

Hearing Instruments

GREAT THINGS COME IN VERY SMALL PACKAGES: SIEMENS HEARING INSTRUMENTS DEBUTS ENHANCED COMPLETELY-IN-THE-CANAL HEARING INSTRUMENT FOR WEARERS WITH SEVERE HEARING LOSS

Siemens NITRO™ 16 CIC Provides More Features for Improved Listening Ability in a Small Device

PISCATAWAY, N.J., January 21, 2008 – With nearly 30 million Americans living with hearing loss, approximately 738,000 of whom experience severe to profound hearing loss, too many people are struggling to enjoy the sounds of everyday life. And, unfortunately, only one of five people who could benefit from hearing aids actually has them, due in large part to cosmetic concerns and feelings of self-consciousness associated with wearing hearing instruments.

To address these issues, Siemens Hearing Instruments, Inc. a leading manufacturer of hearing instruments in the United States, today announced the introduction of NITRO™ 16 CIC, the newest addition to the NITRO line of Completely-in-the-Canal hearing instruments designed for wearers with severe hearing loss.

Building off the success of NITRO CIC, NITRO 16 features various enhancements designed to improve hearing comfort, including 16-channel signal processing that automatically adjusts to the wearer's listening environment, eliminating the need for manual adjustments, and Siemens SoundSmoothing™ technology, designed to increase wearer comfort by automatically distinguishing and suppressing sudden or impulsive sounds. NITRO 16 also features Advanced Speech and Noise Management to reduce annoying background noises.

“The enhancements to NITRO 16 CIC are helping to bring patients with severe hearing loss not only a more pleasant listening experience, but also an improved quality of life,” said Dr. Thomas Powers, Vice President of Audiology and Professional Relations

at Siemens Hearing Instruments, Inc. “Individuals with severe hearing loss previously were unable to benefit from discreet solutions, but NITRO 16 is so powerful that completely-in-the-ear solutions are now possible.”

Building on the same benefits as the original NITRO CIC, NITRO 16 is equipped with up to 70 dB of gain as well as a data logging feature that collects information on hearing preferences in order to assist with faster, more precise fittings, feedback cancellation to reduce or eliminate embarrassing whistling sounds and the C-Guard™ wax protection system.

The instrument also features a noise reduction system designed to reduce steady-state environmental noises, microphone noise reduction to reduce low-level, unwanted microphone noise and is manufactured using a special receiver suspension that provides shock resistance, improved reliability and acoustical stability.

About Siemens Healthcare

Siemens Healthcare is one of the world’s largest suppliers to the healthcare industry. The company is a renowned medical solutions provider with core competence and innovative strength in diagnostic and therapeutic technologies as well as in knowledge engineering, including information technology and system integration. With its laboratory diagnostics acquisitions, Siemens Healthcare is the first fully integrated diagnostics company, bringing together imaging and lab diagnostics, therapy, and healthcare information technology solutions, supplemented by consulting and support services. Siemens Healthcare delivers solutions across the entire continuum of care – from prevention and early detection, to diagnosis, therapy and care. The company employs more than 49,000 people worldwide and operates in 130 countries. In the fiscal year 2007 (Sept. 30), Siemens Healthcare reported sales of €9.85 billion, orders of €10.27 billion, and group profit of €1.32 billion. Further information can be found by visiting <http://www.siemens.com/healthcare>.

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