News Announcement

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HEARING AIDS TURNED UP A NOTCH

Australian start-up technology company Dynamic Hearing signs first international license

Technology company, Dynamic Hearing, is to have its first product rolled out into more than 40 countries following a deal with an international hearing aid company.

Intrason, a French-based hearing aid manufacturer, has selected Dynamic Hearing's patented adaptive strategy, ADRO™, to drive its new digital hearing aid product, Transparence.

Intrason is the first commercial customer to use the ADRO™ technology.

The ADRO software is personalized to suit the requirements of individual hearing aid wearers and delivers significantly improved speech perception and listening comfort than traditional compression methods.

Intrason's Transparence hearing aid also uses an ultra-miniature Toccata Plus chip produced by Canadian technology company, Dspfactory Limited. The Toccata Plus chip is the digital signal processing platform from which the ADRO sound processing software runs.

Dynamic Hearing Chief Executive Officer, Dr Elaine Saunders, says that the deal is a great endorsement for the company after its recent spin-off from the Cooperative Research Centre for Cochlear Implant and Hearing Aid Innovation (CRC HEAR) - the advanced hearing research centre associated with the University of Melbourne and the world-renowned Bionic Ear Institute.

"ADRO is Dynamic Hearing's first product and we are thrilled by its rapid acceptance so soon after our spin-off from the CRC HEAR research centre," says Dr Saunders.

"Globally, Intrason is a recognised leader in technological innovation and we're delighted by its endorsement of ADRO."

Dr Saunders says an existing strategic partnership with Dspfactory has been a key factor in ADRO's rapid rollout into international markets.

"We have a synergistic partnership with Dspfactory that allows hearing aid manufacturers from around the world to benefit from the unique flexibility and processing power of the Toccata platform, as well as from the improved sound perception offered by ADRO," says Dr Saunders.

Saunders says Intrason expects sales of Transparence in more than 40 countries next year. She also anticipates that more hearing aid manufacturers will take up licenses for ADRO.

"A clinical trial of ADRO undertaken by independent researchers at CRC HEAR in Melbourne last year showed that 74% of hearing aid users preferred ADRO to conventional hearing aid sound processing products," says Dr Saunders.

"ADRO makes it easier for someone using a hearing aid to hear soft sounds and also makes speech sound clearer in a noisy environment."

“We currently have negotiations underway with several international hearing aid players.

“There is clearly a space in the market for a completely programmable hearing aid device that is powered by digital technology rather than analogue. What we have done could not have been executed on analogue.”

Dr Saunders says Dynamic Hearing is researching additional technological applications for ADRO.

About Dynamic Hearing

Dynamic Hearing is a start-up software company that aims to be a market leader in the development of software applications for the emerging digital hearing aid industry. The company's first product, ADRO, is an advanced digital signal processing software that produces improved speech perception for hearing aid users. Based in Melbourne, Dynamic Hearing is a spin off from the Cooperative Research Centre for Cochlear Implant and Hearing Aid Innovation. The advanced hearing research centre is comprised of core parties - the University of Melbourne, the Bionic Ear Institute, Cochlear Ltd and Australian Hearing. Further information is available at http://www.dynamichearing.com.au

About ADRO

ADRO is an innovative new concept in digital signal processing for hearing aids. Using slowly adapting computation and fuzzy logic rules, it controls the output levels of a set of narrow frequency bands to ensure that all sounds are kept within a comfortable audible range for the listener. ADRO makes it easier for someone using a hearing aid to hear soft sounds, and also makes speech sounds clearer in a noisy environment. Because it is highly configurable, ADRO allows one device to be tailored to the needs of any patient.

About Intrason

Since its creation in 1984, Intrason has gained a leading position in the hearing aid market and has developed a reputation for quality service and technology. Based near Paris in the Ile-de-France region, it has a global distribution network with a presence in more than 40 countries. Further information is available at http://www.intrason.com

About Dspfactory

Dspfactory Ltd., a fabless semiconductor company, is a leading-edge developer of ultra-miniaturized, ultra-low power, software-programmable, digital signal processing (DSP) technology. Dspfactory's mission is to embed its unique technology ubiquitously into a wide range of market applications. Its target markets include hearing aids, headsets, personal digital assistants, personal digital audio players, embedded sensors, baseband wireless devices, cellular telephones, or any other portable, battery-powered DSP-based product where size and power consumption are as important as flexible, advanced software processing capabilities. To support the development and implementation of signal processing software solutions on its technology platforms, Dspfactory also provides a complete set of easy-to-use support tools and services, ranging from software development and testing tools to custom DSP software development and engineering services. For more information, visit http://www.dspfactory.com

About Toccata Plus

With its open system architecture and comprehensive design tools, Toccata Plus can be easily configured for a broad range of hearing aid devices, providing device manufacturers with a lower cost of design, manufacturing and inventory, while significantly shortening development cycles and time-to-market. It combines digital/analog signal conversions and advanced digital signal processing on a single 0.18-micron chip and features a tightly-integrated system-on-a-chip (SoC)

design that delivers the processing power needed to implement advanced algorithms on even the most compact hearing instruments.

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