**Press release**

**Swiss hearing aid company Sonetik launches new, invisible, low cost hearing aids**

07. November 2016, Zurich, Switzerland – **Swiss hearing aid company Sonetik launches a world first on the Swiss market. For the first time, end users can buy invisible in-ear hearing aids at an affordable price from pharmacies, chemists and opticians, without time consuming adjustment processes.**

"The new digital GOhear-in hearing aid is equipped with the latest technology to help those with age related hearing loss. It's so small you don't have to worry about other people noticing it straight away. This eliminates a major hurdle that deters many older people from purchasing a device after hearing loss has been confirmed," explains Christian Stromsted, founder and CEO of Sonetik.

At a cost of just CHF 995.- for the in-ear hearing aid GOhear-in, Sonetik is clearly the forerunner when it comes to a fair price for high quality hearing aids. An equivalent hearing aid with the same settings would cost between CHF 3000 and 4000 from a specialist hearing aid shop. The new GOhear-in hearing aid has already received the AHV/IV seal of approval (insurance for Swiss pensioners, surviving dependants and disabled persons), so it is even possible for eligible users to reclaim part of the purchase cost.”

The GOhear-in device is preset to suit the most common types of age related hearing loss and has an innovative shell shape that fits 80% of users, making it very comfortable to wear. Volume adjustment is carried out discreetly and without direct contact through a light tap on the ear. After appropriate consultation and assessment, people with hearing loss can purchase a new, invisible hearing aid in less than an hour.

Sonetik hearing aids are available from 320 pharmacies, chemists and opticians throughout Switzerland. This means Sonetik has the largest hearing system network in the country. Customers have been buying Sonetik's "GOhear" behind-the-ear hearing aid – the best-selling hearing aid in Switzerland, costing just CHF 495.00 – at these retail outlets since 2008.

"Hearing should not be a luxury," says Christian Stromsted, explaining the Sonetik's philosophy. "In just eight years, Sonetik has established itself as the leading hearing aid supplier and a cost effective alternative to expensive specialist hearing aid shops."

Sonetik hearing aids can be purchased quickly and easily. After only one appointment and in less than an hour, you can walk out of the shop wearing your GOhear-in hearing aids:

* Hearing test software determines the extent of hearing loss and suggests the appropriate hearing aid operating level.
* The shop's Sonetik specialist prepares the proposed device and fits it in the customer's ear.
* The specialist explains how easy the hearing aid is to use. The customer can then take it with them on a trial basis or buy it on the spot.
* The pharmacies, chemists and opticians offer continuing professional support to hearing aid users after their purchase in case they have any questions or servicing requests.

Sonetik is working hard to export this Swiss invention and success story to other markets. In addition to Switzerland, the main markets are currently the UK and the USA. In the UK, Sonetik is allied with one of the largest pharmacy chains (LloydsPharmacy) and in the USA, with general practitioners.

More information can be found at [**/http://www.sonetik.com**](http://www.sonetik.com/).

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Photos are available at: <http://www.sonetik.com/de/media>

**About Sonetik AG**

Sonetik AG is an innovative Swiss hearing system company offering easy access to high quality hearing tests and hearing aids at attractive prices, via new distribution channels such as pharmacies, chemists and opticians. Based on the corporate philosophy that good hearing should not be a luxury, Sonetik wants to bring better hearing to those with age related hearing loss in less than one hour. Based in Zurich, the company has a market share of about 10 % in Switzerland and has its own sales offices in the UK and the USA. Christian Stromsted, the founder and CEO, previously worked in the premium hearing aid segment in Denmark, the Netherlands, the USA and Switzerland.