

## **America Hears Introduces New Hearing Aids Based on ADRO® Technology**

### **New Hearing Aid Technology Brought to Market via Partnership with Dynamic Hearing**

PHILADELPHIA, PA (PRWEB) August 4th, 2006 – America Hears, the leading manufacturer and vendor of digital hearing aids, and Dynamic Hearing, the leading developer of software for the hearing aid and personal communications industries, today announced the world's first hearing aid product, known as the Freedom AD, that will use the ultra-low-delay ADRO® (adaptive dynamic range optimization) technology. This new technology is based on scientific and engineering developments conducted by Dynamic Hearing in Australia with assistance from the Biosciences Innovation Fund and AusIndustry. America Hears has contributed additional research and enhancements to create this superior hearing aid product exclusively for its customers.

The ADRO technology has been brought to market quickly and effectively by America Hears in open-ear BTE and ITE packages using the Gennum Voyageur DSP chip. These hearing aids combine very high levels of physical comfort and sound quality with scientifically proven hearing benefits. The advanced digital signal processing in the hearing aids also includes a feedback canceller developed at the House Ear Institute in Los Angeles, California, and a patented adaptive directional microphone that allows near-normal listening in background noise.

America Hears President Henry Smith has a distinguished record of delivering hearing health benefits that achieve very high satisfaction levels for his customers. "We're very excited to be able to bring the ADRO technology to hearing aid customers of America Hears in our new Freedom AD product," said Smith. "We have been working diligently for months with Dynamic Hearing to develop an exceptional digital aid that utilizes ADRO with Ultra Low Delay to provide an improved quality of hearing that was not previously attainable."

ADRO is based on psycho-acoustic research conducted at the University of Melbourne that is now being used in hearing aids, cochlear implants, headsets, and telephone amplifiers. Dr Peter Blamey, inventor of ADRO, says the hearing aid processing is fully automatic, adapting in quiet, background noise and music and for any hearing profile. This mix of science and practical experience is the first step in an exciting new range of products and services from America Hears, and the company plans a continuing partnership with Dynamic Hearing for future developments.

#### **About America Hears**

[America Hears](#) is a 26-year-old, American-owned-and-operated hearing aid manufacturer located in Bristol, Pennsylvania. The company offers clinical quality, 100% [digital hearing aids](#) to customers all over the world from its Bristol-based factory and through its internet site. America Hears is a member of the Better Business Bureau and is approved by the United States Food & Drug Administration (FDA).

#### **About Dynamic Hearing**

Dynamic Hearing Pty Ltd, headquartered in Richmond, Australia, provides advanced patented digital signal processing solutions for audio devices as embedded software. All technology developed by Dynamic Hearing is designed to enhance the experience of sound for hearing aid and device users in any listening environment, providing them with greater mobility and improved lifestyle. The company licenses its technology to international manufacturers of hearing aids, headsets and other communication devices, and has a high performance team of audiologists, scientists, software programmers and DSP engineers, led by a business and management team, focused on rapid product development scientific validation and sound commercial partnering. For more information on Dynamic Hearing, please visit the Web site at: [www.dynamichearing.com.au](http://www.dynamichearing.com.au).

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