

Unitron Announces Premium Hearing Instruments for Quantum and Moxi

Quantum Pro and Moxi Pro feature binaural spatial processing for enhanced listening in the most challenging situations

March 1st, 2012 - *Kitchener, Canada* – Unitron announced today new premium hearing instruments for its Quantum™ and Moxi™ product families. Built on Era™, Unitron's latest generation platform, Quantum Pro and Moxi Pro deliver industry leading enhancements, including binaural spatial processing and SpeechZone™, to enrich clients' hearing experience and speech understanding – even in the most challenging listening environments.

Know the direction of speech with binaural spatial processing

The power of the Era platform has made Unitron's unique binaural spatial processing possible in Moxi Pro and Quantum Pro. The Pro premium hearing instruments continuously process information from both hearing instruments, allowing the technologies to work together to pinpoint the direction from which sound is originating.

Pro zones in on speech

SpeechZone is the newest feature in Moxi Pro and Quantum Pro, automatically letting clients clearly enjoy conversations – even in the toughest listening situations. Enabled by binaural spatial processing, SpeechZone activates maximum directionality when the hearing instruments determine that speech is coming from the front in a noisy environment. Listening becomes easier as both hearing instruments automatically zero in on speech, with no need for a wearer to adjust their hearing instrument controls.

“Knowing the direction of speech is a very significant step forward in our efforts to deliver a natural sound experience with superior performance in speech intelligibility,” says Don Hayes, Director of Audiology, Unitron. “Advanced features such as binaural spatial processing and SpeechZone™ put new technologies in the hands of hearing healthcare professionals enabling them to address the number one complaint of clients: understanding speech in noise.”

uDirect 2 and uTV 2

Also being announced are uDirect™ 2 and uTV™ 2 accessories. For hearing instrument wearers who enjoy music or use cell phones, Unitron is now offering its uDirect 2 accessory with Bluetooth®, enabling seamless wireless connection to entertainment and communications devices. It also acts as a remote control for quick access to essential features. Unitron's uTV 2 accessory provides similar wireless connectivity for the television, sending stereo audio to both hearing instruments via the uDirect 2.

“Since their launch to the market in June 2011, Quantum and Moxi hearing instruments have received rave reviews by hearing healthcare professionals for their delivery of high-fidelity, natural sound quality,” says Jan Metzdorff, President, Unitron. “With Quantum Pro and Moxi Pro, we now extend those capabilities into the premium market category, adding sophisticated binaural spatial processing to determine the location of speech and SpeechZone to automatically deliver superior speech intelligibility for the hearing instrument wearer in any environment.”

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 unitron.com.

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