



UNITRON LAUNCHES NEW HEARING SOLUTION ADVANCEMENTS: ATIVO AND VIVANTE STRIDE PRODUCTS

Broadening the choices hearing care professionals can offer to clients, these products build on a solid foundation of hearing technology

FOR IMMEDIATE RELEASE

KITCHENER, ON | OCTOBER 3, 2024 – Unitron is thrilled to expand its offering with the launch of Unitron Ativo hearing aids, and the introduction of two new Vivante™ styles, Stride™ V-M and Stride V-SP. These additions will provide enhanced choice for hearing care professionals and their clients and meet the diverse needs of clients around the globe. With these launches, Unitron continues to advance the hearing experience for clients as part of its user-centric philosophy.

Broadening Unitron’s hearing aid portfolio, Ativo is designed to deliver performance at an accessible price point with four form factors. Ativo’s feature set and standard battery technology fits a wide range of hearing losses and hearing aid style preferences. With Unitron’s Made For All technology, Ativo allows for two actively streaming Bluetooth connections to end the hassle of manual switching. Ativo hearing aids put ease of use, comfort and value at the forefront.

Designed for flexibility and comfort for clients interested in more advanced options, Stride V-M and Stride V-SP allow for greater choice within Unitron’s Vivante portfolio of hearing aid solutions with standard batteries. Stride V-M is now Unitron’s smallest and lightest behind-the-ear option on the Vivante platform for comfort and discretion. Stride V-SP continues with the standard BTE (behind-the-ear) design, made specifically for clients who need greater amplification. 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.

“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.”

“At Unitron, we are always looking for ways to improve the listening experience for our clients and offer them more choice,” says Paul Robinson, Director, Product Management at Unitron, “Ativo and the new BTE styles on our well-loved Vivante platform were designed with our customers in mind.”

For more information on Ativo, please visit

https://www.unitron.com/global/en_us/products.html#know-ativo

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.

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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