

FOR IMMEDIATE RELEASE

FDA Approves New SONNET Audio Processor and MAESTRO 6.0 Software from MED-EL



SONNET Audio Processor offers unprecedented access to latest hearing implant technology for all MED-EL cochlear implants over the last 20 years

December 11, 2014 – (Durham, NC) – MED-EL USA announced today the FDA approval of the new SONNET behind-the-ear audio processor. Water-resistant, lightweight, and tamper-proof, SONNET allows for effortless listening in any environment. The processor is programmed with MED-EL's MAESTRO 6.0 software, which was also approved today. SONNET will be commercially available in Spring 2015. The announcement was made at the 14th Symposium on Cochlear Implants in Children in Nashville, Tenn.

The SONNET Audio Processor was designed for effortless, natural hearing in challenging environments. The processor features a lightweight, water-resistant design which means recipients can relax whether they're splashing around poolside or caught in the rain. With hundreds of different color combinations to choose from, recipients can mix and match colors of processor parts for a SONNET tailored to their individual style.

"This announcement is exciting for both cochlear implant candidates and MED-EL's legacy recipients alike. SONNET is compatible with all of MED-EL's multichannel cochlear implants, which have been consistently designed to access future-ready technology. SONNET offers the very latest hearing technology available today to patients who have received MED-EL implants over the past 20 years. With SONNET's FDA approval, the future is here," said Ray Gamble, President & CEO, MED-EL North America. "MED-EL's commitment to our recipients is unparalleled in this industry."

SONNET delivers up to 60-hours of battery life without compromising performance. Weighing less than 11 grams, the lightweight SONNET uses two disposable 675 zinc-air batteries. The locking battery cover is tamper-proof and reinforced coil cable with a locking connection to the processor offers exceptional durability, making it an ideal option for young children.

-more-

MAESTRO System Software 6.0

For audiologists, the MAESTRO System Software 6.0 with the MAX Programming Interface is the quickest and easiest way to program MED-EL cochlear implants. The MAESTRO System Software simplifies fittings with features designed for convenience, while MAX is a new interface that provides improved handling and connectivity. For the first time, bilateral fittings can be done through a single programming unit. MAESTRO 6.0 makes it easy to program both sides without the need for two programming interfaces. The new MAX design incorporates a number of new features into one compact desktop device. With an integrated USB power and data connection, it's easy to control all MAX features through the MAESTRO System Software 6.0 on a PC. MAESTRO 6.0 will be available in early 2015.

About MED-EL

MED-EL Medical Electronics is a leading provider of hearing implant systems worldwide. The company was founded by Austrian scientists and industry pioneers Ingeborg and Erwin Hochmair, who together developed the world's first microelectronic, multichannel cochlear implant in 1977. The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. In 1990, the Hochmairs laid the foundation for the successful growth of the company when they hired their first employees. In 2013, Ingeborg was awarded the prestigious *Lasker-DeBakey Clinical Medical Research Award* in recognition of her contributions to the development of the modern cochlear implant. MED-EL is the only hearing implant manufacturer to have its founder and CEO hold this distinction. Today, the privately-held company has more than 1,500 employees around the world. Individuals in more than 100 countries enjoy the gift of hearing with a MED-EL Hearing Implant System.

MED-EL's mission is to overcome hearing loss as a barrier to communication and quality of life. The company offers the widest range of implantable solutions worldwide to treat the various degrees of hearing loss, including cochlear, middle ear and bone conduction implant systems as well as a system for combined electric and acoustic stimulation. www.medel.com

#

CONTACT:

Rebecca Novak Tibbitt

Ph: (704) 341.1544

Rebecca@RNTCommunications.com