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Starkey Hearing Technologies Introduces Xino Classic

RIC 312 Comes Standard with Rotary Volume Control for Simple Adjustments

MINNEAPOLIS, Oct. 16, 2013 – Starkey Hearing Technologies, a global leader in hearing technology, is excited to introduce the all-new Xino™ Classic in the Starkey brand line. Available in a receiver-in-canal (RIC) 312, Xino Classic comes standard with a rotary volume control, making it ideal for patients who prefer a traditional way to easily control volume.

Other features of Xino Classic include Starkey Hearing Technologies' noise management system, directionality and feedback cancellation, which enhance hearing in all types of environments – including loud ones. It also features simple receiver connection with SnapFit receivers and a unique microphone cover design that improves wax and moisture protection and resists clogging.

“The smaller, more sophisticated form factor of Xino Classic will help those who currently wear behind-the-ear (BTE) aids but are hesitant to transition to a RIC,” said Chris McCormick, Vice President of Marketing for Starkey Hearing Technologies. “We are excited to offer hearing professionals another unique way to personalize a solution for each patient.”

Xino Classic is designed for a variety of different hearing losses and can fit up to a 70dB gain. It is available in six standard colors.

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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