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## OTOMETRICS PRESENTS FITTING EXCELLENCE WITH AURICAL – THE MOST COMPLETE MODULAR FITTING SOLUTION AVAILABLE TODAY AT EUHA 2015

**Knowledge-sharing, hands-on demonstrations, a look at new AURICAL® features, networking and worldclass coffee prepared by the barista champion of Germany expected to draw many visitors to the Otometrics booth during jubilee congress in Nuremburg, Germany**

Taastrup, Denmark | September 2015 – Hearing care professionals from around the world to gather in Nuremburg, Germany as the International Congress of Hearing Aid Acousticians celebrates its 60-year jubilee October 14 – 16, 2015. Otometrics – a global provider of hearing and balance screening, assessment and fitting solutions – will participate as an industry exhibitor to present AURICAL and their latest innovations within hearing instrument fitting.

“We look forward to meeting customers at EUHA,” says Engin Aksel, Sales Manager from Otometrics, Germany. “It’s the highlight of the year where we can present the newest features in AURICAL and show how a modular approach to fitting can help our customers drive efficiency throughout their shop – at a pace that’s comfortable for them. AURICAL continues to evolve in a way that makes sense for our customers – as we deliver yet again innovative and exciting features that give hearing care professionals even more flexibility and efficiency in their fitting processes.”

Visitors to the Otometrics booth will have the opportunity to ask questions and explore new ways to make the most of their AURICAL solution with hands-on demonstrations and brief presentations at the Knowledge Center. Demonstrations will show how AURICAL and OTOSuite® fitting software can help hearing care professionals expand their hearing care services through a more efficient workflow. What’s more, visitors will have the opportunity to network with other professionals while enjoying coffee prepared by the 2015 Barista Champion of Germany – Gregor Dattner.

“We look forward to showing how customers can take the next step with their AURICAL solution,” says Peter Kossek, Senior Product Manager at Otometrics. “AURICAL has been at the forefront of fitting innovation since its beginnings, and with new features and enhancements, AURICAL continues to be the most complete, modular fitting solution available today. AURICAL offers hearing care professionals a flexible and efficient way to achieve fitting excellence while being a sound investment for their clinic.”

New AURICAL features on display at EUHA 2015 include RoomTune™ - functionality in AURICAL Aud – the dedicated fitting audiometer – that allows 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 for a more reliable hearing instrument demonstration. Also on display will be QuickView – a new FitAssist tool that provides instant access to the video otoscope during PMM. With just one click, the MADSEN OTOcam 300 can be used for quick visual inspections, checking the probe tube placement, or demonstrating the battery lid etc. 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.

Audiologists and other hearing care professionals can learn more information about AURICAL by visiting: <http://www.otometrics.com/Solutions/hearing-aid-fitting/hearing-aid-fitting-real-ear-measurement>

The Industry Exhibition at the International EUHA Congress is organized by the German Association of the Hearing Instruments Industry. For more information about EUHA, please visit <http://www.ausstellung-euha.org/index.php?id=38&L=1>.

### **About Otometrics**

Otometrics is an audiology industry leader providing hearing and balance diagnostic solutions to hearing care professionals worldwide. With more than 500 employees and offices in 34 countries, we help hearing care professionals succeed in improving the quality of life for millions of people by delivering expert knowledge, reliable solutions and trusted partnership.

Otometrics develops, manufactures and markets computer-based audiological, otoneurologic and vestibular instrumentation in more than 70 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](http://www.otometrics.com).