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Starkey Hearing Technologies' Halo™ 2 Made for iPhone® Hearing Aid Honored with Gold Spark Award

Spark Awards honors Halo 2 with Gold Product Design Award for cutting-edge design and real-life value

MINNEAPOLIS (July 26, 2016) — Starkey Hearing Technologies has experienced an exciting last few months with our Halo 2 Made for iPhone hearing aid earning recognition from *Inc.* and the American Business Association for its innovative design and real-time value for patients. Now, we are pleased to announce that Halo 2 has been honored with a Gold Product Design Award from The Spark 10th Annual International Awards.

Listed as one of *Inc.* magazine's "[Top 7 Most Brilliant Product Designs of 2016](#)," Halo 2 addressed the challenge of providing a hearing aid that could account for users' active lifestyles while also being aesthetically pleasing. The Spark Awards are an annual international competition recognizing innovative designs that are created to benefit humanity, and Halo 2 was selected as a winner for its revolutionary design, and health and lifestyle benefits.

"Halo 2 is one of Starkey's greatest successes," Senior Vice President Brandon Sawalich said. "When we look at how to provide better hearing for our patients, we look at making a hearing aid they actually want, and that is exactly what Halo 2 has done. We've heard so much positive feedback from new Halo 2 users, and combined with Halo 2's recent honors, it's inspiring to know that all our hard work has paid off for patients."

The first hearing aids to offer both better hearing and customizable lifestyle and entertainment features, Halo 2 Made for iPhone hearing aids are the world's first, true hearables. Halo 2 enables true connectivity by working with users' smartphones to provide real-world benefits such as customized memories, remote control of hearing aid settings, and streaming of calls, music and media.

[Click here](#) to learn more about Halo 2 hearing aids.

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.

About The Spark Design Awards

The Spark mission promotes better living through better design. The criteria are the same for all Spark competitions: does the design “Spark,” i.e., innovate, change the game and in some way help humanity or the environment we live in. The Spark founders believe Design is an important, relevant tool to help build a better world. We feel that Design and designers act as catalysts, addressing problems and improving our lives and our Earth. For more information, visit www.sparkawards.com.

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