

Demant is Bringing Philips Hearing Aids to Market

Submitted by: The PR Room

Wednesday, 10 April 2019

Hearing aid users can now choose solutions from the Philips brand portfolio, one of the world's best known and leading health technology brands, focused on improving people's health and enabling better outcomes across the health continuum. The Philips brand portfolio of hearing solutions will enter the hearing aid market with a complete range of premium hearing aids and will offer hearing care professionals an exciting new business opportunity to work with a global brand serving both professional and consumer markets in consumer health and home care. Demant, a leading hearing healthcare company and exclusive hearing aid brand licensee of Philips, looks to the potential of addressing new segments on a global scale combining first-class hearing technology with a well-known brand.

Copenhagen, Denmark, April 10th, 2019 – Demant (<http://www.demant.com/>) is pleased to announce the introduction of Philips branded hearing aids to the global hearing aid market. A new player, the Philips brand is entering the hearing healthcare market with a complete range of premium hearing aids, accessories, and applications to best serve hearing aid users. These Philips Hearing Solutions (<http://www.hearingsolutions.philips.com/>) will quickly become a trusted brand with hearing care providers and users, as it has great potential around the world to present unique opportunities for hearing care professionals in an ever-evolving market.

"Based on a shared vision of improving the lives of people through innovative healthcare this new cooperation will not only change the way we see hearing healthcare, but also widen the definition of hearing healthcare, supporting healthier lifestyles and active aging," says Spencer Ramsey, Senior Director, Brand Licensing, Philips. "Combining Demant's world-leading hearing aid technology with Philips' global brand presence in healthcare, the cooperation will enrich the hearing healthcare experience".

"The Philips hearing aids will provide users with an innovative, future-proof hearing solution," says Søren Nielsen, CEO & President, Demant. "We live in an age where user engagement and digital services are shaping the future of healthcare technology. More and more people are conscious of taking control of their own personal healthcare and are using electronic devices to do so. In this light, Philips Hearing Solutions offers new and exciting premium solutions alongside Philips' healthcare ecosystem, which will attract interest and generate significant benefits to users, ultimately supporting our valued customer base of hearing care professionals."

The new premium Philips hearing aids, named Philips HearLink, are now available for trained and educated hearing care professionals in selected countries across the globe: Philips HearLink will enable users to listen better so that they can better connect with the people they care for. Users will also benefit from connectivity between their hearing aids and the devices they use in their everyday life, such as smartphones and televisions. The look and feel of the Philips HearLink hearing aids caters to today's baby boomer generation with design and usability developed for this expanding market.

"With this partnership, we take connected hearing healthcare to the next level and offer new and exciting solutions within integrated healthcare services to the benefit of both professionals and people suffering from a hearing loss. Health, caring and innovation are cornerstones in the vision of both

Demant and Philips, which makes the partnership a great match for the future. Furthermore, it will strengthen and add value to both companies' ambition to improve people's lives," Søren Nielsen concludes.

For further information about Philips Hearing Solutions and a full presentation of the Philips HearLink product range, please visit: [hearingsolutions.philips.com](http://www.hearingsolutions.philips.com) (<http://www.hearingsolutions.philips.com/>)

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About Demant

Demant is a leading global hearing healthcare group and the exclusive hearing aid brand licensee of Royal Philips that is active in the entire hearing healthcare market, operating in a global market with activities in more than 130 countries. For more than a century, the Demant Group has played a vital part in developing innovative technologies and know-how to help improve people's hearing and health and create life-changing differences through hearing health. For more information visit: <https://www.demant.com/>

With the Philips HearLink hearing aids, we strive to take connected hearing health care to the next level and offer new and exciting solutions within integrated health care services to the benefit of both the professionals and people living with a hearing loss.

For more in-formation, visit www.hearingsolutions.philips.com

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