Other studies have found that hearing loss is also associated with loneliness and social isolation which can have important implications for the cognitive and psychosocial health of older adults.[2]

*Pensioners and veterans will need to check their eligibility under the HSP with their hearing care professional.

Please contact Fiona Hamann on 0415 191 659 or fiona_hamann@hamanncommunication.com to arrange an interview or if you have any further questions. [1] [https://www.thelancet.com/article/S0140-6736\(20\)30367-6/fulltext](https://www.thelancet.com/article/S0140-6736(20)30367-6/fulltext)
[2] <https://journals.sagepub.com/doi/10.1177/0194599820910377>

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Canadian hearing aid manufacturer, Unitron, has recently introduced an expanded family of hearing instruments on their new Discover Next platform, offering the latest technology with comfort and style, based on award-winning designs. Included in the new range are behind-the-ear (BTE) hearing devices and in-the-ear (ITE) devices.

Products and accessories on the Discover Next platform*:

- MoxiTM Move R – RIC (receiver-in-canal) with lithium-ion rechargeable battery
- MoxiTM Jump R (with telecoil option) – RIC with lithium-ion rechargeable battery
- MoxiTM Fit – RIC with 312 battery.
- StrideTM P R – BTE (behind-the-ear) with lithium-ion rechargeable battery
- Stride M – BTE with traditional battery
- Inera W 312 directional ITE (in-the-ear) with MFA connectivity and traditional battery
- Inera 312 Omni – ITE with traditional battery
- Inera 10A Omni – smallest ITE on the Discover Next platform with traditional battery
- Equalizer – A new feature on the Remote Plus app lets clients adjust the bass, mid and treble.
- TV Connector – Watch favourite shows and movies in high-quality stereo sound by wirelessly connecting hearing instruments to the TV or other media devices.
- Remote Control – A convenient accessory to discreetly adjust volume and switch programs.
- PartnerMic – An easy-to-use lapel worn mic with integrated AirStreamTM technology streams clear speech.

1 Ozmeral, Hoover, Gabbidon, and Eddins (2018). Development of Continuous Number Identification Test (CNIT). Ear and Hearing submitted for publication.

* Compatibility may be limited by product style.

Eligible pensioners and veterans can access selected hearing devices free under the under the Australian Government Hearing Services Program. They should contact their local hearing care professional for more information.

On Discover Next, Unitron has added newer features within its technology to enhance the listening experience further. Its platform helps wearers determine who is talking, detect the location of their voices, and pick up on subtle cues – such as the intonation and underlying emotion of words – which help improve the overall understanding of meaning in speech**.

[**Ozmeral, Hoover, Gabbidon, and Eddins (2018). Development of Continuous Number Identification Test (CNIT). Ear and Hearing submitted for publication.]

- Soft speech lift boosts subtle speech cues without increasing the overall level, providing key information to get to the deeper meaning of quiet conversations.

- Spectral Speech is an exciting new fourth dimension of Unitron's premium binaural solution for noisy environments, SpeechPro. In addition to automatically applying directionality and preserving localisation cues, Spectral Speech adds further contrast between speech and background and other noise to help clients better understand words and emotions in complex listening situations.

- Unitron's new remote adjust feature empowers hearing care professionals (HCPs) to connect with clients outside their clinic. HCPs can adjust settings including gain and compression remotely, and clients can accept the adjustments to be applied to their hearing aids using a smartphone app when and where it's most convenient.

To find out more about the latest hearing solution from Unitron, or to arrange an interview please contact Fiona Hamann on 0415 191 659
About Unitron

Unitron is a global brand that understands the hearing healthcare business is built on strong, personal relationships. We work closely with hearing healthcare professionals to improve the lives of people with hearing loss. A member of the Sonova Group, Unitron has a proven track record of developing hearing innovations that provide natural sound with exceptional speech understanding. Headquartered in Canada, Unitron distributes its full line of hearing instruments to customers in over 60 countries. For more information, please visit us on the web at unitron.com.

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