

# ReSound Announces Alera™ – The First Truly Wireless Hearing Aid with No Strings Attached

Minneapolis, MN, August 2, 2010 – <http://www.gnresound.com> – ReSound, the technology leader in hearing solutions, has launched ReSound Alera™, the industry's first truly wireless hearing aid.

Operating on the 2.4 GHz frequency, ReSound Alera™ and the accompanying Unite™ series of wireless accessories introduce a new approach to the way a hearing aid receives sound from devices such as TVs, stereos, cell phones and computers. For the first time, the patient can receive sound directly from the device without cables, wires or the need to wear uncomfortable accessories. With Alera™, the communication is wireless and direct – no strings attached.

“Other wireless technologies used in the hearing industry require the user to wear inconvenient accessories around their neck,” said Dr. Laurel Christensen, Chief Audiology Officer, ReSound. “With Alera™, there is no intermediary device, the signal goes directly to the hearing aid and users have complete freedom.”

The release of Alera™ and Unite™ marks a significant step forward in hearing solutions, with ReSound achieving complete human/technology integration. Users are able to tune directly into their TV and connect their mobile phone to their hearing aid via Bluetooth technology. Users can participate in conversations while tuned into devices because environmental noise is not blocked out.

“Traditionally it has been hard for hearing aid users to connect directly to their TVs or telephones,” said Dr. Christensen. “Alera™ makes this easy, streaming the sound from these devices directly to their hearing aids. Alera™ will allow a user to be successful in more situations than ever, making their overall satisfaction with hearing aids that much higher.”

Because Alera™ uses 2.4 GHz wireless technology, it can be easily fitted without the use of a bulky device to connect the hearing aid to the fitting software. All that is needed is the AirLink fitting accessory, which is inserted into the USB port of a computer. This technology, though new to hearing aids, has been proven in the gaming industry and in the use of wireless keyboards.

“A big benefit for the hearing aid dispensers is the ability to fit Alera™ completely wirelessly,” said Dr. Christensen. “Gone are the days of hunting around for the right cables and the patient having to wear a hook around their neck. For the first time, fitting is directly from computer to hearing aid.”

With Alera™ and Unite™, ReSound has introduced to the industry a highly advanced set of hearing instruments that feature chips with extraordinary computational power and a robust design that leverages the iSolate™ nano-tech coating to protect the hearing aid from water, sweat and corrosion.

#### **About ReSound**

ReSound is the industry technology leader in hearing solutions. Since the company's inception in 1943, ReSound has been responsible for a number of hearing industry firsts, including the introduction of Wide Dynamic Range Compression (WDRC), Digital Feedback Suppression (DFS) and the world's first open-standard digital chip. Headquartered in Ballerup, Denmark, ReSound is part of The GN ReSound Group, one of the world's largest providers of hearing instruments and diagnostic audiological instrumentation.

<http://www.gnresound.com>

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