

**PRESS RELEASE, June 2009**

5 **New neck loop for hands-free conversations on the mobile gives the hearing impaired new possibilities**

**Now people with hearing impairment can speak hands-free on their mobile phone and hear amplified conversations wirelessly and directly in their hearing aids or in headphones.**

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Phonic Ear A/S launches HearIt Mobile, a flexible hands-free Bluetooth set for mobile phones, enabling all hearing impaired people, both those with hearing aids as well as those without, to hear amplified conversations on their mobile.

15 **Can be used with and without hearing aids**

Until now, people with impaired hearing have been limited in the use of their mobile, because most solutions on the market can only be used with a specific hearing aid brand and cannot be used without a hearing.

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HearIt Mobile can be used with and without hearing aids. The neck loop is used by those who wear hearing aids with a T-position (telecoil). Users without hearing aids or without hearing aids with a telecoil will hear the conversations in headphones.

25 **Flexible and wireless**

HearIt Mobile amplifies and transmits the conversation wirelessly and can be used with Bluetooth mobile phones. The wireless technology offers almost unlimited possibilities, and among other things it can be used at home, out, to a party, at work and in the car.

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HearIt Mobile can be purchased from any Phonic Ear distributor or directly from Phonic Ear. For the nearest distributor, visit [www.phonicear.com](http://www.phonicear.com) or contact Phonic Ear on +45 3917 7101 or [mail@phonicear.dk](mailto:mail@phonicear.dk).

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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.com](http://www.phonicear.com)

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