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## **RESOUND® BRINGS ACCESSIBLE HEARING TECHNOLOGIES TO CES 2016**

*ReSound Demonstrates Smart Hearing™ Solutions for Consumers, Secures Five Award Recognitions*

**COPENHAGEN, Denmark** – Earlier this month, international hearing aid manufacturer GN ReSound returned to Las Vegas for CES 2016 to demonstrate how the company is transforming peoples' lives through the power of sound with ReSound's revolutionary Smart Hearing solutions. This is the third consecutive year that ReSound has participated in CES as the only hearing aid manufacturer.

During this year's show, ReSound gained widespread recognition as a technology innovator, securing five awards in honor of its Smart Hearing solutions, demonstrating the company's commitment to developing the best solutions available for people living with hearing loss:

- **CES 2016 Innovation Awards** – Honoree, Accessible Tech, ReSound LiNX<sup>2</sup><sup>™</sup>
- **2016 Bluetooth Breakthrough Awards** – Winner, Application Category, ReSound Smart<sup>™</sup> App
- **ShowStoppers at CES, Envisioneering Innovation & Design Awards** –
  - Winner, ReSound LiNX<sup>2</sup>
  - Honoree, ReSound Smart App
- **iPhone Life Magazine Best of CES 2016 Awards** – Winner, ReSound LiNX<sup>2</sup>

Jabra, GN sister company to ReSound and the leader in wireless headset technology, was also in attendance for CES 2016, where they were honored with a ShowStoppers Envisioneering Innovation & Design Award for Jabra Steel<sup>™</sup>, and a CES 2016 Innovation Award for the Jabra Sport Coach<sup>™</sup> Wireless.

"CES presents an excellent opportunity for us to educate people about the possibilities of modern hearing care technologies," said Kim Lody, president of ReSound U.S. "We are excited about the overwhelmingly positive feedback we received during CES from consumers, reporters, and industry stakeholders about how ReSound Smart Hearing solutions are making a true difference for people living with hearing loss. ReSound is honored to have received five awards from leading organizations in recognition of how ReSound is innovating to improve the standard in hearing care."

### **ReSound Raises Visibility, Educates Thousands about Accessible Hearing Solutions**

ReSound engaged with thousands of visitors during CES 2016, conducting media interviews, participating in live speaking opportunities, and giving product demonstrations to consumers interested in learning more about the company's innovative hearing technologies. New this year, ReSound audiologists offered attendees interactive demonstrations of ReSound LiNX<sup>2</sup>, the world's smartest hearing aids with Made for iPhone<sup>®</sup> capabilities.

In addition to ReSound LiNX<sup>2</sup>, the company showcased:

- The ReSound Smart app, available for iPhone, Apple Watch, and many Android devices, giving wearers discreet, direct, and personalized control of their hearing aid settings.
- A preview of ReSound ENZO<sup>2</sup><sup>™</sup>, the smartest super power hearing aid for people with profound hearing loss, which launches globally in March 2016.

- A full ecosystem of wireless accessories, including the ReSound Unite™ TV Streamer 2 and the ReSound Unite Mini Microphone, to help support even more listening environments.

Additionally, ReSound was featured on a Digital Health Summit panel, “Superpowers in Sensing,” where GN ReSound Chief Audiology Officer Laurel Christensen, PhD discussed how the company is changing the way people look at hearing aids. In a separate event, ReSound LiNX<sup>2</sup> wearer [Win Whittaker](#) was interviewed live from the CES Main Stage, where he shared how ReSound has helped him to hear more, do more, and be more – by allowing him to rediscover his hearing and improve his quality of life, from his relationship with his wife to his active profession as a mountain guide.

“We are proud to bring accessible technologies to CES through the ReSound Smart Hearing portfolio, and introduce people to solutions that empower users to take control of their hearing health,” said GN ReSound CEO Anders Hedegaard. “As part of GN group, ReSound is backed by years of sound expertise that support the company’s ability to deliver intelligent, personalized hearing solutions to consumers. By leveraging everyday consumer electronics, such as a smartphone, ReSound has led hearing technology into a new era, and will continue to push the limits to ensure that we are providing people with the most advanced hearing technologies possible.”

ReSound’s Smart Hearing aids are available through a global network of hearing care professionals. Consumers can find more information by visiting [www.resound.com](http://www.resound.com).

## **About GN ReSound**

GN ReSound is a leading international developer and manufacturer of advanced and innovative hearing healthcare solutions. It advances the wireless revolution with its unique 2.4 GHz and Bluetooth® Smart solutions. GN ReSound has reinvented the hearing system with its revolutionary ReSound Smart Hearing aids, and is driving and defining the future of hearing care. The company demonstrates its commitment to making life sound better through its research, insights, and expertise in sound.