

Healthcare

SIEMENS LAUNCHES MOTION™, A COMPLETE PRODUCT PORTFOLIO FOR MILD THROUGH SEVERE HEARING LOSS

Six Different Rechargeable Motion™ BTEs in an Array of Colors and Custom Products Giving Confident Wearers All the Performance, Comfort, and Convenience They Need

Piscataway, N.J., October 31, 2008 – Siemens Hearing Instruments, Inc., a leading manufacturer of hearing instruments in the United States, continues their commitment to personalizing solutions for those with hearing loss. Their new *Motion™* line of hearing instruments were announced at this year's International Congress of Hearing Aid Acousticians (EUHA) in Leipzig, Germany, from October 15-17, 2008. *Motion* has been designed for those millions of hearing instrument wearers who desire a product that takes care of itself and won't get in the way of enjoying time with family, friends, and social activities. *Motion* is an easy-to-fit, technologically full-featured, rechargeable, and versatile hearing solution for people with moderate through severe hearing loss.

Motion is available in six different BTEs, two performance levels, 14 natural color choices, and a full line of custom models. Comfortable and fully automatic, *Motion* includes Siemens industry-leading feedback reduction algorithm, advanced localization, automatic learning, and speech and noise management system, so even in complex listening environments there is no need to change programs or adjust volume settings. Plus, it is available with optional Tek™ *Bluetooth®* wireless enhancement with Tek Connect remote control that streams music, phone calls, and TV audio to the hearing instruments in full stereo sound.

Tek has revolutionized the way wearers can connect with and enjoy the sounds of their world. It has also reaped the praise of audiologists and hearing care providers.

"The hearing aid is doing so many things and it's doing it for people and enabling them to do better in their jobs, be more confident in themselves," said Kim O'Connell,

hearing care provider at Micro Instruments, Inc., Montclair, New Jersey. “Now, they are so confident, where before they might have kept to themselves and felt self-conscious about their hearing impairment. ‘I can hear, I can do anything anyone else can do.’ And with Tek, you can do it better.”

Motion is the latest product that reflects Siemens ongoing commitment to make every hearing solution as individual as the person who wears it.

“Each case of hearing loss is as different as the person affected,” says Dr. Thomas Powers, Vice-President of Audiology and Professional Relations at Siemens Hearing Instruments, Inc. “Some wearers prefer a more hidden behind-the-ear hearing instrument, and others might prefer an in-the-ear solution. Some of these choices are dictated audiologically, of course, but others are a matter of lifestyle and personal preference. The technology today is so advanced that the options for any hearing solution are many, and are directly influenced the wearer.”

Technology in *Motion*

Siemens built into the *Motion* line of hearing instruments the natural sound technology and design features attractive to wearers who seek to simplify the daily maintenance of their hearing loss. For example, *Motion* is available with algorithms (or advanced signal processing) such as **SoundLearning™** and **DataLearning®** that remember sound quality and volume settings, and **eWindScreen®** that continually analyzes incoming signals to detect wind noise, then automatically adjusts signal processing to reduce it. All *Motion* behind-the-ear instruments can be fully charged in five hours in a specially designed optional charger, eliminating the need to buy and replace batteries. Following are highlights of a few more of the many advanced features available with *Motion*:

SoundSmoothing® by Siemens is the industry-leading transient noise suppression technology (such as the sound of utensils while eating, or the noise of a closing door or rustling paper) that can increase the wearer’s satisfaction with their hearing instruments.

FeedbackBlocker® is Siemens sophisticated feedback management system that searches for feedback patterns and automatically reduces or eliminates them before they are heard by the wearer or anyone else.

TruEar® is Siemens advanced localization technology that simulates natural acoustical functions of the outer ear and assists wearers in distinguishing sounds in front of them from those behind them, while **e2e wireless® 2.0** technology creates a unified system by wirelessly synchronizing both instruments.

SoundBrilliance™ adds brilliance to amplified sound by artificially adding high frequency signals.

Multi-Channel Adaptive Directional Microphone Systems provide automatic transitions to improve speech intelligibility in difficult listening environments.

ProPocket™ and ePen™ -- Although *Motion* is automatic, Siemens offers optional remote controls. These allow wearers to discreetly turn their instruments on and off, change programs, and control volume.

Siemens *Motion* hearing instruments are available now via a licensed audiologist or hearing care provider. More information can be found on Siemens website www.usa.siemens.com/hearing.

About Siemens Healthcare

The **Siemens Healthcare Sector** 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 integrated healthcare 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. Additionally, Siemens Healthcare is the global market leader in innovative hearing instruments. The company

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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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