

Good hearing means a better quality of life: Beurer introduces new range of digital hearing amplifiers

Ulm, 15 February 2021 – Be it the result of age, career or an accident: difficulty hearing is a widespread problem which naturally worsens with age. Thanks to sophisticated technology, those affected can enjoy a big boost to their quality of life. Beurer has developed a new range of digital hearing amplifiers designed to assist the user in their everyday life. What's more, people who suspect they have lost their hearing can visit a web page and check their hearing themselves in a free online hearing test. This page also provides tips on hearing amplifiers.

These little helpers in the ear are available in different designs to meet the user's specific needs. Each hearing amplifier model has its advantages – the user decides which is the perfect fit for their respective lifestyle.

ITE hearing amplifiers: small, discreet and virtually invisible

Devices which are worn **in the ear (ITE)** are suitable if the user is looking for a hearing amplifier which is as inconspicuous as possible. They are some of the smallest models and all components are placed directly in the ear canal. Beurer offers the **HA 60 Pair** hearing amplifiers for amplification on both sides as a handy set of 2. The extra-small in-ear design provides a comfortable new hearing experience and is ideal for people who wear glasses, for example. The frequency range is 200-5300 Hz, amplification is max. 26 dB and maximum volume is 113 dB. The product features three attachments each, for individual adjustment to the ear canal. A handy storage box is included in delivery.



BTE hearing amplifiers: classic model with good wearing comfort

BTE hearing amplifiers are worn **behind the ear (BTE)**. All functional components such as the loudspeaker are integrated into the housing. The sound is transmitted to the ear via air conduction in the plastic tube. With the **HA 70 Pair** and **HA 80 Single/Pair**, Beurer is bringing two rechargeable BTE hearing amplifiers to the market at the same time, which can significantly improve hearing as a set of 2 – or in the case of the HA 80 even as a set of 1. The **HA 80** is also available individually as a **single**



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version, for flexible use on the left or right ear. To ensure uninterrupted use, the products are delivered with practical exchangeable batteries as well as a micro-USB charger. The frequency range of the HA 80 is 200-6700 Hz, amplification is max. 48 dB and maximum volume is 121 dB. Elderly people in particular will find the BTE hearing amplifiers easy to use. The Beurer devices boast an ergonomic shape and feature two different hearing programs for loud and quiet environments, as well as four or eight attachments for optimum wearing comfort. The **HA 70 Pair** in particular is barely visible due to its extra-small design. It also impresses with a storage box including an integrated powerbank. The frequency range is 200-7100 Hz, amplification is max. 49 dB and maximum volume is 123 dB.



RIC hearing amplifiers: improved technology for a clear sound

RIC devices are a sub-type of BTE hearing amplifiers. The products are positioned behind the ear, but the loudspeaker is located directly in the ear canal. This achieves particularly good acoustic transmission and provides a clear sound. In this category, Beurer is introducing the new **HA 85 Pair**. The rechargeable hearing amplifiers with exchangeable batteries are available as a set of 2 for amplification on both sides and feature two different hearing programs for loud and quiet environments. The frequency range is 200-8000 Hz, amplification is max. 38 dB and maximum volume is 114 dB. Eight attachments and a micro-USB charger are included in delivery.



Correctly caring for hearing amplifiers

plays an important role in ensuring users get the most out of them for as long as possible. For the HA 60, HA 80 and HA 85, Beurer offers special drying capsules for removing moisture from the devices. The colour changer is useful in indicating when the capsule's drying power is at an end.

ITE and RIC hearing amplifiers are fitted with earwax guards which protect against earwax, dirt and moisture. These should be replaced regularly.

Beurer offers an online hearing test so that those who wish to check their hearing can determine any hearing loss. Further information can be found on the [web page about hearing amplifiers](#).



About Beurer

Beurer was founded in 1919 in Ulm and is synonymous with health and well-being. Today, the long-standing company leads the way in several product fields in this segment; the company is the market leader in Europe in the area of flexible heating and a market leader in Germany for blood pressure monitors and massage products. Beurer is also one of the leading suppliers of personal bathroom scales in Europe. This portfolio, which is under constant development in all areas, offers products for use in the home. It includes: personal bathroom scales, kitchen scales, luggage scales, air purifiers, air dehumidifiers, air washers, thermo hygrometers, aroma diffusers, blood pressure monitors, blood glucose monitors, mobile ECG devices, hearing amplifiers, pulse oximeters, nebulisers, clinical thermometers, a sleep sensor, wake up lights, a snore stopper, daylight therapy lamps, infrared lamps, TENS/EMS devices, massage products (foot massage, Shiatsu massage, massage chairs, massage cushions, fascia massage, leg compression massager), relaxation aids, hair removal devices (classic, IPL, laser), FaceCare and HairCare products, a cellulite releaZer, cosmetics mirrors, manicure/pedicure sets, a BabyCare line, ovulation thermometers, activity sensors and heart rate monitors. USB ports and *Bluetooth*[®] make it possible for a growing number of Connect products to be linked to the expanding Beurer app world and/or software. The family-run company operates a global distribution network in more than 100 countries and currently has a workforce of around 1,000 people. You can find more information at www.beurer.com.