



otometrics
a division of natus

FOR IMMEDIATE RELEASE
Media Contact: Anders Lund
International Marketing Manager
Phone: +45 22 99 5322
Email: anders.lund@natus.com

Otometrics Otoscan transforms the future of hearing care

Breakthrough technology gives hearing care professionals new ways to engage more patients and deliver personalized counseling in an efficient way

Taastrup, DK | April 18, 2018 – Otometrics (Natus Medical Denmark A/S – formerly GN Otometrics A/S), the leading global manufacturer of audiology instrumentation and software solutions, unveils today at AAA 2018 in Nashville, Tennessee, Otoscan® – a breakthrough 3D digital ear scanning solution. Otoscan gives hearing care professionals new ways to attract and convert more patients while delivering customized hearing care in an efficient way.

“Today marks an important milestone for our customers and all of us at Otometrics,” says President Carsten Buhl. “Otoscan is about to change the future of hearing care by giving hearing care professionals a whole new way to personalize the hearing care experience and boost their practice. With Otoscan, it is now possible to engage, excite and please new and returning patients as soon as they walk through the door – and keep them satisfied – by delivering an even more personalized hearing care experience and even better service – efficiently.”

Developed BY hearing care professionals FOR hearing care professionals

Otoscan has been developed by Otometrics – the independent hearing care solution provider and market leader in audiology solutions for more than 50 years. It is designed specifically for the needs of audiologists and hearing aid dispensers selling and fitting custom hearing aids.

Otoscan enables hearing care professionals to make digital impressions for custom in-the-ear pieces such as earmolds and hearing aids. The scanner solution applies novel technology to transform images of the ear into 3D digital files that are then uploaded to Otocloud™, for immediate use in production of custom products, delivering significant efficiency and quality gains in the production of hearing aids. Otocloud is a web-based portal cloud service supported by a dedicated Microsoft Azure server domain.

“We have taken great care to develop, refine, test and retest Otoscan among hearing care professionals – and the results speak for themselves,” says Lars Bladt Rasmussen, Director, Global Upstream Marketing. “In field trials among clinicians, nearly every patient scanned using Otoscan rated the experience exciting and interesting. What’s more, clinicians scanning their patients with Otoscan find the solution to be an excellent way to turn, what is today a passive delivery system in the form of silicone impressions, into an effective sales and counseling tool that can polish their professional profile, strengthen patient relationships and boost efficiency throughout their clinic.”



Natus Medical Denmark A/S
Hoerskaetten 9, DK-2630 Taastrup
Denmark

Phone + 45 45 75 55 55
Fax + 45 45 75 55 59

www.otometrics.com
info-dk@otometrics.com

Co. Reg. No. 25384687



otometrics
a division of natus

Streamlines hearing care processes

A complete hearing care solution, Otoscan can help hearing care professionals streamline their processes, save time and reduce handling costs associated with earmolds.

Peter D. Sotiropoulos, Doctor of Audiology and owner of The Hearing Rehabilitation Center in Kankakee, Illinois, USA says, “Our goal is to keep earmold turnaround time to a minimum. Otoscan helps us cut our shipping time, and cost, by fifty percent. That’s a huge time and cost savings for us.”

Otoscan available soon for all customers and markets

Otoscan is now commercially available to select accounts within certain markets. Major players in the hearing instrument and earmold industry have already tested and produced hearing aids using Otoscan and the Otocloud community, and others are currently in the validation process.

“Our ambition is to have ‘The Big Six’ and all major earmold labs as members of the Otocloud community by the close of 2018,” says Lars Bladt Rasmussen. “Otoscan will be broadly available for all customers and all markets by the second half of 2019.”

For more information about Otoscan, please visit www.itsthewayforward.com

For more information about Otometrics and Natus Medical Denmark A/S please visit

www.otometrics.com

About Natus Medical Denmark A/S

Natus Medical Denmark A/S (formerly GN Otometrics A/S) is the audiology industry leader providing instrumentation and software solutions to hearing and balance care professionals worldwide. For more than 50 years, Natus Medical Denmark A/S has been helping hearing and balance care professionals succeed in improving the quality of life for their clients and patients around the world by delivering expert knowledge, reliable solutions and services – providing a trusted partnership.

Natus Medical Denmark A/S develops, manufactures and markets audiological, otoneurologic and vestibular instrumentation in more than 80 countries under the Otometrics brands, including Madsen® Aurical®, Hortmann®, ICS® and Oscilla®. Natus Medical Denmark A/S is a strategic business unit of Natus Medical Incorporated (North America NASDAQ: BABY) – a US-based leading provider of healthcare products, devices and services used in the newborn, neurology, sleep, hearing and balance markets. For more information, please visit www.natus.com.