

## ReSound® : The World's Smartest Hearing Aids

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FOR RELEASE

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### **ReSound® Develops First Hearing Aid App for Apple Watch**

*Latest Example of Hearing Innovations Driven by ReSound Smart Hearing*

**COPENHAGEN, Denmark** – Today, ReSound introduced the first hearing aid app designed specifically for Apple Watch. Available immediately to Apple Watch wearers, the ReSound Smart™ App for Apple Watch offers a new, streamlined user experience, allowing users to take advantage of seamless, on-the-go control, right from their wrist. The ReSound Smart App for Apple Watch marks the latest of the company's efforts to bring forward-looking solutions and greater levels of empowerment to people seeking to take control over their hearing loss.

Through the ReSound Smart App for Apple Watch, users have access to the same level of intuitive smart hearing personalization they have come to expect from ReSound, putting the app's most-used features directly on their wrist. Through the app, users can:

- Set preferred volume levels
- Adjust treble and bass settings
- Change audio profiles as they move through different sound environments
- View at-a-glance details about their hearing aids, including the sound profile in use

Users with ReSound LiNX<sup>2</sup> can also experience a new level of smart hearing customization with easy access to sound enhancer controls for comfort in noisy or windy environments.

“As technology advances, we will continue to push the limits and revolutionize what is possible in terms of hearing aid control. ReSound is excited to offer people simple, on-the-go smart hearing personalization through the ReSound Smart App for Apple Watch,” said GN ReSound CEO Anders Hedegaard. “We are always striving to bring our users the most innovative

solutions; the ReSound Smart App for Apple Watch is an extension of that philosophy. It is control as it should be, combined with the most advanced, natural hearing experience provided by ReSound's portfolio of smart hearing aids."

The ReSound Smart App for Apple Watch brings even more connectivity options to the world's smartest hearing aids. Apple Watch users can get immediate access to the ReSound Smart App for Apple Watch on release day by visiting the App Store and downloading the latest version of the ReSound Smart App (3.0.1).

Apple Watch compatibility comes just weeks after the debut of ReSound LiNX<sup>2</sup>, the latest device to leverage ReSound's proprietary 2.4 GHz wireless platform and build on industry-leading technologies in all areas of Smart Hearing (audiology, connectivity, design, and apps) to offer wearers the most advanced, natural hearing experience. ReSound's full portfolio of smart hearing aids is available through a global network of hearing care professionals. Consumers can find more information about ReSound's portfolio of smart hearing aids 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 LiNX<sup>2</sup> hearing aids, and is driving and defining the future of hearing care.