

HANSATON media information  
Hamburg, Monday, September 16, 2019

**EXCITING DESIGN EDITION: HANSATON makes  
fashion statements with hearing systems, supporting  
the wearer's individuality**



## EXCITING DESIGN EDITION: HANSATON makes fashion statements with hearing systems, supporting the wearer's individuality

Hamburg, September 16, 2019: After successfully launching the hearing system platform EXCITE by HANSATON in June of this year, Sonova's hearing system brand is now expanding its beloved EXCITE external receiver family to include a Design Edition in two trendy color combinations. The EXCITING DESIGN EDITION is all about high-quality materials, clear contours, delicate shapes, and modern color accents.

Linus Steiner, HANSATON Managing Director, says: *"Design is a major factor in all of our product development work, which is*

*one reason we regularly enjoy the honor of receiving major design awards. We want our hearing systems to be more than just high-functioning hearing aids."* He also adds that *"we want them to do more than just impress people with smart features - we want them to be stylish assistants, underscoring the wearer's personal style and conveying a positive attitude towards life. I think they're the perfect solution for design lovers as well as fans of great features."*



The two RIC hearing systems, *Exciting Red* and *Exciting Blue*, are available with disposable size-312 batteries (*sound XC*) or rechargeable lithium-ion batteries (*AQ sound XC*). As the Design Edition of the EXCITE external receiver system line, they also stand for exceptional Bluetooth® connectivity<sup>1</sup> as well as a pleasant, comfortable hearing experience from the very first wearing. They make it easy for wearers to chat on a smartphone, listen to concerts or podcasts through streaming apps, or enjoy their favorite TV shows. Bluetooth® turns EXCITING DESIGN EDITION external-receiver systems into wireless headphones—a safe, hands-free listening option for a variety of end-user devices, such as phones, tablets, or computers<sup>2</sup>.

Like all EXCITE hearing systems, *Exciting Red* and *Exciting Blue* have a special IP68-classified plasma coating to protect their designer housings from dust and water.

<sup>1</sup> Lithium-ion battery runtime: Without streaming: 24 hours; AirStream Technology (TV Streaming): 16 hours; Bluetooth® telephone calls and music streaming: 11 hours

<sup>2</sup> TV streaming: requires a TV connector connected to the TV set; telephone streaming: with Bluetooth® 4.2 and most older Bluetooth® phones; the term Bluetooth® and the associated logos are registered trademarks of Bluetooth SIG, Inc.

## About HANSATON

Founded in 1957, advanced hearing systems manufacturer and supplier HANSATON has been part of the Sonova Group since 2015. Throughout the hearing system industry, HANSATON stands for innovative technology and award-winning product design. Together with hearing system professionals and partners, HANSATON develops custom-tailored solutions to help people enjoy optimal hearing experiences. HANSATON hearing systems are available in more than 70 countries worldwide.

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**Appendix**



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**XC**

EXCITE

The EXCITING DESIGN EDITION wows  
from the first moment on

**HANSATON**  
*hearing & emotions*

**Appendix**

**HEAR Intelligence™**

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**EXCITE**

Exciting Red's exciting color accents reflect  
the user's personal style

**HANSATON**  
hearing & emotions



**Appendix**

**HEAR Intelligence™**

**EXCITE**

Exciting Blue underscores the hearing system  
wearer's individuality

**HANSATON**  
hearing & emotions

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