

Press Release

June 18, 2009

Design Firm Creates World-Class Ultra-Small Hearing Instrument

Industrial Design Teaming Up with Innovative Technology

Ottawa, ON, Canada – Evolve Design Solutions (Evolve), a world-class Canadian product design firm, is proud to announce the worldwide availability of its new industrial design creation, Shift™, an ultra-small BTE (Behind-The-Ear) hearing instrument.



A new form factor designed by Evolve for Unitron, a global innovative company of technologically advanced hearing instruments was unveiled at AudiologyNOW! 2009, in Dallas, Texas. Unitron's new Shift form factor includes all the advanced technologies of their latest premium hearing instrument, Passport™. Available in a range of colour combinations, you can choose to be bold or discreet as the shells and spines can be easily interchanged by the hearing healthcare professional to match skin tone, hair color, personal style or any aesthetic preference. With Shift, you experience a beautiful hearing instrument that is tiny, virtually invisible and comfortable to wear even with eyeglasses.

Evolve and Unitron worked closely together on the design in order to create a very small, unique and very stylish new hearing instrument form factor while combining the attention to detail and uncompromising quality of Evolve's design with the advanced technological innovation of Unitron.

Commenting on the new product introductions, Unitron President and Chief Executive Officer, Cameron Hay said, "Passport and Shift truly exemplify our brand promise. Both are purpose-driven solutions that contain amazing advancements in hearing instrument technology and both showcase the great things that happen when we collaborate with our customers to respond to the everyday needs of their clients".

About Evolve Design Solutions Inc.

Evolve Design Solutions is an industrial design and product design consulting firm with manufacturing and plastics expertise, specializing in world-class product development services, and committed to helping industry leaders enhance their position in the global market. Evolve is composed of a team of experienced industrial designers and engineer associates which, over the years, have successfully developed products with varied manufacturing processes for the electronics, appliances, telecom, consumer, medical, sporting good and industrial markets. For more information, www.evolve-designsolutions.com

About Unitron

Unitron is a global innovator of technologically advanced hearing instruments. Headquartered in Kitchener, Ontario, Canada, Unitron, a member of the Sonova Group, meets the needs of customers through 16 international offices and through distributors in a further 53 countries. For more information, www.unitron.com

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