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ANNOUNCEMENT NO. 51

GN ReSound announces the world's first "Made for iPhone" hearing aid

Today, GN ReSound announces ReSound LiNX™, an entirely new premium hearing aid, taking **Surround Sound by ReSound™** to an unprecedented level and further expanding its lead in connectivity. GN ReSound's unique **third generation 2.4 GHz wireless technology**, based on the all new **smartRange™** chipset, is behind this latest technological breakthrough.

With ReSound LiNX™, for the first time ever, hearing impaired people will be able to stream music and phone calls directly from an Apple iPhone to their hearing aids. The streaming is possible without any stigmatizing, intermediary body worn device.

ReSound LiNX™ provides an unprecedented sound experience taking Surround Sound by ReSound™ to the next level.

ReSound LiNX™ has been developed to meet the high quality and usability requirements of "Made for iPhone" hearing aids, and ReSound LiNX™ will provide users with a power-efficient, high-quality digital audio experience.

ReSound LiNX™ is launched in an elegantly designed mini receiver-in-the-ear (RIE) form factor that fits more than 90% of all hearing losses. It will be presented at the Europäische Union der Hörgeräteakustiker's "Congress of Hearing Aid Acousticians" (EUHA) in Germany from October 16 – 18, made available in a limited release later this year, followed by a global launch during the first quarter of 2014. Under the Beltone brand the equivalent *Beltone First™* will be launched following the same release pattern.

GN ReSound's CEO, Lars Viksmoen, says: "ReSound LiNX again underlines our core strength of bringing breakthrough innovations to the hearing impaired, making them consumers with choices rather than patients with challenges".





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