

For Immediate Release

**MED-EL USA Announces New AudioLink  
Handsfree Wireless Technology Voucher  
Option and SONNET Swap Program for  
Next Generation Audio Processor at  
CI2019 in Miami**



July 11, 2019 – (DURHAM, NC) – MED-EL USA made two announcements today at CI2019, the 16<sup>th</sup> Symposium on Cochlear Implants in Children in Miami:

- The launch of a voucher option for new MED-EL cochlear implant recipients from the US or Canada for the AudioLink handsfree wireless technology interface that is expected to be available in Fall 2019.
- A new SONNET Swap program where new US recipients with an unopened SONNET or SONNET EAS audio processor can exchange it for the next generation SONNET once it becomes available, also expected late 2019.

New MED-EL hearing implant recipients now have the option of selecting a voucher for the latest in hearing implant wireless technology, MED-EL's proprietary AudioLink, one small and easy-to-use device that connects recipients to Bluetooth-enabled devices. AudioLink also wirelessly streams music or TV through a variety of connection options. MED-EL's industry-leading wireless technology works with any mobile phone, allowing recipients to cleanly pair with any phone with Bluetooth capabilities, including iPhone/iOS, Samsung/Android or Google/Android, all without intermittency issues. AudioLink now offers handsfree wireless phone capabilities, and can be used as a remote microphone, similar to a conference table mic.

"AudioLink offers the latest in proprietary, streamlined wireless technology for MED-EL's processors. MED-EL's wireless capabilities have always been designed to be paired with whatever phone our recipients use, as your hearing implant shouldn't dictate whether or not you need to buy a certain phone," said Raymond Gamble, President & CEO, MED-EL North America. "We constantly strive to offer our recipients the industry-leading technology that MED-EL is known for, and in some cases ahead of when it hits the market, like with AudioLink and the next generation SONNET."

The SONNET Swap promotion is valid for patients implanted in the US only, beginning on July 1, 2019, through product availability. RONDO 2 is not eligible for this exchange, and only one audio processor may be exchanged per ear, per system. MED-EL will accept open SONNET and SONNET EAS Audio Processors if the recipient's patient kit includes only one audio processor.

#### About MED-EL

MED-EL Medical Electronics, a leader in implantable hearing solutions, is driven by a mission to overcome hearing loss as a barrier to communication. The Austrian-based, privately owned business was co-founded by industry pioneers Ingeborg and Erwin Hochmair, whose groundbreaking research led to the development of the world's first micro-electronic multi-channel cochlear implant (CI), which was successfully implanted in 1977 and was the basis for what is known as the modern CI today. This laid the foundation for the successful growth of the company in 1990, when they hired their first employees. To date, MED-EL has grown to more than 2,000 employees and 33 subsidiaries worldwide. The company offers the widest range of implantable and non-implantable solutions to treat all types of hearing loss, enabling people in 123 countries to enjoy the gift of hearing with the help of a MED-EL device. MED-EL's global portfolio of hearing solutions includes cochlear and middle ear implant systems, a combined Electric Acoustic Stimulation hearing implant system as well as bone conduction devices. [www.medel.com](http://www.medel.com)

# # #

#### CONTACT:

Rebecca Novak Tibbitt  
Rebecca [at] RNTCommunications.com  
PH: (704) 341-1544