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**NEW AURICAL™ VISIBLE SPEECH SYSTEM ADVANCES  
HEARING INSTRUMENT FITTING  
GN Otometrics Innovation to Launch at AAA**

**SCHAUMBURG**, Ill., March 29, 2006 – GN Otometrics, the world leader in hearing and balance diagnostic systems, is expanding its portfolio of fitting system products with the launch of AURICAL™ Visible Speech at the American Academy of Audiology's (AAA) 18<sup>th</sup> Annual Convention and Expo next month. It boasts advanced technology and software; compact, wireless mobility; and innovative simulator features that facilitate the fitting process and enhance the patient's experience.

"AURICAL Visible Speech empowers both dispensers and their clients, which results in a more efficient, streamlined and satisfactory fitting process," said Soren Holst, president of GN Otometrics. "Its technological and software innovations, as well as its simulation features, create a uniquely successful counseling environment that reduces returns."

With its wireless 100 binaural measurement unit and unique, new NOAH-compatible Visible Speech software, the AURICAL Visible Speech system produces better, more efficient hearing instrument fitting and verification. It features Bluetooth® wireless technology for data transmission and combines seamlessly with NOAHlink programming interface.

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## **GN OTOMETRICS LAUNCHES AURICAL VISIBLE SPEECH – Add one**

AURICAL Visible Speech is very compact and houses all of its electronics in a body-worn device, subsequently freeing up a great deal of space on the dispenser's desk top. Because it is wireless and small, it is extremely portable, making off-site fittings easier.

Using actual speech as a stimulus for real ear measurements, the AURICAL Visible Speech system makes the fitting process visible on-screen, so clients can see their hearing instrument at work. Visible speech mapping provides a unique and meaningful opportunity for clients, and their families, to experience and understand the benefits of all categories of hearing instruments.

AURICAL Visible Speech also features a hearing loss simulator and a hearing instrument simulator. The hearing loss simulator allows a client's family member to experience a simulation of the client's hearing loss; the hearing instrument simulator then demonstrates the benefits of amplification, which is particularly useful with those who have never worn a hearing instrument.

AURICAL Visible speech, along with the product portfolios of GN Otometrics' other expert brands (ICS and MADSEN), will be on display at Booth #642 at the upcoming AAA Expo in Minneapolis, Minn.

Copenhagen-based GN Otometrics is the world's leading manufacturer of hearing and balance instruments and software. Its North American headquarters is in Schaumburg, Illinois. The company has solutions that range from infant-screening applications, audiologic diagnostics and office management software to balance testing and hearing-aid fitting. More information about GN Otometrics can be found at [www.gnotometrics.com](http://www.gnotometrics.com).

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