

**FOR IMMEDIATE RELEASE**

**Contact: Lori Woroschuk, Marketing Director  
(714) 898 5732 /lori.woroschuk@sonus.com**

**Sonus Hearing Care Professionals Excited to Now Offer Revolutionary Advancements with Via® AI, the World's First Hearing Aid with Artificial Intelligence and Integrated Sensors from Audibel**

*Via AI hearing aids, now with Fall Detection and Alert and Thrive™ Virtual Assistant.*

**Westminister, CA, May, 1, 2019** – Sonus Hearing Care Professionals is excited to offer Audibel best ever sound quality delivered through the power of artificial intelligence – Via AI, now with revolutionary Fall Detection and Alert and Thrive Assistant. As the world's first Healthable™, Via AI is the first hearing aid to track body and brain health and includes translation capabilities in 27 languages as well as a rechargeable option.

"Via AI is the best sounding hearing aid we have ever created, and our product roadmap will bring even more innovations and quality-of-life improvements. Fall detection, language translation and body- and cognitive-wellness tracking allow us to enable that. It's about helping people hear the best they can possibly hear and using state-of-the-art technology and great design to lessen the stigma of hearing aids, ultimately allowing people to hear better, and live better," said President of Starkey Hearing Technologies, Brandon Sawalich.

Via AI has the following groundbreaking features and brand-new advancements:

- Fall Detection and Alert – NEW
- Thrive Assistant – NEW
- Rechargeable option – NEW
- Voice-to-text Transcription – NEW
- Self Check for hearing performance – NEW
- Body and Brain Health Tracking
- Translation in 27 languages
- Natural user interface with tap control
- Amazon® Alexa connectivity
- Remote programming with Hearing Care Anywhere™

We are thrilled to offer a product that can help give millions of people, their families and caregivers peace of mind. Fall Alert, a revolutionary feature of Via AI, can detect falls and send alert messages to selected contacts.

Falling is a major health issue and a growing concern. According to the [National Alliance for Caregivers](#), and [AARP](#), more than 65 million people (29 percent of the U.S. population) currently provide care for a disabled, chronically ill or aged friend or family member.

According to the [National Council on Aging](#), every 11 seconds, an older adult is seen in an emergency department for a fall-related injury and one in every three older adults – about 12 million – fall every year in the U.S.

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“I have always dreamed about making a monumental positive impact on society,” said Bill Austin, Founder and CEO of Starkey Hearing Technologies. “Via AI and its Fall Alert feature will not only provide peace of mind to caregivers but could potentially save lives all over the world.”

To further add to the usability and multi-function of Via AI, Audibel is introducing Thrive Assistant for hands-free help whenever and wherever the wearer needs it. It can give you helpful information about your Via AI hearing aids and accessories. The feature is initiated by tapping on a button within the Thrive™ Hearing Control app, or with a double tap on your Via AI hearing aids. Once the feature is activated, you can then ask questions about the Thrive app such as, “How do I customize my hearing aid settings?” Thrive Assistant will find the answer and immediately display the best help file.

*<Hearing Care Practice, please enter your quote here>*

Via AI includes a mobile app—Thrive Hearing Control—and four new wireless accessories: Starkey Hearing Technologies TV, Remote, Mini Remote Microphone and Remote Microphone +. With the Remote Microphone +, Via AI is also the first hearing aid to feature Amazon Alexa connectivity.

For more information about Via AI hearing aids, the Thrive mobile app and new Audibel accessories, contact us today.

#### **About Sonus Hearing Care Professionals**

Sonus Hearing Care Professionals provides a variety of hearing care services including hearing evaluations, video ear inspections, hearing instrument fittings, aural rehabilitation and 75-day satisfaction guaranteed. With 30 locations in the southern California area, Sonus Hearing Care Professionals provides patients with a number of convenient options to find out more about their hearing health. For more information or to set up an appointment with Sonus, please call 888-574-6776 or visit [www.sonushearing.com](http://www.sonushearing.com).

#### **About Audibel®**

Audibel is a network of hearing healthcare professionals with more than 1,000 locations throughout the U.S. Headquartered in Eden Prairie, Minnesota, the company prides itself on providing outstanding service and the highest quality technology to patients. For more information about Audibel, visit [Audibel.com](http://Audibel.com).

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