



## FOR IMMEDIATE RELEASE

**Contact:** Karen Spaeth  
Director of Customer Experience  
952.947.4522 / karen\_spaeth@starkey.com

### **Starkey Hearing Technologies' Halo 2 Named Finalist for 17<sup>th</sup> Annual Tekne Awards**

**MINNEAPOLIS, September 21, 2016** – The Minnesota High Tech Association (MHTA) has named Starkey Hearing Technologies as a finalist in the Healthcare-Established category for the 2016 Tekne Awards for our Halo 2 Made for iPhone hearing aids. This honor highlights the continued technological and innovative success of our Halo 2 hearing aids, which features the industry's first quad core twin compressor technology.

Designed to connect hearing aid wearers to the people and things they love most, Halo 2 is a true hearable that is revolutionizing how people hear and how hearing aids are perceived. Since its launch in March, Halo 2 has been honored for its innovative design and utilization of mobile technology to provide real-time lifestyle and health benefits by *Inc. magazine*, the American Business Association and the Spark Awards.

"Halo 2 is exactly what we hoped, a wireless hearing technology that changes the perception of hearing aids and how people hear," said Senior Manager of Audiology Research Jason Galster. "It connects to everyday mobile devices — almost an extension of their phone or tablet — creating a personalized network of sound that's under their control and infinitely customizable. This change in perception is motivating people to share their experience; public figures, like Daymond John, have opened up about wearing Halo 2 hearing aids, talking about the connectivity and custom features. When you hear this feedback often enough, you begin to accept the potential for this technology to alter how the public approaches hearing loss and hearing aids."

Presented by the MHTA, the Tekne Awards annually recognize Minnesota's best and brightest technology users and developers in innovation, development, education, commercialization and management. A full list of finalists is available online [here](#).

"Each year, MHTA seeks out companies and people leading the way in innovation in Minnesota," said Margaret Anderson Kelliher, president and CEO of MHTA. "These advancements are changing the way people all over the world live and work, and the Tekne Awards recognize those achievements."

-more-

The 17<sup>th</sup> annual Tekne Awards program will be held on Wednesday, November 16 at the Minneapolis Convention Center. The event will be emceed by Paul Douglas, author, entrepreneur and meteorologist.

For more information on the 2016 Tekne Awards program, please visit [www.tekneawards.org](http://www.tekneawards.org).

For more information on Halo 2 hearing aids, please [click here](#).

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

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. 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 3,600 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey. For more information, visit [www.starkey.com](http://www.starkey.com).

#### **About Minnesota High Tech Association (MHTA)**

MHTA is an innovation and technology association united in fueling Minnesota's prosperity. We help bring together the people of Minnesota's technology ecosystem and lead the charge in directing technology issues to Minnesota's state capitol. MHTA is the only membership organization that represents Minnesota's entire technology-based economy. MHTA members include organizations of every size – involved in virtually every aspect of technology creation, production, application and education in Minnesota. Find out more online at [www.mhta.org](http://www.mhta.org) or follow MHTA on Twitter at [twitter.com/MHTA](https://twitter.com/MHTA).

# # #