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Starkey Hearing Technologies Introduces 3 Series Power Plus BTE 13 And New Battery and Xino Options

MINNEAPOLIS, Feb. 19, 2014– Starkey Hearing Technologies, a global leader in hearing technology, is excited to introduce the all-new **3 Series™ Power Plus behind-the-ear (BTE) 13** and several other new innovative hearing solutions and product enhancements.

Sold under the Starkey brand, the new 3 Series Power Plus BTE 13, an 80-gain device, is the smallest, most powerful wireless BTE 13 in the industry. It features simple and ergonomic user controls including a rocker switch and easy-to-operate battery door with lock. It is also compatible with the award-winning **SurfLink® Mobile** and **SurfLink Media**, allowing for hands-free cell phone conversations and dongle-free media streaming. The Power Plus BTE 13 includes all of 3 Series' best-in-class features such as Binaural Spatial Mapping³, Spectral iQ, Voice iQ^{TM2}, PureWave Feedback Eliminator³. It is available in five technology levels and also in a non-wireless option.

Along with the new Power Plus BTE 13, Starkey Hearing Technologies has added new options to the popular lineup of **3 Series hearing aids**. The 3 Series BTE 13 is now available as a non-wireless option in all five technology levels. Additionally, the 3 Series wireless custom in-the-ear (ITE), half-shell (HS) and in-the-canal (ITC) now have the option to choose both a rotary volume control and a memory push button on the same device.

The **Xino™ lineup** has new value-priced technology levels to compliment the existing premium levels. The Xino micro receiver-in-canal (RIC) 312 is now available in two additional technology levels, i30 and i20, while the Xino Tinnitus RIC 10 has added an additional technology level, 30.

Finally, Starkey Hearing Technologies is excited to announce the release of its rechargeable hearing aid battery system, VFusionTM. The new VFusion Rechargeable Battery System brings all-day rechargeable power to hearing aids, addressing one of the top complaints patients have

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about their hearing aids – battery life. Available for non-wireless 13 and 312 custom, RIC and BTE devices, VFusion provides a convenient, universal USB charging system that allows for 18 hours of operating time before a recharge is needed. Compatible Starkey product families (non-wireless only) include 3 Series, Tour™, X Series™, Ignite®, S Series® iQ and S Series®.

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.

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