

FOR IMMEDIATE RELEASE
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NEW AURICAL RELEASE: THE MOST EFFICIENT FITTING SYSTEM TO DATE

New enhancements make it even easier for hearing care professionals to begin working with AURICAL. Smart advanced tools enable experienced AURICAL customers to expand their services and carry out even more advanced fittings and measurements.

Taastrup, Denmark | April, 2015 – GN Otometrics, the leading global manufacturer of hearing and balance instrumentation, announced today new features and enhancements in AURICAL that help hearing care professionals boost efficiency throughout the fitting process so there is more time for quality counseling and care.

“Otometrics continues its commitment to helping hearing care professionals achieve the best fit in the most efficient and flexible way possible,” says Peter Kossek, Senior Product Manager at Otometrics. “This new AURICAL release includes an upgrade to the OTOsuite software that benefits new and existing AURICAL customers. For example, simple improvements such as the ability to hide and unhide test modality tabs help hearing care professionals stay focused on the task at hand, and more advanced features like the 2-channel PMM streamline the fitting process. We are constantly listening to and working with our customers and partners to make AURICAL even better. With these new improvements, AURICAL is now the most efficient fitting system to date. Hearing care professionals already using AURICAL can contact their Otometrics sales representative to upgrade their system to the latest version.”

New features include RoomTune™ - functionality in AURICAL Aud that allows your fitting modules to use AURICAL Aud as an equalized sound system. RoomTune™ measures the acoustics of the room and speakers and adjusts the sound during playback. This helps you achieve a more reliable hearing instrument demonstration. QuickView is a new FitAssist tool that provides instant access to the video otoscope during PMM. With just one click, it's easier to position the probe tube, fit the mold and perform other activities for a smoother workflow. And, with the new 2-channel PMM FreeStyle, it's possible to work with a second sound source in PMM, chosen independently. The result is a more realistic presentation of the stimulus, thus a more accurate demonstration and a better fitting. AURICAL runs on the latest version of OTOsuite® software – version 4.75. Modern, intuitive and easy to learn – OTOsuite supports the entire client journey, from diagnostics and counseling to fitting and verification from one application.

A complete, modular fitting solution, AURICAL encompasses audiometry, PMM, HIT, video otoscopy and a HI programming interface in one system. Audiologists can use the modules independently or combine them as

needed. There is an AURICAL for everyone. This latest release demonstrates once again how AURICAL continues to innovate – enabling hearing care professionals to realize greater efficiency gains while boosting the quality of counseling and care.

For more information about AURICAL and a 3D tour of the solution, please visit: www.otometrics.com/aurical.

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 care professionals improve the quality of life for patients around the world by delivering reliable, innovative solutions, and expert knowledge and training.

Otometrics develops, manufactures and markets computer-based audiological, otoneurologic and vestibular instrumentation in more than 85 countries under the MADSEN®, AURICAL®, HORTMANN® and ICS® brand names. Otometrics is part of the GN Group, one of the largest companies in Denmark. For more information, please visit www.otometrics.com.