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**New Director at GN Otometrics**

Copenhagen, Denmark, March 3<sup>rd</sup> 2008 – GN Otometrics, the world leader in hearing and balance diagnostic systems, recently hired Morten Hoegholm Pedersen, M.D.

Morten, 38, joined Otometrics on February 1<sup>st</sup> as the new director of Product Management & Audiology. In addition to heading a team of product managers and specialists, Morten's knowledge and experience, will be a great asset to Otometrics.

"We are excited about Morten joining the Otometrics team. He brings a strong perspective on how to support our customers with his background as a clinician as well as in engineering. Also Morten's experience from world renowned B-K Medical ultrasound manufacturer gives inspiration to further enhance the product development processes to the benefit of audiologists around the world" says Soeren Holst, President of GN Otometrics.

Morten joins GN Otometrics from B-K Medical in Denmark, where he was the Product Manager for Surgical Ultrasound & 3D. Prior to that, Morten was an Associate Professor at the Technical University of Denmark. There, he was involved in implementation of experimental set-ups suited for clinical trials evaluating the new ultrasound imaging and flow estimation methods developed at the center. Not only has Morten shown an innovative and creative approach to problem solving through the mentioned employments, he has also shown great will and dedication through independent work as founder of a one-man IT consultancy business.

Morten has a Ph.D. in Medicine, from the University of Copenhagen. Besides his medical degree, Morten has also attended the Technical University of Denmark, where he studied Electrical Engineering.



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Copenhagen-based GN Otometrics is the world's leading manufacturer of hearing and balance instruments and software. The company has solutions that range from infant-screening applications and audiologic diagnostics to balance testing and hearing-instrument fitting. More information about GN Otometrics can be found at [www.otometrics.com](http://www.otometrics.com).

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