

## Hearing Instruments

### **THE POWER TO CHOOSE: SIEMENS HEARING INSTRUMENTS EXPANDS *NITRO* AND *NITRO 16* PRODUCT TO OFFER CUSTOM MODELS FOR PATIENTS WITH SEVERE HEARING LOSS**

#### ***Siemens NITRO® and NITRO 16 Custom Models Give Individuals with Severe Hearing Loss More Options than Ever***

**PISCATAWAY, N.J., April 2, 2008** – Whether it is due to stigmas associated with wearing hearing instruments or denial that a real problem exists, less than one quarter of people with hearing loss currently use hearing instruments. And, for approximately 750,000 Americans with severe to profound hearing impairment, the decision to forgo improving their hearing could prevent them from experiencing the everyday sounds and communication that enrich life.

Helping to improve the lives of these individuals, Siemens Hearing Instruments, Inc., a leading manufacturer of hearing instruments in the United States, today announced the introduction of NITRO and NITRO 16 custom models, discreet solutions designed for wearers with severe hearing loss. The new line of instruments include: ITC (In-the-Canal), HS (Half Shell) and ITE (In-the-Ear) models. The CIC (Completely-in-the-Canal) model was introduced in January 2008.

“Siemens is continually working to expand options for those with hearing loss, ensuring that our professionals have the most advanced and wide-range of products for their customers,” said Dr. Thomas Powers, vice president of audiology at Siemens Hearing Instruments, Inc. “With the introduction of NITRO custom models for severe hearing loss, hearing professionals are in a better position than ever before to provide their patients with an array of choices that easily integrate their hearing instrument with their lifestyle.”

## About NITRO and NITRO 16

Equipped with up to 70 dB of gain, NITRO and NITRO 16 offer individuals with severe hearing loss the benefits of discreet hearing instruments with the power they need. Each instrument features various enhancements designed to improve hearing comfort, including Siemens **SoundSmoothing**® technology, which responds to unexpected impulsive noises, such as breaking glass and rustling paper, almost 400 times faster than competitive systems and Advanced Speech and Noise Management to reduce annoying background noises.

In addition, all NITRO and NITRO 16 instruments offer features including data logging to collect information on hearing preferences in order to assist with faster, more precise fittings; feedback cancellation to reduce or eliminate embarrassing whistling sounds; and a noise reduction system designed to reduce steady-state environmental noises. The instruments are manufactured using a special receiver suspension that provides shock resistance, improved reliability and acoustical stability, as well as the **C-Guard**® wax protection system.

Additionally, the NITRO 16 model features 16-channel signal processing that automatically adjusts to the wearer's listening environment, eliminating the need for manual adjustments.

## 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 48,000 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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