

Styletto wins iF Gold Design Award

- **Styletto, the latest iconic innovation in hearing aids from Signia, won the iF Gold Design Award 2019**
- **Jury's statement: "The appearance of this hearing aid communicates a strikingly positive and confident identity."**
- **World's first stylish hearwear revolution to fight stigma related to hearing aids**

Munich/Germany, March 15, 2019 – Just eight months ago, in August 2018, Signia unveiled its latest world debut, Styletto. Styletto's exceptionally sleek and distinctive look has since established itself as a most fashionable form factor in the hearing aid industry. Today, it was awarded one of the most prestigious design recognitions: the iF Gold Award 2019 for product design. The iF jury stated that Styletto "is an important and empowering device (with) a strong bold design. The appearance of this hearing aid communicates a strikingly positive and confident identity. The clarity of execution and the outstanding combination of materials for each element is overtly impressive. The flat proportions communicate a strong sense of precision and value."

The Styletto hearwear revolution was made possible by bringing together the most advanced signal processing electronics, unique rechargeable technology, and an ultra-low power wireless platform. Due to these technological accomplishments, as well as consumer-insights, Signia created a never-before-seen form factor: the "SLIM-RIC" (Slim Receiver-In-Canal). In addition to its sleek, distinctive look, the new power solution caters to the modern person's more active lifestyle.

The new look is proven to be especially convincing to first time hearing aid users who often think that wearing a hearing aid is tied to old age. In a recent consumer study, Styletto's iconic look is preferred by more than 8 out of 10 people compared to conventional hearing aids.¹ On top, the product recognition was very high and consumers labelled Styletto as a leap forward in design that helps to break through the stigma.

"Besides being the most technologically advanced hearing aid, Styletto was developed to help consumers adopt hearing solutions with a revolutionary design. We wanted to develop a hearing aid, which most consumers still associate with a big brown banana, that could actually be a beautiful, desirable design object. Wearing Styletto makes people feel comfortable and positive about their self-image. The fact that we've been given this award today proves us right," said Maarten Barmentlo, WS Audiology Chief Marketing Officer.

Each year the iF International Forum Design GmbH (Hanover) awards this internationally renowned label for design. A jury of 67 independent experts from around the world selected the winners of the iF Design Award 2019 in January. The best entries, from a total of 6,402 and 54 countries, received the award in mid-March.

Pictures



Maarten Barmentlo, WS Audiology CMO (l), and Christina Hakvoort, Head of Premium Segment, receiving the IF gold award 2019 for Styletto.

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The iF gold award 2019 for product design for Styletto.

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About Signia

Signia, a brand within WS Audiology, stands for iconic innovation. Since its launch in 2016, Signia has already brought to the market four world's firsts. In addition to highly innovative hearing aids, Signia also delivers tools and apps to increase customer interaction and engagement on all levels of hearing aid management. Signia thus allows hearing care professionals and patients to get the most out of their hearing aids. WS Audiology was formed in 2019 through the combination of Singapore-headquartered Sivantos and Denmark-based Widex, which means our roots go back all the way to 1878. The company employs more than 10,000 people worldwide and is active in more than 125 markets. One out of three hearing aids is made by WS Audiology.

More information can be found at www.wsaudiology.com

To find out more about these prestigious awards: <https://ifworlddesignguide.com/our-awards/professional-awards/if-design-award-2019>

For more information about Styletto, visit www.signia-pro.com/styletto

¹ Signia consumer study 2018: When presented with a choice, 84% of respondents chose an offering with Styletto from two different shop window options in which the only differentiating factor was Styletto.