FOR IMMEDIATE RELEASE

MED-EL Announces the Launch of the SYNCHRONY Cochlear Implant System

The new SYNCHRONY CI System provides exceptional hearing performance, unprecedented MRI safety, and water-resistance.

June 18, 2014—(Innsbruck, Austria)—MED-EL, leading provider of hearing implant systems, has announced today the launch of the SYNCHRONY Cochlear Implant (CI) System. SYNCHRONY combines the advanced SONNET Audio Processor with the revolutionary SYNCHRONY Cochlear Implant to provide CI recipients with the best hearing possible. The announcement was made at the 13th International Conference on Cochlear Implants and Other Implantable Auditory Technologies in Munich, Germany.

The SONNET Audio Processor is water-resistant, lightweight, and tamper-proof, so recipients can live as actively as they choose while experiencing the superior hearing performance they expect from MED-EL. SONNET is powered by MED-EL’s signature Triformance technology for more natural hearing, and features Automatic Sound Management 2.0 for effortless listening in any environment. Available in hundreds of colour combinations, the audio processor can be customised to suit any style.

The SYNCHRONY Cochlear Implant features an exceptionally secure magnet with the highest MRI safety available. “Never before has the market seen a cochlear implant that doesn’t require surgical removal of the magnet for a high-resolution, 3.0 Tesla MRI scan,” said MED-EL CEO, Dr. Ingeborg Hochmair. “Combined with a new audio processor that offers advanced technologies available only from MED-EL, the SYNCHRONY Cochlear Implant can give our recipients the best speech and music perception possible today. We are proud to bring such an innovative CI system to the market.”

To ensure that all MED-EL CI recipients can benefit from the latest developments in hearing technology, the SONNET Audio Processor has been designed to work with all MED-EL implants from the previous 20 years. The new SYNCHRONY CI System demonstrates MED-EL’s longstanding dedication to the technological advancement of both cochlear implants and audio processors for the best possible hearing loss solutions.

About MED-EL

MED-EL Medical Electronics is a leading provider of hearing implant systems worldwide, and offers the broadest portfolio of hearing implant solutions. 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. In 1990, they laid the foundation for the successful growth of the company when they hired their first employees. To date, the privately held company has over 1,500 employees around the world.

The cochlear implant was the first, and remains the only, replacement of a human sense—the sense of hearing. To treat the various types and degrees of hearing loss, MED-EL offers the widest range of
implantable solutions, including cochlear, middle ear and bone conduction implant systems, as well as a system for combined electric and acoustic stimulation.

MED-EL’s mission is to overcome hearing loss as a barrier to communication and quality of life. Individuals in more than 100 countries have had their hearing restored with a MED-EL Hearing Implant System.

Responsible for the content
MED-EL Medical Electronics
Fürstenweg 77a
6020 Innsbruck
Austria

Press contact
Patrick D’Haese
T: +32473719736
T: +43577885237
E: patrick.Dhaese@medel.com

www.medel.com