

FOR IMMEDIATE RELEASE
Media Contact: Karen Ries
GN Otometrics, Taastrup, Denmark
Tel: +45 23 81 9277
Email: kries@gnotometrics.com



OTOMETRICS UNVEILS LATEST INNOVATIONS AT EUHA 2016

Hearing care professionals to get hands-on experience with new offerings from Otometrics, including the latest AURICAL feature – ProbeTube Assistant that enables carefree probe tube placement. The new immittance solution, MADSEN Zodiac will also be on display at Otometrics Booth B-42 during upcoming congress in Hannover, Germany

Taastrup, Denmark | October 4, 2016 – Otometrics presents new offerings and functionality in AURICAL® – the market-leading, complete modular fitting solution – at the International Congress of Hearing Aid Acousticians October 19-21, 2016. Otometrics – a global provider of hearing and balance screening and diagnostic solutions – will participate as an industry exhibitor to present new features in AURICAL and their groundbreaking immittance solution MADSEN Zodiac®.

“EUHA is a great opportunity to meet new and existing customers and update them on the latest developments from Otometrics, and how we can help them work more efficiently with their hearing care customers,” says Engin Aksel, Sales Manager from Otometrics, Germany. “This year our customers will be able to see, try and learn more about new features and enhancements in AURICAL, including the ProbeTube Assistant™ feature and the new immittance solution, MADSEN Zodiac.”

Visitors to booth B-42 will see demonstrations showing how AURICAL and OTOsuite® audiology software help clinicians expand their hearing care services through a more efficient workflow. There will be hands-on demonstrations and presentations of new features and solutions, and plenty of opportunities to ask questions and network with Otometrics representatives and other professionals while enjoying award-winning coffee prepared by the 2015 Barista Champion of Germany – Gregor Dattner.

“We look forward to showing our customers how the new ProbeTube Assistant functionality in AURICAL guides you to a correct position of the probe tube during PMM,” says Peter Kossek, Senior Product Manager at Otometrics. “Probe tube placement can be a challenging part of the hearing and verification process. Placed too shallow, your measurements become inaccurate. Placed too deep you may touch the eardrum. The ProbeTube Assistant in AURICAL provides on-screen guided placement of the probe tube so clinicians can be absolutely sure the probe tube is placed correctly.”

In addition to the ProbeTube Assistant feature, AURICAL now offers new accessories including ear hooks and longer probe tubes with easy-to-see millimeter markings for easier and more stable placement. With its modular

approach and long tradition of consistently adding innovations that help hearing care professionals boost fitting efficiency, AURICAL continues to be the most complete, modular fitting solution available today, offering hearing care professionals a flexible and efficient way to achieve fitting excellence while being a sound investment for their clinic.

Also on display will be the breakthrough immittance solution from Otometrics – MADSEN Zodiac that brings more control, confidence and efficiency to immittance testing.

“Many hearing care dispensers are looking for an immittance solution to use in their hearing care clinics and this is the perfect solution,” says Engin Aksel. “The new MADSEN Zodiac is a good example of user-centric design with particular focus on the probes and the way clinicians work during immittance testing. There is a Quick Check probe that is ergonomic, easy to use and lightweight – ideal for immittance screening – helping clinicians to achieve faster and more stable placement and a reliable seal.”

AURICAL and MADSEN Zodiac run on OTOsuite® software platform, including the latest version 4.81 available for download from November 15, 2016. 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 here: <http://www.otometrics.com/solutions/hearing-aid-fitting-system-aurical#top> and MADSEN Zodiac here: <http://www.otometrics.com/solutions/immittance/new-madsen-zodiac>

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.