

The Time Is Now

Introducing Chronos at AudiologyNOW! from April 6 to 9, 2011

Chicago / Bern (April 6, 2011) – **Chronos by Bernafon is the first high-performance ChannelFree™ hearing system equipped with Audio Efficiency™. This technology ensures not only the precise interaction of Chronos' state-of-the-art features; it also provides best speech understanding and listening comfort. At the 23rd annual AudiologyNOW! Convention in Chicago, Bernafon will present Chronos featuring Audio Efficiency™.**

Chronos is based on ChannelFree™, Bernafon's exclusive high-resolution signal processing. Combined with new adaptive features, ChannelFree™ provides superior sound quality and best listening comfort. Without compromise; across Chronos' 3 price and performance categories; and throughout the 3 complete hearing system families – each of which supplies a full range of designs from the CIC and the discreet Nano BTE through to the new performance-enhanced Compact Power Plus BTE.

Audio Efficiency™ – a technology ahead of the times

To guarantee the precise interaction and smooth operation of the most advanced speech and comfort features, Bernafon developed Audio Efficiency™. Introduced in Chronos, this proprietary technology eliminates the trade-off between speech understanding and listening comfort. By eliminating all unwanted parts of a signal, Audio Efficiency™ ensures that only the important information is amplified. New and improved signal filtering features in Chronos include:

- **True Directionality™** imitates the manner in which low- and high-frequency sounds are propagated through the auditory system; thereby, sound localization is improved.
- **Transient Noise Reduction** identifies and suppresses transient noise as it surfaces; yet, critical speech cues are preserved.
- **Adaptive Feedback Canceller Plus** continuously measures all signals for oscillations and immediately suppresses identified feedback paths with high-speed Phase Cancellation.

Wireless Bluetooth® connectivity to external audio sources such as television, mobile phones, computers, and landline telephones is delivered by SoundGate, the easy-to-use interface between Chronos 9 | 7 | 5 and Bluetooth®-enabled audio sources.

Contact:

Erich Spahr, President

Bernaфон AG, Morgenstrasse 131, CH-3018 Bern, Switzerland

Telephone +41 31 998 15 15

es@bernaфон.ch

The complete press documentation with product pictures and the Bernaфон logo is available online for download:

<http://www.bernaфон.com/press>

Bernaфон: Swiss hearing systems technology

Since 1946, we have been passionate about developing quality hearing systems that enable people with hearing difficulties to enjoy authentic listening experiences. With Swiss Engineering, precision technology, and our commitment to individual service, we strive to exceed our customers' expectations. Our aim is to provide extra value to our partners every day. Bernaфон representatives and employees in over 70 countries fulfill our vision to help people with impaired hearing communicate again without limitations.



Caption: Bernafon Chronos Nano BTE



Caption: Bernafon Chronos