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Bernafon introduces Alpha, the first hearing aid to feature Hybrid Technology™

BERN, Switzerland, January 6, 2021 – **In a committed effort to improve the experiences of hearing aid users, Swiss hearing instrument company Bernafon AG announces the launch of Alpha, the industry’s first hearing aid to feature Hybrid Technology™.**

Combining two sound processing approaches into one hybrid system, this advanced technology delivers an optimized and uncompromised listening experience. This translates to simultaneously augmented speech understanding and listening comfort in some of the most complex situations.

“Bernafon Alpha sets a new reference in its category,” says David Scott, Brand Program Manager at Bernafon headquarters. “Thanks to Hybrid Technology™, this new hearing aid gives users excellent sound quality and stays true to the level of reliability hearing care professionals have come to expect from our company.” With direct streaming from a broad range of iOS and Android™ devices, Bernafon Alpha skillfully combines performance and usability. In this respect, it is no coincidence that Alpha is released with Bernafon’s updated EasyControl-A app. “A new streaming equalizer complements some of the other functions that have made this app a must-have for setting customization,” Scott points out. “And to enhance user experience, Bernafon Alpha comes in a rechargeable miniRITE T R style, powered by lithium-ion batteries, and lasting for up to one day per charge.

Compatible with Bernafon’s updated Oasis^{next} fitting software, Alpha will afford hearing care professionals improved fine-tuning flexibility and personalization functions.

Bernafon Alpha is set to launch worldwide as of January 2021 (local introduction dates may vary).

About Hybrid Technology™

Bernafon’s Hybrid Technology™ propels four hybrid processing blocks to provide improved speech understanding and listening comfort.

- Hybrid Noise Management™ carefully reduces noise when necessary to improve speech understanding, meanwhile preserving natural environmental sounds
- Hybrid Sound Processing™ uses two strategies simultaneously for greater sound quality and speech intelligibility
- Hybrid Balancing™ personalizes sound amplification based on the user’s individual preferences
- Hybrid Feedback Canceller™ eliminates disturbing feedback signals within milliseconds before they become audible

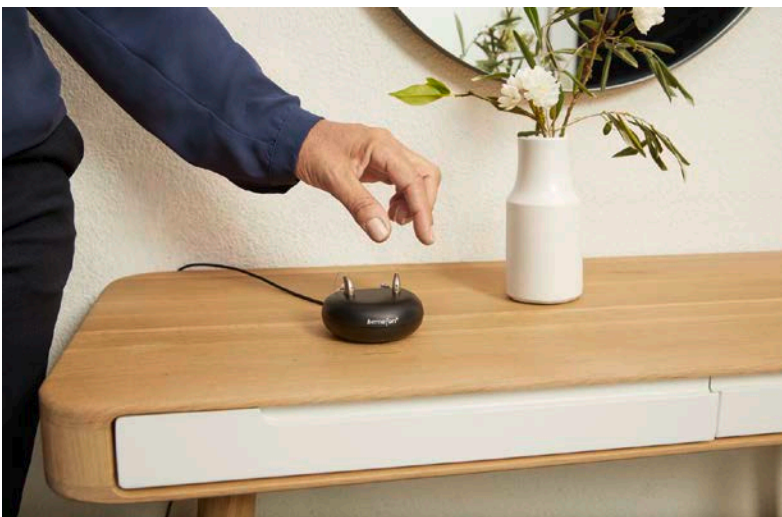
PRESS RELEASE – Bernafon Alpha

For Alpha product news and support, contact your local Bernafon representative, visit our refreshed [website](#), follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#), or subscribe to our [blog](#).



((Caption))

Bernafon Alpha - the first hearing aid with Hybrid Technology™



((Caption))

Bernafon Alpha – powered by a rechargeable battery, it lasts up to one day per charge

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

<http://www.bernafon.com/press>

For more information, go to our Download Center at www.bernafon.com

Established in 1946, Bernafon representatives and employees in over 70 countries have worked ever since in the spirit and tradition of our founders to develop and market solutions that help people with hearing difficulties. With leading technology, high performance products, and outstanding support, we strive to deliver beyond expectations. Our Swiss values, together with technological competence, passion, and true partnerships, help us fulfill our goal: **Together we empower people to hear and communicate better.**