

Press release

AudiologyNOW! 2009 in Dallas, Texas

At AudiologyNow! 2009 Bernafon will proudly introduce Vérité, a premium, receiver-in-the-ear lifestyle hearing instrument. Vérité combines the proprietary Bernafon ChannelFree™ signal processing and multi-environment technology along with wireless connectivity to deliver the true performance that your patients demand. Bernafon presents itself at the convention with a new fresh look.

Vérité – True performance matters

Vérité's high-resolution performance is based on Bernafon's proprietary ChannelFree™ signal processing that stays true to the acoustic signal by treating it as a whole, rather than artificially breaking it into channels. The multi-environment technology in Verité controls an array of advanced adaptive features that automatically adjust to changes in the sound environment providing effortless awareness of the surrounding auditory scene.

Vérité offers wireless binaural communication between the hearing instruments that supplies a realistic experience of the auditory world. Verité's data logging and learning help to determine the best settings possible for each individual. The new hearing system Verité also offers outstanding wireless connectivity to external sound sources such as mobile phones, TV, music players and computers via the new SoundGate.

Last but not least Verité's award-winning organic design reflects harmony with nature and fits very comfortably behind the ear.

The new world of Bernafon

Even though Bernafon has a long tradition of excellence, strategic steps have been taken to constantly improve its products and services. The new world of Bernafon has arrived with a fresh visualization that reflects the company's values with beautiful images of Switzerland. Together with the fresh look of Bernafon, new Vision and Mission statements have been defined. The new Bernafon brand promise is reflected in a distinctive tagline below the well-known Bernafon logo: Your hearing • Our passion.

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The complete press documentation along with various images is available online for download at www.bernafon.com, under the "Press" heading.

Hearing system technology from Switzerland

At Bernafon, we are passionate about developing quality hearing systems that enable our customers to enjoy authentic hearing experiences. Since 1946, Bernafon has been at the forefront of hearing system technology. Thanks to Swiss Engineering and precision technology, Bernafon has pioneered many market firsts including the first digitally programmable hearing instrument and our proprietary ChannelFree™ signal processing. Today, Bernafon representatives and employees in more than 70 countries fulfill our vision to help people with impaired hearing to communicate without limitation.

Pictures:



bernafon[®]
Your hearing · Our passion

Caption: Vérité: True performance matters