



MEDIA RELEASE

14 December 2009



Cochlear™ Hybrid™ System scoops fifth award

So successful has its design and development been, the Cochlear™ Hybrid™ System has won five prestigious awards in 2009, signaling widespread praise for one of the industry's most promising medical systems.

The latest award, presented by the Hon Richard Marles MP, Parliamentary Secretary for Innovation and Industry, is the Australian Government Engineering Innovation Award for which the Cochlear Hybrid System was recognised for its contribution to the national economy, the impact it has on quality of life and its representation of best practice in engineering.

"This result is great news for Cochlear," Mr Marles said. "The company's project, the Cochlear Hybrid System, is a wonderful innovation which can be life changing for people with severe to profound hearing loss."

The award was accepted at a ceremony in Canberra hosted by Engineers Australia and attended by 600 industry leaders from disciplines including mechanical, electrical, chemical, biomedical and IT engineering.

To see Simone Jehu, senior global product manager at Cochlear, receiving the award click here <http://www.youtube.com/watch?v=7VxcVM2e8Bw>.

Earlier in 2009 Cochlear Limited also scooped a 2009 Australian International Design Award for its Cochlear Hybrid System. The awards, run by Standards Australia, the Government's peak Standards body, recognise and reward product design and innovation excellence. The award was given because of the system's seamless integration of electrical and acoustic hearing technology, leading to improved operability and recipient outcomes.

At the Medical Technology Association of Australia's annual awards dinner, the Cochlear Hybrid System was recognised for its 'innovative and extraordinary contribution in improving the health outcomes of patients', winning the Kerrin Rennie Award for Excellence in Medical Technology – Improving Quality of Life.

The Cochlear Hybrid System also won two awards at the Engineers Australia Sydney Division annual awards ceremony: the Engineering Excellence Award for Software & Embedded Systems; and the Engineering Excellence Award for Welfare, Health & Safety.

The first is in recognition of successful developments in embedded control, monitoring and software systems. The second is in recognition of engineering activities that address the welfare, health and safety of people. In both categories it was felt that the Cochlear Hybrid System and its development were shining examples of industry best practice and deserving of high praise across the Australian engineering industry.

Ends

For more information contact:

Piers Shervington
Senior Brand Manager – Global Marketing
Cochlear Limited
T: +61 2 9425 5416
E: pshervington@cochlear.com