

Siemens' launches new in-the-canal hearing instrument, Eclipse, offering customised comfort and sound

Individual manufacturing and new fitting techniques allow the instrument to be placed deep in the ear canal, providing a pleasant listening experience right from the start.

The American Academy of Audiology (AAA) presented Siemens' new in-the-canal hearing aid "Eclipse" at the AudiologyNOW! congress. It sits hidden in the ear canal, making it a discrete solution for many hearing-aid wearers. Because of a replaceable foam cylinder, it can be placed directly in front of the eardrum, deeper than previous hearing aids. And its remote location has removed the occlusion effect typical of many in-the-ear (ITE) devices. The latest generation of Siemens' BestSound Technology, XCEL, provides a high degree of speech comprehension and balanced sound right from the start.

Most people, who are hard of hearing want a hearing device that is as small as possible or, better yet, completely invisible. That's why Siemens has offered ITE hearing aids for the past 45 years. Siemens Healthcare Sector's many years of experience have enabled it, as part of the Agenda 2013 initiative, to construct the innovative Eclipse so small and precise that it can be pushed right up to the eardrum, deeper than previous in-the-ear instruments. The individually fitted housing with a small foam cylinder on the end snugles securely into the designated place in the ear's inner wall. Its deep location prevents the occlusion effect, which more or less distorts the sound of one's own voice in contemporary ITE instruments and is often considered unpleasant.

Despite this deep placement, Eclipse can be put into place and removed quickly and easily, without risk of causing any physical damage, making daily use simpler and making it easier to exchange the battery or, for hygienic reasons, the foam cylinder, which is available in three different sizes.

But Eclipse's position in the ear's natural sound canal is not the only thing that makes the sound more pleasant, Eclipse hearing aids are also equipped with the latest generation of BestSound Technology, XCEL, developed by Siemens. It contains the latest in digital sound management, which automatically finds the right balance between the necessary amplification of speech signals and the wearer's individual sound preferences. Because the program automatically ensures that the sound is pleasant in every phase of adjustment, the wearer can get used to the hearing aid's new sound impressions much quicker than with previous models.

Eclipse hearing aids are available in two different performance levels for light and mild hearing loss.

Launched by Siemens Healthcare Sector in November 2011, Agenda 2013 is a two-year global initiative to further strengthen the Healthcare Sector's innovative power and competitiveness. Specific measures will be implemented in four fields of action: Innovation, Competitiveness, Regional Footprint, and People Development.

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Notes to editors:



Picture caption: Siemens' new hearing instrument, Eclipse, offers customised comfort and sound

The **Siemens Healthcare Sector** is one of the world's largest suppliers to the healthcare industry and a trendsetter in medical imaging, laboratory diagnostics, medical information technology and hearing aids. Siemens offers its customers products and solutions for the entire range of patient care from a single source – from prevention and early detection to diagnosis, and on to treatment and aftercare. By optimizing clinical workflows for the most common diseases, Siemens also makes healthcare faster, better and more cost-effective. Siemens Healthcare employs some 51,000 employees worldwide and operates around the world. In fiscal year 2011 (to September 30), the Sector posted revenue of 12.5 billion euros and profit of around 1.3 billion euros. For further information please visit: www.siemens.com/healthcare.

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