



## FOR IMMEDIATE RELEASE

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## Starkey Hearing Technologies' Halo Wins red dot design award

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### *Fourth Consecutive Year Product Designs Have Been Recognized*

**MINNEAPOLIS, April 9, 2014** – **Starkey Hearing Technologies**, one of the world's leading hearing technology companies, is proud to announce that **Halo™**, its Made for iPhone® hearing aid, has been honored with a red dot award: product design 2014. This is the fourth consecutive year Starkey Hearing Technologies has won this award, having been recognized last year for **Xino™ Tinnitus**, in 2012 for its **AMP®** hearing aid and in 2011 for **SoundLens®**. The red dot design award is one of the most renowned international product competitions in the world. In 2014, the 40-member expert panel discussed and evaluated 4,815 entries from 53 countries.

Halo, which is sold under the Starkey brand name, combines Starkey Hearing Technologies' superior hearing with iOS to deliver a revolutionary new hearing solution. Halo hearing aids are engineered to work with iPhone, iPad® and iPod touch®, so FaceTime® and phone calls, music, videos and more stream directly into hearing aids with pristine sound quality. Halo connects with the **TruLink™ Hearing Control app**, which is available as a free download in the App Store<sup>SM</sup>.

Halo will be featured with the other prize-winning products in a special exhibition at the Red Dot Design Museum in Essen, Germany, from July 8 to August 3, 2014.

### **About the red dot design award**

The Red Dot Design Award, founded by Design Zentrum Nordrhein Westfalen, is one of the most sought-after marks of quality for excellent design. With around 2,000 exhibits spread over an area of more than 4,000 square meters, the Red Dot Design Museum in Essen, Germany, houses the largest exhibition of contemporary design worldwide. For more information, go to [red-dot.de/press](http://red-dot.de/press).

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**About Starkey® Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minn. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey Hearing Technologies currently employs more than 3,600 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via four distinct brands – Audibel, NuEar, MicroTech and its original brand, Starkey. For more information, visit [StarkeyHearingTechnologies.com](http://StarkeyHearingTechnologies.com).

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