

Release Date for Press Release: March 1, 2022

The Bernafon Alpha hearing aid family is growing

BERN, Switzerland, March 1, 2022 – To improve flexibility and cater to more customer needs, Bernafon further enhances the Alpha product offering. The industry’s only hearing aids with Hybrid Technology™ come with new style and performance categories, hands-free communication, and more fine-tuning assistance.

Bernafon Alpha has been exceptionally well received all around the world. In trials,¹⁾ 100 % of test clients reported good to excellent sound quality and clear speech in noisy environments. User reviews further support the great performance of Alpha in [various testimonials](#). The hearing aids with Hybrid Technology™ combine two processing approaches into one hybrid system for best sound without compromise. To enhance the customer experience and choice even further, Bernafon now introduces two new miniBTE styles, the lower performance categories Alpha 3|1, hands-free communication from iPhone and iPad, and more fine-tuning assistance in Oasis^{next}.

Alpha miniBTE T and miniBTE T R

Bernafon Alpha’s renowned hybrid performance is introduced in two new miniBTE styles. Compact design meets practical instant fit in the rechargeable miniBTE T R and the non-rechargeable miniBTE T. The miniBTE T R with lithium-ion battery offers a full day of power, including streaming. It charges to full in only 3.5 hours via inductive charging in the standard charger or the portable Charger Plus²⁾ with power bank. The Alpha miniBTE T with zinc-air battery is a convenient alternative for clients favoring non-rechargeable hearing aids. Both styles are easy to use with a single push button, LED charging indicator, and versatile earhook and miniFit thin tube options.

Alpha 3|1

The entire Bernafon Alpha style portfolio is now available in five performance categories to better accommodate individual client needs and budgets. Alpha 3|1 include the proprietary Hybrid Sound Processing™, the Hybrid Feedback Canceller™ and other advanced features. The hearing aids offer good sound quality and speech understanding in a multitude of listening environments.

Hands-free communication

Bernafon Alpha hearing aids now offer hands-free communication for phone and video calls from iPhone and iPad.³⁾ With Apple's support for bi-directional streaming with iOS 15 and iPadOS 15, the hearing aids can pick up the user's voice and stream sound both ways. Alpha hearing aid users can accept calls and then put aside their phones, leaving their hands free for other tasks.

Oasis^{next} fitting software update

The Oasis^{next} 2022.1 fitting software update facilitates fine-tuning of Bernafon Alpha hearing aids with the upgraded Fitting Assistant. In addition to gain adjustments, it now also suggests adjustments of hybrid features to unfold the full potential of Hybrid TechnologyTM.

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



1) 2021: Based on clinical trial data acquired at Bernafon AG, Bern Switzerland

2) Availability may vary in different markets

3) For information on compatibility, please visit <https://www.bernafon.com/hearing-aid-users/hearing-aids/connectivity>.

Apple, the Apple logo, iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. The Bluetooth[®] word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Demant A/S is under license. Other trademarks and trade names are those of their respective owners.



Bernafon Alpha - the hearing aids with Hybrid TechnologyTM for best sound without compromise



Bernafon Alpha miniBTE T R hearing aids – rechargeable and easily connected to the iPhone for hands-free phone calls

Contact:

Bruno Keller

Bernafon AG, Morgenstrasse 131, CH-3018 Bern, Switzerland

Telephone +41 31 998 15 15

brke@bernafon.com

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

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.**