

Styletto Connect Hearing Aids Win Red Dot Product Design Award

- **Signia's stylish hearing aids to fight stigma receive prestigious design award**
- **Jury's verdict: "Styletto Connect encourages wearer acceptance to a high degree."**

Singapore, March 25, 2019— Signia's Styletto Connect hearing aids have been honored with the prestigious Red Dot Design Award for design excellence. This award comes on the heels of Styletto's iF Design Award 2019 win and exemplifies Signia's commitment to making outstanding design an integral component of the user experience.

Styletto Connect is Signia's latest innovation and was launched at the beginning of March. This hearing solution for today's baby boomers combines a unique SLIM-RIC form factor with *Bluetooth*® connectivity. Since its launch, the award-winning Styletto has established itself as the most fashionable device in the hearing aid industry. Its uniquely stylish form factor is preferred by 8 out of 10 people, according to the Signia Consumer Study 2018.¹ Styletto Connect also offers fully featured connectivity to the wearer's smartphone for streaming calls, music and TV via *Bluetooth*. Additionally, it offers charging-on-the-go for up to four days' use, free from plugs or cables.

The Red Dot's jury of 40 international experts stated: "The stylish design of Styletto Connect skilfully stands out from other hearing aids and thus encourages wearer acceptance to a high degree."

"We are thrilled to have been presented with such a prestigious honor for our latest iconic innovation, Styletto, now for the second time in a row, as we just received the iF Design Award," said Maarten Barmantlo, WS Audiology Chief Marketing Officer. "This international recognition for top design in hearing aids is important to us, as we strongly believe that combining the most advanced hearing aid technology aids with the most desirable design helps to fight the stigma surrounding hearing aids still today."

The notable Red Dot Design award, which dates back to 1955, recognizes the best products every year across 48 categories. Styletto Connect falls under the healthcare category. The Red Dot jury's motto is "in search of good design and innovation." The judging criteria include, among others: degree of innovation, functionality, formal quality, ergonomics, durability, symbolic and emotional content, product periphery, self-explanatory quality, and ecological compatibility.

Pictures



The Red Dot Award 2019 for Styletto Connect from Signia.

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About Signia

Signia, a brand within WS Audiology, stands for iconic innovation. Since its launch in 2016, Signia has already brought to the market four world's firsts. In addition to highly innovative hearing aids, Signia also delivers tools and apps to increase customer interaction and engagement on all levels of hearing aid management. Signia thus allows hearing care professionals and patients to get the most out of their hearing aids. WS Audiology was formed in 2019 through the combination of Singapore-headquartered Sivantos and Denmark-based Widex, which means our roots go back all the way to 1878. The company employs more than 10,000 people worldwide and is active in more than 125 markets. One out of three hearing aids is made by WS Audiology.

More information can be found at www.wsaudiology.com

To find out more about these prestigious awards: <https://www.red-dot.org/about-red-dot/>

For more information about Styletto Connect, visit <https://www.signia-pro.com/styletto-connect/>

¹ Signia consumer study 2018: When presented with a choice, 84% of respondents chose an offering with Styletto from two different shop window options in which the only differentiating factor was Styletto.