

Unitron Completes Next Generation Product Portfolio with Premium Level

Moxi² Pro and Quantum² Pro offer wearers the ultimate listening experience in all environments

March 26th, 2014 - *Kitchener, Canada* – Unitron today announced the introduction of Pro, the new premium technology level for its Moxi² and Quantum² product families. Pro delivers a number of industry leading enhancements, including SpeechZone™ 2, ensuring wearers experience incredibly natural sound, less distraction from everyday noises, and superior speech understanding, to create an ultimate listening experience.

360 degree speech detection with SpeechZone 2

Unique to Pro for Quantum² and Moxi², SpeechZone 2 can pinpoint speech within 360 degrees and respond intelligently to provide superior results for speech in noise. Activated when speech is present in a noisy environment, its sensors rapidly determine if speech is coming from the front, back, left or right side of the listener. SpeechZone 2 then automatically selects a binaural or asymmetric synchronized microphone strategy to ensure the best possible speech understanding in noise. This ability to target speech from any direction is made possible by the next generation of binaural spatial processing.

“Anytime we can make a hearing instrument more intelligent, we have an opportunity to provide a better hearing experience for the wearer. With SpeechZone 2 we are able to target the exact location of speech, providing wearers with ease of listening in some of the most challenging listening circumstances,” says Dr. Don Hayes, Director of Clinical Research, Unitron. “The binaural system enabling SpeechZone 2 is uniquely efficient in that it has two intelligent subsystems working independently, yet coordinating when necessary. And its automatic approach works 5x faster; enabling accurate, rapid detection of speech without compromising awareness, or creating disruption for the wearer.”

Pro creates an ultimate listening experience for patients

Powered by the Era™ platform, Moxi² Pro and Quantum² Pro offers wearers an ultimate listening experience in all environments. The combination of advanced technologies: a sophisticated four destination Automatic Program, SmartFocus 2 and SpeechZone 2, provide patients with ease of listening in both quiet and noisy environments. The orchestration of these technologies, perfected by Unitron’s research and development team, result in incredibly natural sound, less distraction from everyday noises, and better understanding of speech in noise.

Available with Flex™

Individuals seeking to ‘test drive’ Pro with either Quantum² or Moxi² hearing instruments can do so through Unitron’s unique Flex:trial™ program that allows patients to experience the benefits of amplification in their everyday lives with no risk or obligation. And for current wearers of Moxi² or Quantum² hearing instruments looking to experience this premium technology level, there is Flex:upgrade™.

“With the introduction of Pro for Quantum² and Moxi² we complete Unitron’s next generation product portfolio and once again deliver significant advancements for speech understanding in noise,” says Bruce Brown, Vice President of Global Marketing, Unitron. “We are committed to providing our hearing healthcare partners with full product lines -- including best in class premium products – and advancements that will truly address their patients’ needs and ultimately lead to greater practice success.”

The global availability of Quantum² Pro and Moxi² Pro begins in April 2014. Please contact your Unitron representative for availability in your market.

Conference alert: Visit Unitron at AudiologyNOW! 2014 at booth # 1314 and experience a demonstration of our Pro technology at work in real life scenarios, showcasing why a Moxi² Pro or a Quantum² Pro is the ultimate premium product.

About Unitron

Unitron is a global company that understands the hearing healthcare business is built on strong, personal relationships. We work closely with hearing healthcare professionals to improve the lives of people with hearing loss. A member of the Sonova Group, Unitron has a proven track record of developing hearing innovations that provide natural sound with exceptional speech understanding. Headquartered in Canada, Unitron distributes its full line of hearing instruments to customers in over 60 countries. For more information, please visit us on the web at unitron.com.

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