

Signia introduces in-the-ear hearing aids for the most natural hearing experience with highest discretion

- **Practically invisible ready-to-wear Silk™ Nx hearing aids offer an incredibly discreet instant-fit hearing solution**
- **Sophisticated Signia Nx™ technology provides natural sound and supports inconspicuous natural hearing behavior**
- **Silk Nx is also available as the first completely-in-the-canal (CIC) CROS hearing accessory for people who are completely deaf in one ear**

Audiology technology leader Sivantos today set a new standard in the smallest hearing aid category by launching in-the-ear devices based on its successful Signia Nx platform. The ready-to-wear Silk Nx hearing aid is 20 percent smaller than its already tiny predecessor based on a previous platform. This miniaturization increases the fitting range, making Silk Nx suitable for even more ear anatomies. Signia's Ultra HD e2e™ binaural link, which enables the left and right hearing aids to exchange audio information continuously, enables the most natural hearing experience. Wearers enjoy excellent speech understanding and the most natural sound quality in noisy situations. Even phone calls can be heard in both ears.

Dr. Matthias Fröhlich, Head of Scientific Audiology at Sivantos, said: "Many people feel insecure about wearing hearing aids because they don't want others to know that they are hard of hearing. Fortunately, Signia's Silk Nx is virtually invisible to others when worn in the ear. It provides a natural hearing experience in every situation – you simply fit and go."

Silk Nx's instant fit design provides an immediate, hassle-free way to experience the advantages that usually only come with custom-made hearing aids, which must be molded to fit the wearer's ear canal. Unlike these custom devices, there are no waiting times with Silk Nx. Its flexible super-soft silicone Click Sleeves adapt to virtually all ear canals so clients can select a pair and walk out of the shop or clinic already wearing them.

Silk Nx from Signia also supports the most natural hearing behavior. Unlike hearing aids that sit behind the ear, Silk Nx's microphones sit in the ear canal and enable wearers to use phones and over-ear headphones in the way they are used to naturally.

In addition, this impressive device is also available to fit people with an un-treatable hearing loss in one ear, e.g. single sided deafness or for anatomic reasons. The new CROS Silk Nx is the world's only CIC with CROS functionality¹ – plus it is ready to wear.

Also new to the Signia Nx range are the custom-made Insio Nx hearing aids, which offer the same clear speech understanding and natural hearing experience as Silk Nx in a custom-made design.

For more information, please refer to the background press release about Silk Nx and www.signia-pro.com/signia-nx.

¹ Sound from the un-aidable side is received by CROS Silk Nx, processed and transmitted to the other side.

Contact for journalists:

Erika Weigmann

Phone: +49 9131 308 3449; E-Mail: erika.weigmann@sivantos.com

Press images

All photos are available for download at: www.sivantos.com/press



The in-the-ear hearing aid Signia Silk Nx offers an incredibly discreet and versatile instant-fit hearing solution for a natural hearing experience with highest discretion. (actual size)

Copyright: Sivantos



Signia Insio Nx CIC, custom-made in-the-ear hearings aid offer clear speech understanding and natural hearing experience. (actual size)

Copyright: Sivantos



The ready-to-wear Signia Silk Nx hearing aid supports inconspicuous natural hearing behavior in any situation.

Copyright: Sivantos

Sivantos Group

Corporate Public Relations

Erika Weigmann

Reference number: 3/2018/tp



Signia Insio Nx hearing aids
combine natural hearing experience
with highest discretion.

Copyright: Sivantos

About the Sivantos Group

The business operations of the former Siemens AG hearing aid division have been combined into the Sivantos Group since early 2015. Sivantos can look back on almost 140 years of German engineering and countless global innovations. Today Sivantos is one of the leading hearing aid manufacturers worldwide. With its around 6,000 employees, the group recorded revenues of 967 million euros in the fiscal year 2016/2017 and an operating profit (Adj. EBITDA) of 238 million euros. Sivantos' international sales organization supplies hearing care specialists and sales partners in more than 120 countries. Particularly high value is placed on product development. Sivantos aims to become the market leader in the coming years with its brands Signia, Siemens, Audio Service, Rexton, A&M, HearUSA and audibene. The owners of Sivantos are the anchor investors EQT along with the Strüngmann family as a co-investor.

Sivantos GmbH is a brand license holder of Siemens AG.

More information can be found at www.sivantos.com