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Special Daymond John Apple® Store Event Exhibits Accessibility of Halo™ 2 Technology

New Made for iPhone® hearing technology opens doors to greater accessibility and user freedom

MINNEAPOLIS (September 28, 2016) — Starkey® Hearing Technologies VP of Education and Audiology Sara Burdak, Au.D., recently teamed up with *Shark Tank*'s Daymond John for an exclusive Apple Store event on Monday, September 19 in Santa Monica, California. Together, they presented the personal accessibility and independence created by Starkey Hearing Technologies' revolutionary Made for iPhone hearing aid technology — Halo 2. The event was one of two held at two Apple Store locations in the Los Angeles area with the help of Sonus Hearing Care Professionals.

Designed to provide better hearing across life's changing landscapes, Halo 2 was built with the industry's first ever quad core twin compressor technology and a brand new operating system. Since its launch this March, Halo 2 has been honored with a [Best in Class Design Award](#) by *Inc.* magazine, a Gold Spark Award, and has been named a Technical Innovation of the Year in the 2016 American Business Awards and 2016 Tekne finalist.

"Halo 2 opens the doors for patients to have complete independence and personalization when it comes to their hearing," Burdak said. "People want a hearing aid that isn't obtrusive and that allows them to enjoy the things they love to do — eating out with friends, attending plays, playing sports. Halo 2 gives them that with remote hearing aid control via their smartphones and a personalized listening experience in a tiny, sleek package."

John joined the event after recently opening up to [CNN Money about his hearing loss](#) and the transformative effect his own Halo 2 Made for iPhone hearing aids have had on his life. "When they were put in, immediately, immediately my life changed," John said at an Apple Store event in New York City. "Now they say over about 10 years is when someone realizes they have this loss of hearing, so what I do is I take them out and put them in other people's ears who are not even fitted with my hearing aids and they will immediately see the difference."

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If you would like to see what the Apple Store event was all about, check out the special Apple podcast [“Made for You: The Future of Hearing Technology”](#) featuring Daymond John and the Halo 2 technology from the New York City Apple Store event.

For more information about Starkey Hearing Technologies’ Halo 2 Made for iPhone hearing aids, please [click here](#).

Halo 2 is also known as A4i™, iNOW™ and Honor™ under the Audibel®, NuEar® and All American Hearing™ brands respectively. All three brands are powered by Starkey Hearing Technologies.

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 4,800 people and 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.

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