

INTERNATIONAL DEAL FOR AUSTRALIAN HEARING AID COMPANY

AN Australian company specialising in digital speech and hearing technology has struck an international licensing agreement that gives it entry into the lucrative European hearing aid market.

Dynamic Hearing, a company formed out of a co-operative research centre in Melbourne, has licensed its ADRO™ digital processing software technology to one of Germany's major hearing aid manufacturers.

The company, the 40-year-old Interton Hoergeraete GmbH, has sales in more than 50 countries, effectively opening up Dynamic Hearing to a world audience.

Dynamic Hearing chief executive Dr Elaine Saunders said the licensing deal will allow Dynamic Hearing to aggressively grow in the European market and is a firm endorsement of the quality and scope of ADRO™ in the market.

"This is another major advancement in the commercialisation of our products," said Dr Saunders.

"ADRO™ processing is expected to become the new benchmark in hearing aid development.

"We are delighted that Interton, a rapidly growing company, has recognised the potential of our technology and we are looking forward to helping the company develop its markets both in the European Union and in the United States."

Hans-Herbet Tuerk, managing director of Interton GmbH, said the agreement would provide enhanced results for hearing-impaired clients in Europe.

"Interton and Dynamic Hearing share a desire to provide the best products possible for the hearing impaired," he said.

"Innovative Interton engineering, combined with ADRO's revolutionary processing approach, will finally tap the full potential of digital signal processing technology."

ADRO™ processing is a new technology developed by Dynamic Hearing that allows adaptation of sounds to the dynamic range of the individual listener.

Benefits of the technology include overall improvement in sound quality, better management of sound levels and background sound, and improved speech recognition in noisy environments.

A clinical trial undertaken by researchers at the CRC in Melbourne in 2002 showed that 74% of hearing aid users preferred ADRO to conventional hearing aid sound processing products.

Dynamic Hearing is an early-stage company which spun off from the Cooperative Research Centre for Cochlear Implant and Hearing Aid Innovation – the advanced hearing research centre associated with the University of Melbourne and the world renowned Bionic Ear Institute.

The company aims to be a market leader in the development of applications for the emerging digital hearing aid industry and other sound management systems.

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