

24th June 2010

Turn the TV down and enjoy wireless connectivity on the go **New range of innovative hearing instruments now available on the NHS**

A brand new range of innovative hearing instruments are now available on the NHS to make work, home and social life infinitely easier and more enjoyable for the hard of hearing. The new IMPACT product family from Siemens Hearing Instruments come in a range of colours to match with lifestyle, fashion or mood and offer increased discretion, better sound quality and improved technology.

For the first time, Siemens' Tek™ will also be available to the NHS. Tek is an innovative remote control that uses Bluetooth® technology to wirelessly communicate sound between a hearing instrument and MP3 players, mobile phones, TVs and other audio sources. Siemens IMPACT users can now enjoy the sound from these devices directly in their hearing instruments and change programs and adjust volume without having to fiddle with their instruments. Tek also fits easily into a pocket for discreet operation and wireless listening on the go.

Many people are already benefiting from the advanced technology on offer. "It is the first time I will have been able to watch TV and speak on the phone without having real difficulty, which is great," says Kellie Moody, a 25 year old make-up artist and model from Leicester who was the first Miss Deaf UK. Gary Mortimer, a 40 year-old Senior Project Manager from West Sussex, said "The TV has gone down from 23 to 17 on the volume control and I am no longer as tired at work as I don't have to strain to listen to colleagues."

"Individuals with hearing impairment may feel closed off from the world. Making a telephone call, watching TV or listening to music can be challenging," said Matt Norgate, NHS Product Manager at Siemens Hearing Instruments. "Now, with the Siemens IMPACT devices readily available on the NHS and compatible with Tek, the wearer can easily connect and stream the sound of a mobile phone or MP3 player directly into their ears to ensure they are not excluded from today's modern world."

IMPACT hearing instruments are available on the NHS following consultation. For further information please visit www.siemens.co.uk/hearing.

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Notes to editors:

High res images and case studies are available on request.

Picture caption: A brand new range of hearing instruments from Siemens is now available on the NHS. They are compatible with Tek™ to wirelessly connect with mobile phones, MP3 players or home entertainment systems via Bluetooth® technology.



About Siemens Hearing Instruments

www.siemens.co.uk/hearing

Siemens Hearing Instruments Ltd (Crawley, West Sussex) provides a comprehensive range of digital hearing instruments and software, patient management systems and audiology equipment to the National Health Service, independent retail dispensers and national chains in the UK. It is the UK operation of **Siemens Audiologische Technik (S.A.T.)**, based in Erlangen, Germany. Part of the Siemens Medical Group, S.A.T. has been at the forefront of audiological innovation for over 125 years and is the world's market leader in the design and manufacture audiological products.

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