



Unitron Hearing Introduces Yuu™ *The first truly interactive, automatic hearing solution*

October 16, 2007 – *Kitchener, Ontario, Canada* – Unitron Hearing announced today the introduction of its new innovative hearing solution, Yuu™. Yuu is the first interactive, automatic hearing solution that allows wearers to adjust adaptive features and teach their hearing instruments to make adjustments automatically.

Experience Yuu™

Yuu adapts automatically to the changing world of sound to provide outstanding sound quality and an exceptional listening experience in diverse situations. Yuu's no-compromise automatic technology, autoPro4™, integrates four independently fitted sound destinations into one seamless automatic function. New enhancements to autoPro4 provide even faster, smoother transitions as clients' listening situations change. Yuu also features breakthrough feedback management delivering more useable gain. Clients can enjoy the natural comforts and advantages of an open fit, while hearing professionals can offer an expanded open fitting range.

Personalize Yuu™

An industry-first innovation, Yuu's Comfort-Clarity Balance gives clients real-time control over adaptive speech enhancement and noise reduction to emphasize clarity or comfort in diverse listening situations. The Comfort-Clarity Balance is situated directly on the Yuu hearing instrument, or as an easy-to-use toggle wheel on the optional remote Smart Control.

"A gain adjustment using volume control alone may not provide the desired listening outcome for every situation since all signals are affected equally," explains Dr. Donald Hayes, Director of Audiology, Unitron Hearing. "Comfort-Clarity Balance was designed to address situational listening preferences for added precision, client satisfaction and control. Not only does it address the two primary concerns of hearing in background noise and improving comfort, but clients can define their balance of comfort and clarity preferences in real-time."

Teach Yuu™

Furthermore, Yuu's comprehensive self learning feature can be taught clients' personal comfort and clarity adjustments, in addition to volume adjustments, during actual use. After a self learning period, when clients encounter the same acoustic situations, their personal refinements are applied to the automatic program.

In addition, Yuu's revolutionary, learnNow™ technology, available exclusively with the optional remote Smart Control, allows clients to instantly teach their hearing instruments their preferred settings for every situation. With the touch of the learnNow button, clients can immediately capture adjustments to the Comfort-Clarity Balance and volume settings, which become part of their automatic program when they encounter the same acoustic environments. Yuu can easily be retrained as listening preferences change.



"What sounds just right to one individual may not sound right to another person; hearing preferences are a uniquely personal choice," notes Cameron Hay, President & CEO, Unitron Hearing. "Yuu's innovative technologies put control in wearers' hands so they can interact, personalize and teach their hearing instrument their unique listening preferences. Yuu encourages this increased client control and a true sense of ownership, which ultimately means improved customer satisfaction. We are very excited to preview Yuu and its many industry-first innovations at EUHA."

A preview of Yuu will be available at EUHA with product availability in North America beginning in late November 2007. Please contact your regional sales representative for product availability in your market.

About Unitron Hearing

Unitron Hearing creates world-class hearing innovations that make everyday listening easier for people with hearing loss. The Company is renowned for high-value, easy-to-use hearing solutions. Unitron Hearing has 12 international offices including its global Development Centre located in Kitchener, Canada, and serves people with hearing loss through distribution partners in over 65 countries. For more information, please visit www.unitronhearing.com

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