



Advanced Bionics Enters the World of Rehab Apps for Adults and Assessment Apps for Children

-- New iPad apps help adults hear with cochlear implants and professionals assess hearing in young children --

VALENCIA, Calif., May 8, 2013 – Advanced Bionics (AB), a global leader in cochlear implant technology and a company of the Sonova Group, announced today the launch of two sophisticated iPad® apps, designed to help adults learning to hear with cochlear implants and hearing professionals working with children.

CLIX is the first installment in a suite of rehabilitation applications that make up the Advanced Bionics Listening Exercises (able). Cochlear implant systems are frequently referred to as technological miracles for being uniquely capable of restoring one of the human senses, the ability to hear. Recipients of this life-changing technology find that their hearing can improve with practice. The free CLIX app is designed to help adult cochlear implant recipients practice listening for word differences in both quiet and noise. It can also be used by adults with hearing aids.

“Rehab is an essential component of the journey to hearing. AB is taking advantage of the great platforms that popular mobile devices provide to put helpful new rehab programs right at your fingertips,” said Hansjuerg Emch, President, Advanced Bionics and Group Vice President of the Sonova Medical Division within which AB resides. “AB is committed to providing industry-leading support services. The CLIX app is a perfect example of that dedication.”

The second app released from AB, IT-MAIS, is a version of a popular assessment tool used by professionals around the world to evaluate a young child’s response to sound during their first few years of listening with hearing technology.

“Early intervention in addressing hearing loss is crucial, and assessing young children is particularly challenging,” said Carissa Moeggenberg, Education, Training and Rehab Manager at AB. “We believe the IT-MAIS app will lead to more children being assessed early and accurately, so that we can provide them with the technology that will help them develop language skills earlier and excel in mainstream schools alongside normal-hearing peers.”

Both apps are compatible with the iPad tablet and are available now for download in iTunes store.

For more information about the AB iPad apps, the full range of educational products and services AB offers, or any Advanced Bionics product, contact a local AB representative, call AB Customer Service (877-829-0026 in North America; +41-58-928-78-00 outside North America) or visit AdvancedBionics.com.

About Advanced Bionics

Advanced Bionics is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and a subsidiary of the Sonova Group since 2009, AB develops cutting-edge cochlear implant technology that allows recipients to hear their best.

AB offers the most sophisticated cochlear implant system on the market, the HiResolution™ Bionic Ear System, with five times more sound resolution than its competitors, designed to help recipients hear in noisy settings and enjoy the full dimensions of music.

With sales in over 50 countries and a proven track record for developing high-performing, state-of-the-art products, AB’s talented group of technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

To learn more about AB and its innovative cochlear implant technology, please visit AdvancedBionics.com.

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Media Contact:

Cheryl Garma

Advanced Bionics

661.362.1400

MediaInquiries@AdvancedBionics.com

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