



Durham (NC), May 2013

## PRESS INFORMATION

# MED-EL Announces Limited-Time Offer: New Recipients to Receive Both the OPUS 2 BTE and RONDO Single-Unit Processors

"2 Ways to Hear" program offers new  
MED-EL Cochlear Implant System recipients two different audio processor designs

For immediate release

**May 23, 2013 – (Durham, NC)** – To celebrate the international launch of RONDO, the world's first single-unit processor for cochlear implants, MED-EL announced today the "2 Ways to Hear" special offer. From now until December 31st, 2013, new patients who choose a MED-EL cochlear implant (CI) system will receive both the new RONDO and the OPUS 2 behind-the-ear processors. This limited-time offer allows new users of the MAESTRO™ Cochlear Implant System to enjoy the best of each audio processor: the freedom of nothing behind the ear with RONDO's fully-integrated, cable-free design, and the modular design of the OPUS 2.

"We want all of our CI recipients to experience the freedom of RONDO," said MED-EL CEO Dr. Ingeborg Hochmair. "It's a real revolution to wear a processor that doesn't sit on the ear, has no cable, and is all-in-one. This special offer puts two outstanding audio processor designs in the hands of our customers."

MED-EL CI recipients can select the right processor for every situation: while playing sports, wearing glasses, or connecting with friends and family by telephone or assistive listening device (ALD). Both processors feature the same signature technologies for the best hearing in changing and challenging listening situations, all without the need to switch programs.

In the USA, this offer is valid for patients with implantation dates on or between May 23, 2013 and December 31, 2013. For more details about the "2 Ways to Hear" limited-time offer, contact MED-EL toll free at (888) MED-EL CI (633-3524), or at [implants-USA@medel.com](mailto:implants-USA@medel.com). More information is also available at [www.medel.com](http://www.medel.com).

### About MED-EL

MED-EL Medical Electronics is a leading provider of hearing implant systems worldwide offering the broadest portfolio of hearing implant solutions. The company was founded by Austrian scientists and industry pioneers Ingeborg and Erwin Hochmair, who together developed the world's first microelectronic, multichannel, cochlear implant. In 1990, they laid the foundation for the successful growth of the company when they hired their first employees. To date, the privately held company has more than 1,400 employees around the world.

The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. Today, MED-EL offers the widest range of implantable solutions worldwide to treat the various degrees of hearing loss, including cochlear and middle ear implant systems.

MED-EL's mission is to overcome hearing loss as a barrier to communication and quality of life. Individuals in more than 100 countries enjoy the gift of hearing with a MED-EL Hearing Implant System.

**Press contact**

Rebecca Novak Tibbitt

Ph: (704) 341-1544

Email: [Rebecca@RNTCommunications.com](mailto:Rebecca@RNTCommunications.com)

[www.medel.com](http://www.medel.com)