

HANSATON expands its product line with new powerful BTE hearing aids and Entry-Level solutions.

[Stäfa, 14 October 2024] – HANSATON is excited to announce the expansion of its product portfolio with the launch of two new **HANSATON FOKUS behind-the-ear (BTE)** hearing aids: a Moderate Power and a Super Power version. These additions cater specifically to individuals seeking robust hearing solutions. Alongside this, the hearing aid manufacturer is introducing the new entry-level **HANSATON wave** portfolio, which is designed to meet the needs of more clients and stands out with its wireless connectivity. This expansion reinforces HANSATON's commitment to delivering various hearing solutions for diverse needs and lifestyles.

HANSATON FOKUS – Moderate Power and Super Power Hearing Aids

The **beat FS RT312 M** and **beat FS RT13 SP** are the latest additions to the successful **HANSATON FOKUS** portfolio. The Moderate Power model features a 312 replaceable battery and includes Telecoil functionality, while the Super Power model also incorporates a Telecoil and uses a more powerful size 13 replaceable battery. Both BTEs offer:

- Connectivity to all mobile phones*
- Hands-free phone calls
- Video and audio streaming directly to the hearing aids from mobile devices
- Optional accessories such as TV Connector, PartnerMic, Remote Control, and Roger™ microphones
- A personalized listening experience with the **stream Remote App**, highly rated by consumers with scores ranging from 4.27 to 4.33 out of 5.

These hearing aids exemplify the fusion of power and elegance that defines the entire HANSATON FOKUS portfolio. Each model is available in different performance levels and features a modern, distinctive design paired with exceptional sound quality, powered by innovative HearIntelligence™ technology.

Every individual has their own personality, lifestyle, and specific needs. With the broad HANSATON FOKUS portfolio, people have choices: rechargeable or traditional batteries; with or without Telecoil; RIC or BTE; compact or robust. The great news is that all options come with wireless connectivity, allowing hands-free phone calls and easy personalization via the app. This variety ensures that you and your clients can easily find the right hearing solution.

Additionally, the **HANSATON Lifestyle Analyzer** provides client-specific insights to help select the appropriate performance level.

HANSATON wave – Entry-level Product Portfolio

Help your clients embrace life's beauty with the new **HANSATON wave** entry-level hearing aids, which offer seamless connectivity to their mobile phones along with the sounds they love.

This new offering is carefully crafted to meet the diverse needs of your clients. The HANSATON wave portfolio features **1 RIC and 3 BTE hearing aids — Moderate, Super Power, and Ultra Power —** allowing you to address a wide range of hearing losses, from mild to profound, to meet the needs of more clients.

All HANSATON wave hearing aids offer wireless connectivity to all phones* and allow for hands-free phone calls. Your clients can personalize their listening experience on the spot with our smartphone app, which provides a balance of quick, meaningful adjustments and advanced fine-tuning options. Clients can also enjoy their favourite movies, TV programs, or news broadcasts, as the TV Connector sends the audio directly from their TV or other audio devices to their hearing aids.

Elegantly designed with a special plasma coating, these hearing aids are dust and water-resistant according to the stringent IP68 classification. Based on proven technology, HANSATON wave covers a wide range of hearing losses and offers appealing designs to meet your clients' needs.

Wide range of hearing systems

With the launch of the **HANSATON FOKUS** Moderate and Super Power hearing aids, alongside the new **HANSATON wave** entry-level portfolio, HANSATON continues to lead the way in providing comprehensive hearing solutions. The **FOKUS** models deliver a powerful blend of performance and elegance, designed for those who demand additional features and rechargeable options. Meanwhile, the **wave** offers an accessible, versatile solution that brings the benefits of wireless connectivity and personalization through an app to a broader audience. Together, these new additions empower you to offer your clients the right hearing aid for their unique needs, ensuring they stay connected to the world around them.

For more information about the HANSATON FOKUS Hearing Aid portfolio please visit <https://www.hansaton.com/en-int/professionals/hearing-aids/hansaton-fokus.html>

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About HANSATON

HANSATON's passion for people, design, and innovation is realized through cutting-edge solutions. The combination of HANSATON's and Sonova's history delivers a joint strength of over 100 years of experience, including a rich German heritage of quality, design, and engineering and Swiss precision and innovation. Looking to the future, HANSATON commits to continuous learning from partners to push the limits of design and technology to meet the needs of current and future clients.

*Smartphones and traditional mobile phones with compatible Bluetooth® profiles.
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