

Healthcare

SIEMENS INTRODUCES LIFE, AN OPEN FIT HEARING INSTRUMENT THAT IS BEAUTIFUL, SMART, AND DISCREET

Small and Light, yet Stylish and Sophisticated, Life is Full of Possibilities and Potent Technology for Wearers with Mild to Moderate Hearing Loss.

Piscataway, N.J., October 31, 2008 – Personalizing solutions for those with hearing loss is a hallmark of Siemens Hearing Instruments, Inc., a leading manufacturer of hearing instruments. Now, Siemens follows through on this commitment by announcing their new *Life* hearing instruments at this year's International Congress of Hearing Aid Acousticians (EUHA) in Leipzig, Germany, from October 15-17, 2008. *Life* has been developed specifically for new and current users who live with style and want a hearing instrument that fits right in.

Smaller than most hearing instruments, light, sleek, and sophisticated, *Life* is easy for audiologists or hearing care providers to fit, with three performance levels to choose from in an open fitting configuration. Hassle-free, *Life* requires little maintenance thanks to its durable BTE style, ultra-thin LifeTubes, and replaceable tips. *Life* is also powerful with Siemens very latest natural-sound technologies, as well as fashionable with a palette of 16 exclusive colors and designs (with names such as Golden Blonde, Sandy Brown, Charming, Berry Charming, Fresh, and Suave).

Life hearing instruments are also capable of connecting to the wearer's personal world of sound in true stereo with Siemens Tek™, an optional wireless enhancement. Via *Bluetooth*® wireless technology, the Tek Transmitter streams sound from an MP3 player, mobile phone, TV, or other audio device to the *Life* hearing instruments, transforming them into a virtual wireless stereo headset. Not only are wearers impressed by Tek, but professionals are, as well.

“This product has been something that has absolutely excited me,” said Kim

O'Connell, hearing care professional at Micro Instruments, Inc., Montclair, New Jersey. "To be able to introduce something into someone's life, the young executive, a senior trying to stay active and young—and who is sampling all the technological gadgets that are out there--to be able to do this to me is just amazing. I love it. I love the fact that I never thought the hearing industry would arrive here. It took a huge jump when the Tek arrived, and not only that, but the hearing aid's getting smaller."

"Along with Tek compatibility, *Life* hearing instruments are unobtrusive and elegant, so wearers probably won't mind if someone happens to glimpse the small and stylish instrument behind their ear," says Dr. Thomas Powers, Vice President of Audiology and Professional Relations at Siemens Hearing Instruments, Inc. "*Life* is a perfect example of fashion and function working together. Siemens goal is to fulfill both the physical and psychological factors in fitting a hearing instrument. *Life* is an excellent example of that philosophy at work."

Sophisticated Technology

Along with its small size and attractive looks, *Life* offers Siemens latest technologies, including 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. *Life* also offers the following:

SoundSmoothing®, 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®, the 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®, the 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.

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.

e2e wireless® 2.0 creates a unified system by wirelessly synchronizing both instruments.

ePen™ -- Although *Life* is fully automatic, Siemens also offers the optional slim ePen remote control. It allows wearers to discreetly turn their instruments on and off, change programs, and control volume. A more traditional remote control with larger buttons, the ProPocket™ remote, is also available.

More information about Siemens *Life* hearing instruments 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 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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