



## **UNITRON EXPANDS VIVANTE PORTFOLIO WITH NEW PRODUCTS, STRIDE V-M AND STRIDE V-SP**

*Designed for flexibility and comfort, Unitron offers clients more advanced options for a world of choice*

*FOR IMMEDIATE RELEASE*

**KITCHENER, ON | OCTOBER 3, 2024** – Unitron is thrilled to broaden the choices available with the official launch of two new Vivante™ styles, Stride™ V-M and Stride V-SP. This expansion enhances Unitron’s diverse range of hearing solutions on the Vivante platform, offering clients more options to meet their needs.

Designed to give flexibility and comfort for clients looking for more options, Stride V-M and Stride V-SP allow for greater choice within Unitron’s portfolio. Both products feature an easy-to-change traditional battery for clients who want to be in charge without the need to recharge.

Stride V-M is now Unitron’s smallest and lightest behind-the-ear (BTE) option, making this an ideal choice for style and comfort conscious clients. Stride V-SP is made specifically for clients who need greater amplification. Strive V-SP is also designed with durable water-resistant housing.

“Having more choice of hearing aid options means more possibilities,” says Nicola McLaughlin, Senior Director, Marketing at Unitron. “The launch of these new products offers a wider selection of hearing aids to fit an individual’s needs and lifestyles, providing them with the independence they deserve.”

Both Stride products feature Vivante technology, like HyperFocus, for improved speech clarity in loud noise environments, and are compatible with the Remote Plus app, available for iOS and Android, which gives clients the ability to personalize and adjust their hearing experience based on their needs and lifestyle\*.

The Remote Plus app also features the newly enhanced Coach, an exclusive Experience Tech Tool that delivers personalized tips and reminders directly to clients’ smartphones, reinforcing



essential information over time. With timely, personalized support, Coach improves the experience for both professionals and clients by helping clients integrate their hearing aids into their daily lives, and it now features the ability to easily access past messages.

“Together with existing Vivante styles in our portfolio, this launch creates a robust selection of solutions that can be tailored to various lifestyles and preferences,” says Paul Robinson, Director, Product Management at Unitron. “The advancements in our line exemplify our dedication to enhancing sound performance, comfort, and user experience.”

To learn more about Stride V-M, Stride V-SP or the full Vivante portfolio, please visit

[https://www.unitron.com/global/en\\_us/platforms/vivante.html](https://www.unitron.com/global/en_us/platforms/vivante.html).

### **About Unitron**

Unitron makes life vibrant with amazing hearing solutions designed to make the experience easy. Because everyone deserves to Love the experience™. For more information, visit [unitron.com](https://www.unitron.com).

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