

Dallas, TX. April 2009. It is with great pleasure that Bernafon introduces a product unlike any other on the market - Vérité. Vérité, named for the French word for truth, is a premium receiver-in-the-ear hearing instrument built on an award-winning design. Bernafon's new flagship product will make its public debut at the Swiss hearing aid manufacturer's booth in Dallas, TX at the AudiologyNOW! Convention. Vérité's attractive features include:

- ChannelFree™ Digital Signal Processing - producing sound that will sell itself
- Standard and Power Receivers – for mild to severe hearing losses
- Binaural Communication
- Bluetooth Connectivity
- A Slim-line Remote Control

Bernafon's proprietary Channel Free™ digital signal processing is what truly separates Vérité from all other instruments available today. Our ChannelFree™ technology will bring your patients closer to natural sound than has ever been possible. How? ChannelFree™ processes the incoming speech signal in its entirety, preserving its natural structure, something that is compromised in multi-channel systems.

Multi-channel systems work by dividing sound signals into fixed frequency channels that limit the quality of the resulting sound. Our sophisticated digital signal processing system overcomes this multi-channel limitation by continuously adjusting the gain to amplify each speech phoneme. The outcome is maximum speech understanding that is true to even the shortest phonemes, in ANY listening situation. The sound quality, plain and simple, is what makes the ChannelFree™ difference. With Vérité, hearing care professionals are able to provide the crystal clear, natural sound that clients demand and deserve.

To learn more about Vérité, visit www.verite-us.com where you can view a demonstration on ChannelFree™ DSP, browse interactive product information and brochures, and schedule live online product trainings.