

## New MDHearingAid FIT delivers unique ITE design for active adults

With a patented ITE form factor that doesn't block the ear canal, the new MDHearingAid® FIT offers critical comfort advantages along with advanced digital technology for a fraction of the cost of conventional hearing aids. It is the latest low-cost, high-quality hearing instrument developed by MDHearingAid®, the only direct-to-consumer hearing aid company with products designed by a practising otolaryngologist.



Designed for adults in their 50s and 60s, the FIT sits comfortably and securely in the concha of the ear, allowing the natural air and sound movement conducive to an active lifestyle. This revolutionary aid is the first hearing aid that leaves the ear canal open with no behind-the-ear wires or tubes. Sound amplification is provided by the company's proprietary MDSound™ algorithm, which has received high marks from both industry and consumer reviewers for its ability to enhance speech recognition.

The FIT also includes volume control, four programs, fifth-generation feedback cancellation, advanced compression technology, and extended frequency layered noise reduction not typically found on direct-to-consumer hearing aids.

"Many people in their 50s and 60s resist hearing aids, not only for the usual cost reasons, but also because of a perceived discomfort and distaste for the traditional BTE design," said Dr Sreek Cherukuri, the company's founder and an otolaryngologist. "The FIT addresses both issues in an affordable solution and a wearable form factor that resembles musicians' in-ear monitors."

The FIT is FDA-registered, designed for mild to moderately-severe hearing loss, and ready to wear out of the box. It costs \$549.99 apiece or \$999.99 a pair, comes with free one-on-one phone support from hearing aid specialists and audiologists, and carries a 45-day risk free trial with a money back guarantee.

**For further information contact: MDHearingAid** [www.mdhearingaid.com](http://www.mdhearingaid.com)

## Octiv Power Portfolio

The Octiv family from Sivantos (formerly Siemens Hearing Instruments) includes a complete power portfolio so audiologists can fit severe to profound hearing losses, with even more discreet instruments.

Octiv HP/HP+, Octiv SP+ and Octiv R+ provide maximum power (Octiv SP+ 85dB/144dB SPL) with a great sound and listening comfort for the patient. Octiv power products are fast becoming the power products of choice for many NHS Audiology departments.

Faye, an Audiologist from Crawley Hospital, writes: "I just wanted to give you some feedback on Octiv SP+. I have fitted a lady who is profoundly deaf with no hearing beyond 3kHz that can be measured. She has had many different aids from different companies but with Octiv SP+ we obtained the best results yet! The frequency compression was a noticeable improvement and the feedback control was amazing!"

**For further information contact: Sivantos** [www.bestsound-technology.co.uk](http://www.bestsound-technology.co.uk)



## OPA! From Persona Medical



"OPA! No other hearing instrument might be so complex yet simple to use and

program," says Don E K Campbell of Persona Medical. This receiver-in-canal instrument is as small as any in the industry yet has all of the high end features that patients desire. The device includes automatic environmental detection - simply program a single memory, and OPA! can do the rest.

OPA's features include:

- Hydrocoat moisture barrier
- Focus Mic Null Steering Directional System™
- 128 Channels Layered Noise Reduction
- Up To 4 Memories / 16 Programmable Bands
- Feedback Shield Path Manager™
- Wind Noise Reduction
- Wax Barrier Integrated Receiver Links
- Reinforced Receiver Links
- Extended 312 Battery Life
- Data Logging
- Telecoil

"With cosmetic appeal, industry leading technology, and affordable pricing, the OPA! line is the obvious choice," says Campbell.

Exclusive territories are available.

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## Products by the VARTA Micro Group at the GreenTec Awards Gala in Berlin



A large number of stars provided plenty of entertainment on the green carpet and on the stage at the GreenTec Awards Gala, which took place this year in the Tempodrom in Berlin on 29 May 2015. The group The BossHoss, singer Nena, Fahrenheit, Désirée Nosbusch and Dr Wladimir Klitschko – just to mention a few – used all their energy to heat up the Gala for Europe's coveted environmental award.

The unique engion family storage unit by VARTA Storage GmbH was also seen on stage and live. The engion storage device, which stores the 'green energy' of the sun using a photovoltaic system, supplied the stage with electricity and thus, in its own way, provided plenty of energy, with Annemarie Cependale and Matthias Killing as hosts for the evening.

VARTA Micro Group presented further highlights from its range of products on its exhibition stand at the Gala, for example power one premium hearing aid batteries. These mercury-free Zinc Air batteries are made sustainably and on an environmentally sound basis in Germany on the latest fully automatic production lines in the world's largest and most modern factory for hearing aid batteries.

VARTA Lithium-Ion CoinPower batteries, which function without lead, mercury or cadmium, are small and enormously powerful. They make new form factors possible for wearable technologies, for example, wireless headsets.

With Europe's largest environmental award gala in mind, Herbert Schein, CEO of the Group, states: "The VARTA Micro Group stands for the future of energy, which we emphasised at the GreenTec Awards, as we have done for the last few years."

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