

FOR IMMEDIATE RELEASE
Media Contact: Peter Kossek
Senior Product Manager
Phone: +45 45 75 5107
Email: pkossek@otometrics.com



OTOMETRICS LEADS THE WAY WITH INTEGRATED VERIFICATION

Third major hearing instrument manufacturer can now integrate with Otometrics fitting solution Aurical® to advance integrated verification in hearing instruments for greater efficiency, time-savings and a better fitting experience.

Taastrup, DK | January 9, 2018 – Otometrics A/S, the leading global manufacturer of audiology instrumentation and software solutions announced today the results of a new integration with hearing instrument manufacturer Oticon. The two companies have been working to implement integrated verification capabilities based on the new Inter Module Communication 2 (IMC2) standard. This enables integrated and automatic verification between Oticon hearing instruments and Otometrics Aurical, the complete modular hearing instrument fitting and verification tool.

“We are excited about this new compatibility with Oticon,” says Peter Kossek, Senior Product Manager at Otometrics. “We look forward to helping hearing care professionals providing Oticon hearing instruments by streamlining their fitting workflow so they can satisfy more clients with improved efficiency, a better fitting experience and properly fitted hearing instruments.”

Inter Module Communication 2 – the new standard for integration

Otometrics fitting solutions are fully enabled for Inter Module Communication 2 (IMC2), which is the new standard for integration between hearing instrument fitting and real-ear modules since December 2015. IMC2 is software that allows fitting and measurement modules to “talk” to each other directly. This means the verification process is guided and automated providing hearing care professionals with a simplified and more efficient workflow.

REM AutoFit in Oticon Genie and Genie 2 streamlines verification workflow

Oticon is the third major hearing instrument manufacturer to date to include Otometrics Aurical in their hearing instrument fitting software. The tight integration between Aurical and hearing instrument fitting software, including ReSound Aventa using AutoRem, Phonak Target using TargetMatch and now adding REM AutoFit in Oticon Genie and Genie 2, makes it possible to verify hearing instrument fittings to a prescriptive target automatically with minimal user intervention and training.

“The scenario is simple,” says Peter Kossek. “Aurical enables an easier flow because of the built in IMC2 capabilities. So, as a hearing care professional, you only have to concentrate on one user interface – and the guided workflow gives instructions at every step of the process. This saves time on the target-based verification part of the fitting process and leaves more time for counseling and other activities. The result is time-savings, a better hearing instrument fit and a happier customer with unprecedented easy verification.”

Otometrics Aurical is designed to streamline the entire fitting process while ensuring quality and efficiency in every step. As a market leader, Aurical now makes it easier and faster to incorporate verification as a standard element in hearing care clinics, by facilitating automation of the verification process.

“With increased competition – one of them being over-the-counter devices - and reduced reimbursement, hearing care professionals need new ways to stand out, streamline their fitting processes and satisfy more clients,” says Peter Kossek. “This is well recognized by the industry as more and more hearing instrument manufacturers are looking at integrated verification as one way to make real-ear measurements a standard part of the fitting workflow. And Otometrics is ready to help make the process easier by being the first to provide our partners with industry-standard solutions.”

Sivantos is next

In addition to IMC2 solutions with Phonak, ReSound and Oticon, Otometrics is also working on a project with hearing instrument manufacturer Sivantos to create an integrated solution between Connexx Eight and Aurical.

“We look forward to helping hearing care professionals deliver Sivantos hearing instruments more efficiently very soon,” says Peter Kossek. “With this trend, there’s no doubt that IMC2 with Otometrics Aurical is becoming the industry standard.”

For more information about Aurical, please visit www.otometrics.com

About Otometrics

Otometrics is the audiology industry leader providing instrumentation and software solutions to hearing and balance care professionals worldwide. For more than 50 years, Otometrics has been helping hearing and balance care professionals succeed in improving the quality of life for their clients and patients around the world by delivering expert knowledge, reliable solutions and services – providing a trusted partnership.

Otometrics develops, manufactures and markets computer-based audiological, otoneurologic and vestibular instrumentation in more than 80 countries under the Otometrics brands, including Madsen® Aurical®, Hortmann®, ICS® and Oscilla®. Otometrics is part of Natus Medical Incorporated (North America NASDAQ: BABY) – a US-based leading provider of healthcare products, devices and services used in the newborn, neurology, sleep, hearing and balance markets. For more information, please visit www.otometrics.com and www.natus.com.