



## Hear well, enjoy a higher quality of life: Beurer introduces new hearing amplifiers

**Ulm, 17 November 2019 – Be it the result of age, career or an accident: difficulty hearing is a widespread problem which naturally worsens with age. Thanks to sophisticated technology, those affected can enjoy a big boost to their quality of life. Beurer is introducing a new collection of hearing amplifiers at MEDICA in Düsseldorf, from 18 to 21 November 2019.**

The new digital hearing amplifier collection consists of different designs for individual needs. Each model has its advantages – the user decides the right fit for their respective lifestyle.

### **ITE hearing amplifiers: small, discreet and virtually invisible**

Devices which are worn **in the ear (ITE)** are suitable if the user is looking for a hearing amplifier which is as inconspicuous as possible. They are some of the smallest models and all components are placed directly in the ear canal. Beurer offers the **HA 60 Pair** hearing amplifiers for amplification on both sides as a handy set of 2. The extra-small in-ear design provides a comfortable new hearing experience and is ideal for people who wear glasses, for example. The frequency range is between 200-5300 Hz, amplification is max. 26 dB and maximum volume is max. 113 dB. The product features three attachments each, for individual adjustment to the ear canal. A handy storage box is included in delivery.



### **BTE hearing amplifiers: classic model with good wearing comfort**

BTE hearing amplifiers are worn **behind the ear (BTE)**. All functional components such as the loudspeaker are integrated into the housing. The sound is transmitted to the ear via air conduction in the plastic tube. With the **HA 70 Pair** and **HA 80 Single/Pair**, Beurer is bringing two rechargeable BTE hearing amplifiers to the market at the same time, which can significantly improve hearing as a set of 2 – or in the case of the HA 80 even as a set of 1. The **HA 80** is thus also available individually as a **single version**, for flexible use on the left or right ear. To ensure uninterrupted use, the products are delivered with practical exchangeable batteries as well as a micro-USB charger. The frequency range of the HA 80 is between



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200-6700 Hz, amplification is max. 48 dB and maximum volume is max. 121 dB. Elderly people in particular will find the BTE hearing amplifiers easy to use. The Beurer devices stand out due to their ergonomic shape and feature two different hearing programs for loud and quiet environments, as well as four or eight attachments for optimum wearing comfort. The HA 70 Pair in particular is barely visible due to its extra-small design. It also impresses with a storage box including an integrated powerbank. The frequency range is between 250-7100 Hz, amplification is max. 49 dB and maximum volume is max. 123 dB.



### **RIC hearing amplifiers: improved technology for a clear sound**

RIC devices are a subtype of BTE hearing amplifiers. The products are positioned behind the ear, but the loudspeaker is located directly in the ear canal. This achieves a particularly good acoustic transmission and provides a clear sound. In this category, Beurer is introducing the new **HA 85 Pair**. The rechargeable hearing amplifiers with exchangeable batteries are available as a set of 2 for amplification on both sides and feature two different hearing programs for loud and quiet environments. The frequency range is between 200-8000 Hz, amplification is max. 38 dB and maximum volume is max. 114 dB. Four attachments each and a micro-USB charger are included in delivery.



**Correctly caring for hearing amplifiers** plays an important role in ensuring users get the most out of them for as long as possible. For the HA 60, HA 80 and HA 85, Beurer offers special drying capsules for removing moisture from the devices. The colour changer is useful in indicating when the capsule's drying power is at an end. ITE and RIC hearing amplifiers are fitted with earwax guards which protect against earwax, dirt and moisture. These should be replaced regularly.



All of the highlights will be on show at the Beurer MEDICA stand from **18 to 21 November 2019** in **Hall 10, Booth D20**.

### **About Beurer**

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and the market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading European suppliers of personal scales.



This portfolio is constantly being developed further in all areas and offers products for use at home. It includes personal scales, kitchen scales, luggage scales, air cleaners, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake-up lights, a snore stopper, brightlights, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fasciae massage, compression leg therapy), a relaxing aid, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, basal thermometers, activity sensors, an activity watch and heart rate monitors. USB ports and *Bluetooth*<sup>®</sup> enable an increasing number of Connect products to connect to the growing Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 900. Further information is available at [www.beurer.com](http://www.beurer.com).