



## FOR IMMEDIATE RELEASE

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### **Starkey Hearing Technologies Introduces Its Smallest and Smartest Custom Wireless Hearing Aid Solution Ever**

**MINNEAPOLIS, June 26, 2013** – Starkey Hearing Technologies, a global leader in hearing technology, is excited to introduce all-new **3 Series™ custom** hearing aids. The 3 Series custom line is Starkey's smallest, smartest and most reliable custom wireless hearing solution ever, delivering dependable performance, smart design and connectivity in three custom styles – completely-in-canal (CIC), in-the-canal (ITC), in-the-ear (ITE). 3 Series custom takes personalization and patient satisfaction to a new level.

At the heart of each 3 Series hearing instrument is BluWave® 3.0, an operating system designed to maximize performance in the challenging environments patients deal with today. By providing more accurate control of critical hearing aid parameters, BluWave 3.0 provides an updated platform to support already leading performance features, which include:

- **Binaural Spatial Mapping<sup>3</sup>:** Coordinates the digital signal processing algorithms between a patient's hearing aids.
- **PureWave Feedback Eliminator<sup>3</sup>:** Starkey's best-in-class feedback cancellation, which ensures wide fitting ranges and a fast response in even the most complex feedback.
- **Voice iQ<sup>2</sup>:** Revolutionary noise reduction and speech preservation system designed to significantly improve speech clarity even in the noisiest environments.
- **ISO Compression:** Allows for independent control of soft, moderate and loud level speech to deliver a more optimized listening experience.
- **HydraShield<sup>®2</sup>:** Oleophobic nanocoating designed to better protect hearing aids from earwax and other oily substances.

All 3 Series custom products are compatible with the award-winning **SurfLink Mobile** — Starkey's all-in-one device for media streaming and phone conversations, as well as the company's other wireless accessories.

**-more-**

Starkey is also excited to announce a new option in its SoundLens™ line. The new **SoundLens 110** is packed with advanced 3 Series technology, which delivers superior sound quality and speech clarity in an invisible-in-the-canal style.

For more information about Starkey's 3 Series Custom and SoundLens 110, visit [www.starkeypro.com](http://www.starkeypro.com).

### **About Starkey® Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minn. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey Hearing Technologies currently employs more than 3,500 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via four distinct brands – Audibel®, NuEar™, MicroTech™ and its original brand, Starkey. For more information, visit [StarkeyHearingTechnologies.com](http://StarkeyHearingTechnologies.com).

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