

HANSATON media information
Hamburg, May 21, 2019

**A new chip platform on the hearing system market:
EXCITE by HANSATON was developed to maximize
spontaneous acceptance at initial fits and allow binaural
connection to practically any smartphone**



by HANSATON

A new chip platform on the hearing system market: EXCITE by HANSATON was developed to maximize spontaneous acceptance at initial fits and allow binaural connection to practically any smartphone

Hamburg, May 21, 2019: EXCITE by HANSATON, a Sonova brand, is a new hearing system platform promising excellent Bluetooth® connectivity¹ and a highly enjoyable hearing experience right from the first wearing.

Two versions of HANSATON's new sound XC external receiver systems will be available in June 2019, catering to hearing system wearers' individual needs in terms of convenience and user habits: the sound XC runs on a disposable size-312 battery, while the rechargeable AQ sound XC uses a powerful lithium-ion battery.



The new RIC product line uses Bluetooth® 4.2, which most iOS and Android systems worldwide support, to transmit data quickly and energy-efficiently between hearing systems with the EXCITE chip and mobile devices such as smartphones, tablets, or audio sources. This Bluetooth® protocol transforms the hearing solutions into wireless headphones, perfect for hands-free, binaural telephoning, listening to podcasts, or streaming music and TV². With the rechargeable AQ sound XC, hearing system wearers can stream up to 11 hours of music or voice chat audio, or a full 16 hours of TV sound. To ensure the best possible hearing experience, EXCITE systems automatically differentiate between speech and music signals, so that hearing system wearers can enjoy brilliant sound quality for both and take full advantage of the digital world's vast range of applications.

All-new *Intelligent Acclimatization* increases spontaneous acceptance during initial fittings by accounting for the hearing system wearer's level of experience, thus ensuring a pleasantly natural hearing experience from the very first moment—which is especially helpful for first-time users.

The sound XC external receiver family is available in six attractive color combinations; its elegant designer-housing is plasma-coated to provide moisture and dirt resistance that complies with IP 68 certification standards.

¹With Bluetooth® 4.2 and most older Bluetooth® telephones; the term Bluetooth® and the logos are registered trademarks of Bluetooth SIG, Inc.

² Prerequisite: TV connector connected to the TV set

About HANSATON

HANSATON, a hearing system manufacturing company based in Hamburg, was founded in 1957 and has been part of the Sonova Group since 2015. Throughout the hearing system industry, HANSATON stands for innovative technology and award-winning product design. Together with hearing system professionals and partners, HANSATON develops custom-tailored solutions to help people enjoy optimal hearing experiences. HANSATON hearing systems are available in more than 70 countries worldwide.

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Attachments



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