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New in-the-ear hearing aids complete the Bernafon Alpha portfolio

BERN, Switzerland, September 27, 2022 – **With the aim to fit many more clients with Hybrid Technology™, Bernafon introduces Alpha custom instruments. They are available in five in-the-ear styles and five performance categories for vast fitting flexibility. With a wide choice of optional features, such as wireless connectivity for hands-free communication, Alpha custom instruments offer personalization at its best.**

With great market success, Alpha continues to be a favorite of many Bernafon hearing aid users. The hearing aids with Hybrid Technology™ combine two processing approaches into one hybrid system. So that users can benefit from simultaneous speech understanding and listening comfort. This excellent audiological performance is now also available in the new Alpha custom instruments. And, with further advancements in the connectivity offering, hands-free communication from and to iPhone and iPad can now be controlled via press on the hearing aid push button.

Alpha custom instruments

From the Invisible-in-the-Canal (IIC) to the modern In-the-Canal (ITC), and the tactile In-the-Ear (ITE), each style has its particular benefits. The Alpha IIC is small and more powerful than ever before. Newly equipped with a level 90 Speaker, even clients with a severe hearing loss can benefit from Alpha's uncompromised sound with maximal discreetness. Or there is the discreet, slightly larger CIC with push button to benefit from different hearing aid programs such as Music Experience for well-balanced music enjoyment. The versatile Alpha ITC allows the addition of many optional features such as wireless connectivity. And thanks to optimizations in the modeling and assembly process, Bernafon can create 8 out of 10 ITC orders with wireless connectivity in the same small size as previously without. The ITE Half Shell and Full Shell are the largest custom instruments and assure easy handling with tactile push button or volume control. All together they offer high customization flexibility to fulfill many hearing aid users' wishes.

Hands-free communication

Bernafon Alpha hearing aids offer hands-free communication for phone and video calls from and to iPhone and iPad.* 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. And with the newest firmware update, users can leave their phone aside and instead accept, reject, or end a call via hearing aid push button leaving their hands free for other tasks.

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](#).



* For information on compatibility, please visit bernafon.com/hearing-aid-users/hearing-aids/connectivity.

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Bernafon Alpha – a complete hearing aid portfolio to accommodate various user needs



Bernafon Alpha – the hearing aids with Hybrid Technology™ for best sound without compromise



Bernafon Alpha wireless ITC hearing aids fit in the ear comfortably and easily connect to the iPhone for hands-free phone calls

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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.**