

## PRESS RELEASE

### **audifon via – the solution for CROS/BiCROS fitting**

Debary, April, 2011 – audifon USA introduces «via» - a wireless CROS/BiCROS system designed for the unique needs of customers with an unaidable hearing loss on one side, for instance due to single sided deafness (SSD).



audifon «via» utilizes a fully integrated real-time transmission technology based on Near Field Magnetic Induction (NFMI). It effectively resists signal interference while wirelessly streaming the quality audio signal from the customer's unaidable ear to the better ear. NFMI also allows program and volume control synchronization between both systems for ease of customer control.

«sound resync» function appropriately synchronizes signals of transmitter and receiver in BiCROS applications - an essential step for preservation of best sounding results. Digitally coded transmission eliminates the need for transmitter or receiver calibration.

Like any of audifon's hearing systems based on the Storm DSP platform, «via» offers high speed complex processing, brilliant sound quality and the added benefit and efficiency of reduced power consumption.

«via» CROS / BiCROS systems, programmable with audifon's user-friendly fitting software audifit, are set up based on the CROS fitting algorithm developed by Harvey Dillon of the National Acoustic laboratories (NAL) of Australia.

Beyond the modern, contemporary, state-of-the-art functionality, «via» offers the Open Fitting Option «Easy Thin Tube» for instant fitting ability and increased flexibility.

For more information visit [www.audifon.com](http://www.audifon.com) or audifons webchannel on [www.audiologyonline.com](http://www.audiologyonline.com)



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