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"The Global Award" for multimedia display of hearing instruments

The "2010 Global Award" has been conferred on Siemens Audiology for its display system for retail customer information. The annually awarded prize recognizes the best communications ideas in healthcare worldwide. The award-winning display system offers the possibility of presenting information through current Siemens hearing instruments as well as other multimedia materials. At the same time, models of the hearing instruments can be displayed in fully mobile holders.

The Siemens Audiology display system has been offered in the most important global markets since October 2009 to provide information to customers at offices of hearing care professionals. The heart of the easily updated system is a 7 or 15 inch screen on which short films or other multimedia materials can be presented. Depending on the design, up to 15 fully mobile aluminum holders with a stylized ear also permit models of current Siemens hearing instruments to be placed directly in front of the screen. Models can be easily taken off and demonstrated to the customer; replacements are also simple to install. These high-quality aluminum optics displays are available in several different sizes and can be placed both in store windows and directly in showrooms with the use of specially designed stands and wall holders.

The "Global Awards" jury selected the display system because it is able to convey important messages in a particularly creative manner, thereby overcoming language and cultural barriers. The system is modular and flexible and can be easily adapted and used globally.

Awarded for the 16th time in 2010, the "Global Awards" are the sole international prize for outstanding communications ideas in healthcare. The 148 finalists this year originated from 17 countries.

The "Global Award" is already the third award Siemens Audiology has received for its display system. A few weeks ago, it received the "POPAI Europe Award" for an especially successful marketing idea.

The Siemens Healthcare Sector is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens offers its customers products and solutions for the entire range of patient care from a single source—from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 48,000 employees worldwide and operates around the world. In fiscal year 2010 (through September 30), the Sector posted revenue of 12.4 billion euros and profit of around 750 million euros. For further information please visit: www.siemens.com/healthcare.

The products mentioned here are not yet available for purchase in some countries. Due to regulatory reasons, future availability in any country cannot be guaranteed. Please contact your local Siemens organization for further details.