

PRESS RELEASE, 19. December 2008

Introducing a versatile, new four-in-one communication amplifier for people with impaired hearing

For the first time, people with impaired hearing can now amplify speech, TV sound, telephone and mobile phone calls – with just one communication amplifier.

Phonic Ear A/S introduces the HearIt All versatile communication amplifier which gives people with impaired hearing high quality amplification of TV sound, speech and conversations on landlines or mobile phones.

Four in one

It's no longer necessary for people with impaired hearing to buy one device for listening to the TV, another for amplifying speech, a third for the telephone and a fourth for their mobile phone. The new communication amplifier HearIt All fulfils all four needs in one unit.

Some users will only need to use two or three of these four functions right now, but it's highly likely that new needs will arise in the future. Even though HearIt All fulfils four needs, its price is not correspondingly high and so it's a good idea to provide for present and future needs. The recommended retail price is around EUR 470,- (excluding VAT and delivery).

Hi-Fi TV sound

HearIt All offers remarkably high quality TV sound thanks to transmission via a wireless technology called Wireless Digital Audio (WDA), using a very broad bandwidth.

Versatile and wireless

HearIt All can be used with and without hearing aids. A neck loop can be used together with a hearing aid in the T-position (telecoil). Users without a hearing aid or with a hearing aid without telecoil can hear the sound through lightweight headphones.

HearIt All transmits sound wirelessly and can be used together with Bluetooth mobile phones. Wireless technology offers almost unlimited possibilities. It can provide amplification in the home, when out, at a party, at work, in the car, etc.

HearIt All can be purchased from any Phonic Ear distributor or directly from Phonic Ear. For the nearest distributor, contact Phonic Ear on +45 3917 7101 or mail@phonicear.dk.

For further information about HearIt All, please contact:

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Phonic Ear is part of William Demant Holding A/S, which comprises a number of internationally oriented companies, including Oticon A/S, which is one of the world's leading companies within the hearing aid industry. Phonic Ear is a professional supplier of sound within three main sectors: assistive listening devices for private homes, sound systems for schools and sound systems for larger public institutions. www.phonicear.dk