

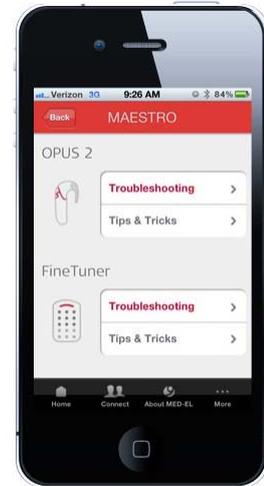
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MED-EL Launches EasyGuide Smartphone App for Cochlear Implant and Middle Ear Implant Users

August 3, 2012 – (Durham, NC) – MED-EL, a world leader in cochlear implant and other hearing implant solutions, announced today that it has launched a new smartphone application, EasyGuide, adding to its worldwide reputation of excellence in customer support.

The EasyGuide App is a valuable reference tool for those who use the OPUS 2 audio processor with their MAESTRO™ Cochlear Implant System, or an Amadé audio processor with their Vibrant Soundbridge®. The app is free and can be downloaded from [iTunes](#) or [Google Play](#).



EasyGuide has two main features: a Troubleshooting section and a Tips & Tricks section. The interactive Troubleshooting guide helps users easily handle common OPUS 2, FineTuner™ or Amadé equipment questions, giving support to MED-EL users wherever they are. The comprehensive Tips & Tricks section covers a wide range of topics that help with daily tasks and operations. It contains videos, pictures, and text on topics such as connecting to mobile devices and function settings.

"When people make a choice to have a cochlear implant or middle ear implant, they decide to partner with a company for the life of their implant and beyond. At MED-EL, we are constantly looking for ways to improve our industry-leading customer service and support, and this new app is an extension of our commitment to our patients," said Richard Collette, President and CEO, MED-EL Corporation USA.

In addition to the new EasyGuide app, MED-EL users will still be able to speak with a customer service representative 24/7, 365 days a year. Additionally, they have access to an online Troubleshooting Guide. MED-EL is the only cochlear implant manufacturer to offer this level of support.

To download EasyGuide from iTunes, visit: <http://itunes.apple.com/us/app/easyguide/id455935142?mt=8>

To download EasyGuide from Google Play, visit:

<https://play.google.com/store/apps/details?id=com.medel.easyguide#?t=W251bGwsMSwXLdixMiwY29tLm1ZGVsLmVhc3lnZWlkZSjd>

About MED-EL

MED-EL Medical Electronics is a leading provider of hearing implant systems worldwide. The company was founded by Austrian scientists and industry pioneers Ingeborg and Erwin Hochmair, who together developed the world's first microelectronic, multichannel cochlear implant in 1977. In 1990, they laid the foundation for the successful growth of the company when they hired their first employees. To date, the privately held company now has 1200 employees around the world.

The cochlear implant was and remains the first replacement of a human sense, the sense of hearing. Today, MED-EL offers the widest range of implantable solutions worldwide to treat the various degrees of hearing loss, including cochlear and middle ear implant systems.

MED-EL's mission is to overcome hearing loss as a barrier to communication and quality of life. Individuals in approximately 100 countries enjoy the gift of hearing with a MED-EL Hearing Implant System.

www.medel.com

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