

Starkey Press Release

FOR IMMEDIATE RELEASE

March 1, 2005

Starkey releases Aspect, the industry first "On-The-Ear" instrument

EDEN PRAIRIE, Minn. – Starkey Laboratories is pleased to announce the innovative new Aspect, the industry's first "On-The-Ear" instrument. The unique Aspect is worn above and behind the ear. It features ultra-thin tubing, an open "earbud" to carry sound into the ear canal and very small metrics, which combine to provide near-invisible, CIC-like cosmetics.

Designed for active individuals who are just beginning to experience mild, high-frequency hearing losses, Aspect's features will attract first-time users. The non-occluding "earbud" allows both natural and amplified sounds to enter the ear. "With open fitting, you are keeping the part of your hearing that is good and supplementing the areas of loss. The open earbud won't plug up at the turn in the ear canal, won't collapse in the canal and stays in the ear better than other open designs," says Aspect Project Manager Rick Stromberg.

In addition, customers today want quick service. Stromberg says, "With Aspect, we get a satisfied customer who has already made a purchase when he departs from his first visit; he has had diagnosis and treatment and was released the same day with a working instrument." Aspect's open-ear design combines Professional Fitting System (PFS) software fitting flexibility with InstiFit design for easy, one-stop fitting, superior sound quality, clarity and patient comfort. Tubing and earbuds may be replaced by either a professional or the patient. The receiver is located in the instrument, not the earbud, which makes accidental damage to the receiver less

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*Aspect, Starkey's new
On-The-Ear Instrument*



likely, and Aspect's flexboard circuitry eliminates the need for wires and screws.

Aspect features Starkey's Precision Audio Imaging (PAI) open-architecture operating system and Expansion technology to reduce low-level microphone and environmental sounds. Its Adaptive Noise Management feature calculates the SNR in each channel and adaptively reduces channel gain when the SNR in the listening environment is poor. Aspect also includes Feedback Management for selective, stepped feedback reduction to preserve speech audibility, and its new programming cable connects directly to Hi-Pro, NOAHlink, PFS Connect, and StarConnect.

Stromberg summarizes this innovative product by saying, "The bottom line is that Aspect introduces amplification to an entirely new market segment with features that should attract them. In doing so, it delivers exceptional features and value."

For more information about Aspect, visit www.starkey.com or contact Starkey Laboratories at 800.328.8602.

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