

HiFocus Mid-Scala Electrode from Advanced Bionics Receives Approval in Europe

The Associated Press

VALENCIA, Calif.--(BUSINESS WIRE)--Feb 4, 2013--Advanced Bionics (AB), a global leader in cochlear implant technology and a company of the Sonova Group, announced today that it received TÜV approval in Europe for the HiFocus™ Mid-Scala* electrode. The latest offering in AB's HiFocus™ electrode family, the HiFocus Mid-Scala is designed to help protect the delicate structures of the cochlea for the preservation of residual hearing without compromising performance.

The new HiFocus Mid-Scala array is the latest innovation in electrode design. Developed through extensive research and state-of-the-art manufacturing processes, the HiFocus Mid-Scala electrode has been designed for optimal mid-scala placement in the cochlea to protect its delicate structures and preserve residual hearing. It is fully upgradeable for next-generation sound processing and provides recipients with the opportunity to enjoy the best possible hearing now and improved hearing in the future as new technology is introduced.

“For anyone with significant hearing loss, the preservation of any hearing that remains is important when getting a cochlear implant,” said Hansjuerg Emch, Group Vice President of the Sonova Medical Division within which AB resides. “At the same time, we need to ensure that the electrode position in the cochlea enables the best possible electrical stimulation of the hearing nerve. We developed the HiFocus Mid-Scala electrode to do just that.” Featuring the industry’s smallest pre-curved array, the HiFocus Mid-Scala is the only pre-curved electrode developed for the latest soft surgery approaches, including round window insertion, to suit surgeon preferences and individual recipient needs.

“The HiFocus Mid-Scala is truly the industry’s first and only electrode developed for a variety of surgical approaches. We are proud to provide surgeons with unparalleled flexibility to suit their preferred techniques,” said Mark Downing, Director of Product Management and Surgical Support. “With this approval, surgeons across Europe now have three advanced electrode options to choose from that best meet the needs of their patients.” The new Mid-Scala model, like every electrode array in the HiFocus line, delivers AB’s proprietary current steering technology for hearing that more closely resembles normal hearing.

The HiFocus Mid-Scala electrode, HiRes 90K™ Advantage implant, and current steering are just a few of many industry firsts delivered by AB to provide recipients with better hearing through the most advanced technology. AB has developed unsurpassed sound processing strategies designed to provide the best hearing performance in real-world settings, including ClearVoice™**, HiRes Fidelity 120™**, and AutoSound. The company also recently introduced Neptune™, the world’s first and only swimmable sound processor, which continues to make a big splash in

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many countries across the world.

For more information about the HiFocus Mid-Scala electrode, or any Advanced Bionics product, contact a local AB representative or visit AdvancedBionics.com [1].

About Advanced Bionics Advanced Bionics is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and a subsidiary of the Sonova Group since 2009, AB develops cutting-edge cochlear implant technology that allows recipients to hear their best.

AB offers the most sophisticated cochlear implant system on the market, the HiResolution™ Bionic Ear System, with five times more sound resolution than its competitors, designed to help recipients hear in noisy settings and enjoy the full dimensions of music.

With sales in over 50 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented group of technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

To learn more about AB and its innovative cochlear implant technology, please visit AdvancedBionics.com.

*Pending regulatory approval in the United States and Canada.

**Not approved for pediatric use in the United States.

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Links:

[1] <http://www.AdvancedBionics.com>