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ANNOUNCEMENT NO: 15

GN ReSound introduces a groundbreaking advance in wireless hearing aids

Today, GN ReSound is pleased to introduce ReSound Alera™ – its new groundbreaking advance in wireless hearing aids. The official announcement takes place at the annual conference for the American Academy of Audiology – AudiologyNOW! 2010 in San Diego, USA.

ReSound Alera™ receives crystal clear sound directly from the TV, computer and other audio sources from up to 7 meters away, saving the user from the hassle of carrying a device around the neck as required when using current wireless hearing aids. This is made possible by ReSound Unite™ which is a series of easy-to-use wireless accessories to be attached to the audio source.

Unique sound quality is one of the key features in ReSound Alera™ which is employing the revolutionary Surround Sound by ReSound™ technology delivering a rich and crisp 360-degree sound.

ReSound Alera™ uses 2.4 GHz wireless technology which has a stronger, clearer and more stable signal than the inductive technology used in current wireless hearing aids. With this technology users avoid echoes and issues related to the lack of synchronization between images and sound. The 2.4 GHz technology can be used in all markets throughout the world and does not interfere with other electronic devices.

The slim, curved shape makes for an extremely discreet design and provides a comfortable fit and natural feeling, and ReSound Alera™ has recently received the prestigious red dot design award for its groundbreaking design.

GN ReSound's SVP for Research & Development, Peter Ulrik Scheel says: "With ReSound Alera™ we have taken a huge step in making wireless hearing aids easier to use, and at the same time we are delivering unique performance and design. Our technology is delivering groundbreaking advances in the field of wireless hearing aids. With the launch of ReSound Alera™, GN ReSound has delivered a significant advance on a research initiative that has been under way for some time."

Initially ReSound Alera™ comes as a true compact receiver-in-the-ear (RIE) product in three price points. Additional form factors will be added to the product family over the next 12 months. ReSound Alera™ will be shipping from June 2010.

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