



EUHA 2010, Hannover

GN ReSound Presentation

CEO Lars Viksmoen

VP Audiology Global Relations John Nelson

Director IR & Communications Mikkel Danvold

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ReSound Alera™



ReSound Alera™

Breakthrough technology
introduced with ReSound Alera™



SURROUND
SOUND
by ReSound



2.4 GHz wireless connection



ReSound Alera™



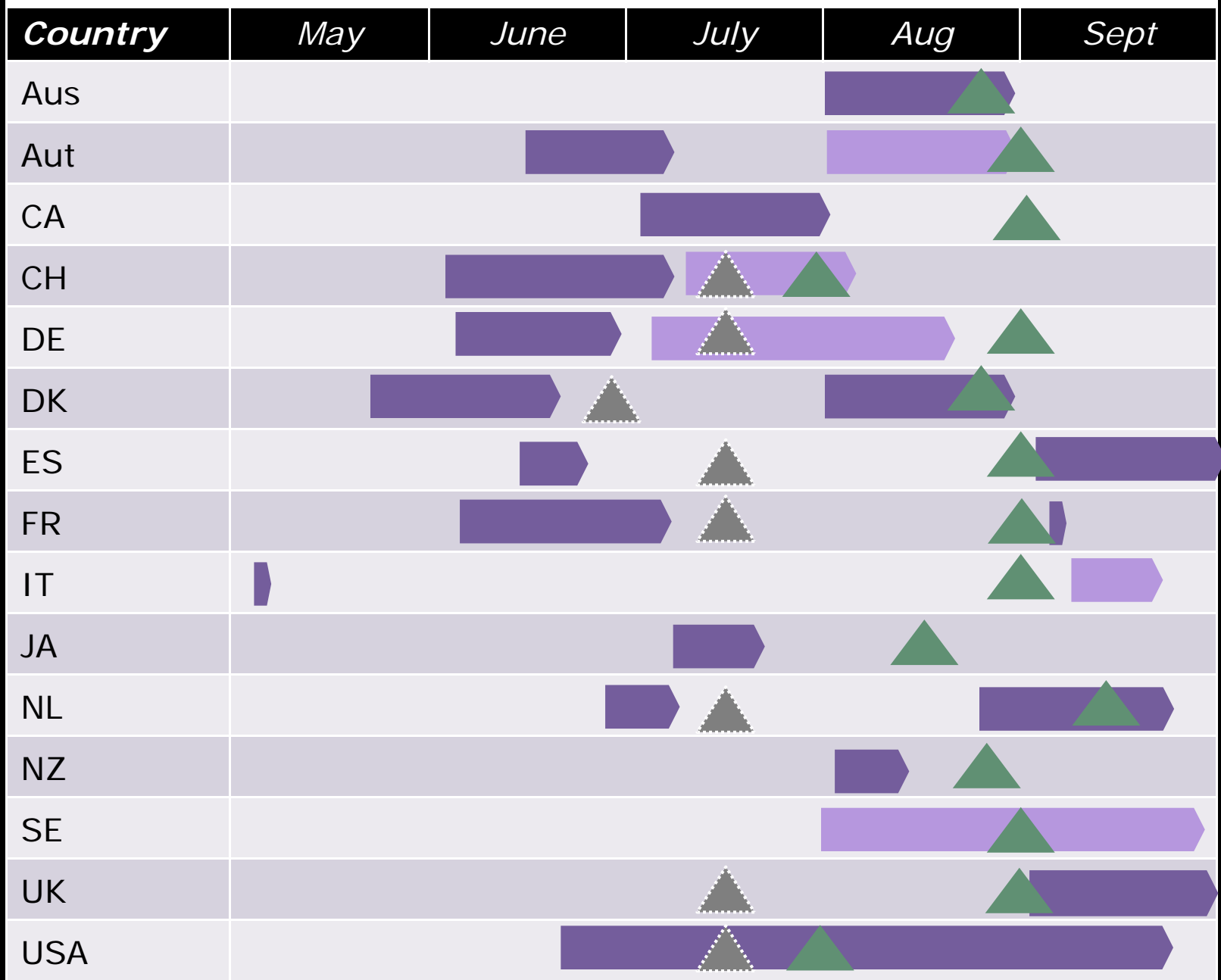
ReSound Alera™







“We delivered a *record* company launch”

GN ReSound US subsidiary

ReSound Alera™ Rollout Timeline



 = Market testing
  = Alera launch
  = Roadshow/Customer event
  = Follow up training/event

Dispenser feedback on ReSound Alera™

"My experience has been fantastic, Selling Alera has been fairly easy when I have the opportunity to demonstrate the product. Fitting Alera has been a pleasure and working with a truly wireless product is an audiologist's dream come true! The fitting software is user-friendly, flexible and all of my fittings have been very successful."

Jodie M, AuD, Minneapolis, MN

"The new DFS Ultra in Alera gives my customers a relaxed and positive first impression... and the background noise is much less of a problem with Alera than with comparable products."

Ebnöther Roland, dispenser, Switzerland

"Fantastic! I have had several patients switch from a different manufacturer and have noticed a better sound quality and found they heard better."

Stephanie L, AuD, Cincinnati, OH

End-user feedback on ReSound Alera™

"I almost cried the first time I heard classical music wearing Alera. It was so overwhelming."

Per Jochumsen, Denmark, 61 years, hearing-aid user for 20 years

"Streaming right into the hearing aids is just wonderful as I did feel LESS isolated because I was able to hear what others heard☺."

Lucy Tsitrin, USA, 40 years, hearing-aid user for 20 years

"Both hearing aids have gotten wet more than once and not been damaged."

Søren Christiansen, Denmark, 71 years, hearing-aid user for 7 ½ years

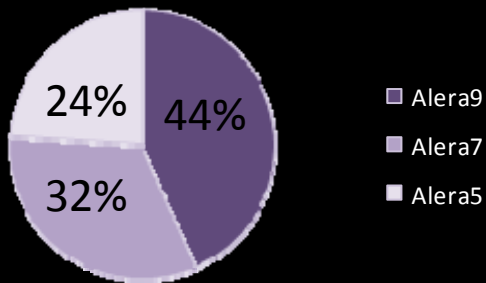
What's behind the ReSound Alera™ success?

- Solid increase in the top end
- An overwhelming preference for the wireless model of ReSound Alera™
- Limited cannabilization on ReSound Live™

ReSound Alera™ – selected preferences

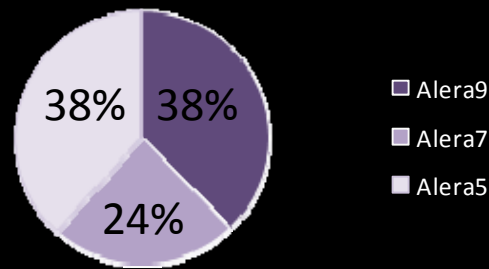
US

Launch: July



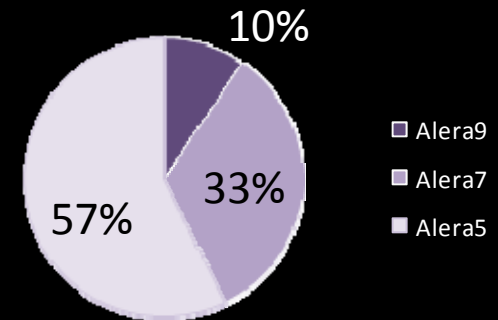
Switzerland

Launch: July



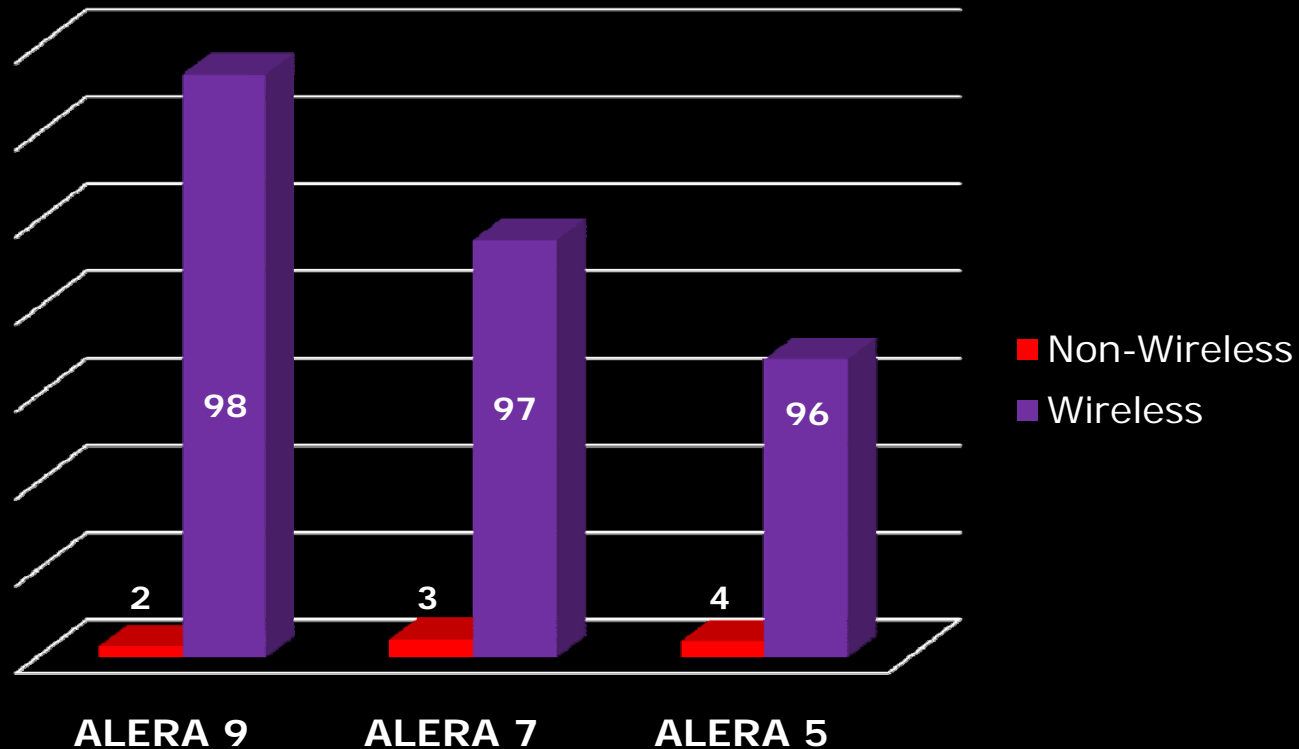
Japan

Launch: August



Wireless dominates the sales

ReSound US Q3 2010



The model with wireless capabilities is the far most preferred

ReSound Alera™

Building on the success



ReSound

rediscover hearing

Two new unique models from ReSound®



Custom remote microphone

The first real innovation in custom devices in 20 years

Significant benefits due to the placement of the external microphone

- Natural localization
- Improved speech clarity
- Elimination of wind noise
- Smaller than comparable custom models
- Options for truly open fitting



Alera Fusion BTE breaks the noise barrier



- Standard and power BTE in one device
- Size of a standard BTE makes it an exceptional small Power BTE
- Open and closed fittings
- Most comfortable power BTE ever

Fit 90% of hearing losses with three basic models



Custom Remote
Microphone



Fusion BTE

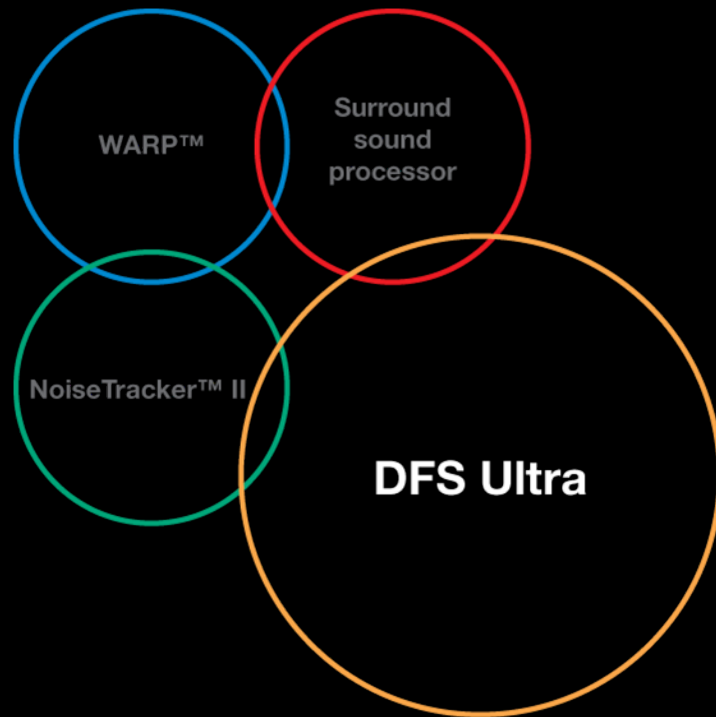


Receiver in ear

Surround Sound by ReSound is better than ever



DFS Ultra - the future of feedback suppression



No compromises

- Don't lower amplification
- Don't introduce artifacts
- Don't compromise sound quality

DFS Ultra introduces no compromises

- ✓ No. 1 on phone use

“When I use the telephone, I don’t have to change program at all. I find I can just pick up the phone and talk.”

Roslie Epstein, USA 71 years, new hearing-aid user

- ✓ Highest gain

“With my former hearing instrument, there was some clicking in certain situations. With this set of Alera, I never hear anything like that”.

Per Jochumsen, Denmark, 61 years,
hearing-aid user for 20 years

- ✓ No artifacts

- ✓ Great sound quality

I just got back from Vienna where I went to a concert and to the opera. It was such a delight to really be able to enjoy the lovely Viennese music.

Søren Christiansen, Denmark, 71 years,
hearing-aid user for 7 ½ years

Truly wireless enabled by 2.4 GHz technology



2.4 GHz is an industry break-through



- Rids users of body-worn streamers
- Transmits at least 7 meters directly
- Small enough to fit in our small, cosmetic devices
- Puts an end to echoes and lip-synch problems

End-user testimonials

- *"It's a really great thing that there's nothing to hang around my neck and I can hear the phone ringing even if it's in my pocket and I can clearly hear what's being said"*
Søren Christiansen, Denmark, 71, hearing-aid user for 7 ½ years
- *"Streaming right into the hearing aids is just wonderful as I did feel LESS isolated because I was able to hear what others heard☺."*
Lucy Tsitrin, USA, 40 years old, Hearing-aid user for 20 years
- *"Getting started with ReSound Unite was straightforward"*
Stan Day, USA, 52, hearing-aid user for 10 years

ReSound Alera™ provides strong, invisible connections



Truly wireless
- with 2.4 GHz



DFS Ultra
- no compromises



Just three basic models
- for all hearing losses



Thank you