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Media Contact: Anders Schjøtt Lund
+45 45 75 54 14
andlun@gnotometrics.dk

NEWBORN HEARING SCREENING GETS A “TOUCH” MORE INTUITIVE WITH OTOMETRICS’ INTRODUCTION OF THE NEW MADSEN ACCUSCREEN®.

Copenhagen, Denmark, June 2010 - Otometrics is proud to present a new and revolutionary version of the trusted Newborn Hearing Screening device MADSEN AccuScreen, including new features such as a touch-screen display. This exciting new product will be introduced at the NHS congress in Como, Italy, starting June 8th 2010.

The new AccuScreen is an intuitive two-step screening device (OAE and ABR) that besides touch-screen technology features a multipurpose docking station, convenient quality tests, powerful software, an angled probe and dual-density ear couplers. Any combination of DPOAE, TEOAE and ABR testing is possible, while ABR testing can be done using either probe or ear couplers.

“The new AccuScreen takes user-friendliness, governance possibilities and data security a step further” says Jane Dalaa, product manager with Otometrics. “We received a lot of great feedback and suggestions during the first period of Newborn Hearing Screening programs around the world. This feedback has been incorporated into the new device – making improvements in everything from the device’s physical size and charging system, to the user interface, navigation system and administrator control capabilities”.

Launching the first AccuScreen more than a decade ago, the AccuScreen quickly became the preferred choice in several Newborn Hearing Screening programs around the world. Otometrics has successfully maintained that goodwill for the last ten years, exemplified by the fact that more than 36 million babies have been screened using the device. With the introduction of the new MADSEN AccuScreen, Otometrics takes another giant step for Newborn Hearing Screening, brought to the market by the same people who developed the first version of the AccuScreen.

Copenhagen-based Otometrics is the world's leading manufacturer of hearing and balance instruments and software. The company has solutions that range from Newborn Hearing Screening applications and audiologic diagnostics to balance testing and hearing-instrument fitting. This year Otometrics and the



MADSEN brand celebrates its 50th anniversary in audiology. More information about GN Otometrics can be found at www.otometrics.com

Learn more about the new MADSEN AccuScreen at: www.otometrics.com/accuscreen

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