

Beltone First™ Wins Red Dot Product Design 2014 Award

Beltone is honored to announce that Beltone First, a revolutionary Made for iPhone® hearing aid, has received a 2014 Red Dot Award for Product Design. An international jury of more than 40 experts bestowed Beltone First with the highly competitive award for its breakthrough hearing technology and discrete design, both of which set the innovative hearing aid apart from competitors. Beltone First was recognized for Medical Device and Equipment product design within Red Dot's Life Science & Medicine Category.

Released last month, Beltone First is a revolutionary hearing aid capable of streaming high-quality stereo sound from an iPhone®, iPad® and iPod touch® without the need for an additional pendant-like device. Wearers can also customize their hearing experience through the Beltone HearPlus app.



reddot award 2014
winner

Beltone First advances a number of Beltone technologies which already lead the hearing care industry. With the latest and most advanced integrated sound processing technology and a unique 2.4 GHz wireless technology housed within the smallest wireless Receiver-in-the-Ear hearing aid available, Beltone First is powerful enough to address 90% of all hearing losses while allowing users to hear effortlessly in multiple listening environments.

"We are pleased to see Beltone First recognized by Red Dot as a leader in our field," offered Beltone President Todd Murray. "I'm incredibly proud of our team. Beltone First is both a life- and industry-changing product. Combined with the HearPlus app, it is pushing the boundaries of how we address hearing loss."

Established in 1954, the Red Dot Product Design awards are granted by an international jury from nearly 5,000 entries from 53 countries. Winners are selected based on a variety of criteria, including degree of innovation, functionality, ergonomics, and symbolic and emotional content.

About Beltone

Founded in 1940, Chicago-based Beltone is part of the GN Hearing Care Group, utilizing advanced technology to produce hearing aids sold in the United States, Canada and over 50 countries worldwide. In addition to providing outstanding service and support for its U.S. hearing care network operating in over 1,500 offices in North America, Beltone remains the most trusted brand for quality products and care among its patients and adults aged 50 and older. Visit Beltone at www.beltone.com.