



**Media Contact**

Natalie Howell

Roepke Public Relations

612.423.8092 | [nhowell@roepkepr.com](mailto:nhowell@roepkepr.com)

## **Starkey Hearing Technologies New Invisible-In-The-Canal, Custom-Fit Hearing Aid Nominated for 2018 Edison Award**

*SoundLens® Synergy® iQ hearing aids with Acuity™ Immersion and e-STAT AI technology 2018 contender*

**MINNEAPOLIS (January 1, 2018)** —Starkey® Hearing Technologies is pleased to announce that its new SoundLens Synergy iQ hearing aids have been nominated for a 2018 Edison Award! Inspired by Thomas Edison's persistence and inventiveness, the internationally renowned Edison Awards™ recognize innovation, creativity and ingenuity in the global community.

SoundLens Synergy iQ was selected as 2018 Edison Award nominee for its unique technology designed to enhance the auditory sense of externalization, localization, and presence, which are key to discerning environmental context and the emotional impact of sounds. Acuity Immersion makes extended high-frequency spatial cues audible without sacrificing clarity or speech quality. For a person with hearing loss, these auditory cues are restored and newly accessible, allowing the brain to relearn the cues and consequently the relationship between sound and space.

"SoundLens Synergy iQ has accomplished the challenging audiologic goal of restoring extremely high-frequency spatial cues for our patients," Starkey Hearing Technologies Senior Manager of Audiology Research Jason Galster said. "In many hearing aid prescriptions, cues for perceiving the space around us are limited, and by restoring these cues, we leverage the plasticity of the hearing aid wearer's brain to help them regain a more natural sense of auditory presence."

[SoundLens Synergy iQ](#) originally launched in August 2017 as the newest generation of Starkey Hearing Technologies' most popular invisible hearing aid.

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**About Starkey Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minnesota. Founded in 1967, the company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. The company develops, manufactures and distributes hearing aids via three distinct brands – Audibel, NuEar and its original brand, Starkey. As the only American-owned and American-operated provider of hearing technologies, Starkey Hearing Technologies is proud to support veterans and active military service personnel with the best in American innovation, including a suite of revolutionary hearing technologies and other resources. Starkey Hearing Technologies currently employs more than 5,000 people, operates 22 facilities and conducts business in more than 100 markets worldwide. For more information, visit [www.starkey.com](http://www.starkey.com).

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