



## **MEDIA RELEASE**

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### **Cochlear™ Nucleus® 5 wins top design award**

Cochlear Limited has won the prestigious *red dot award: product design* 2010 award, for its Cochlear Nucleus 5 System, a breakthrough hearing solution for people with severe to profound hearing loss.

The Cochlear Nucleus 5, which boasts proven superior hearing performance<sup>1</sup>, comprises a range of significant advances that reinforce Cochlear's industry leadership. Following a successful launch last year the company has received widespread positive feedback from customers and clinical validation of improved performance.

The system includes a new cochlear implant, the world's thinnest and strongest; a slim and sophisticated new sound processor with a range of new benefits including an automatic phone detection feature; software upgrades with significant improvements in functionality; and the first ever hand-held 'Remote Assistant' for day-to-day system management.

"The Cochlear Nucleus 5 is our fifth generation implant and our eighth generation sound processor, developed in close collaboration with professionals, candidates and recipients from around the world," says Dr Chris Roberts, CEO of Cochlear. "The system is smaller, stronger and smarter – and with its world-leading performance is a real breakthrough in hearing implant technology.

"What this means is an easy-to-use hearing solution that delivers unrivalled hearing outcomes for both adults and children. Plus it combines stylish looks with leading-edge sophistication," he said.

Regarded by many as the most prestigious international design acknowledgment, the *red dot award: product design* is only awarded to outstandingly creative, innovative and high quality products. So popular are the red dot awards, which started in 1955, over 12,000 award submissions were received from more than 60 countries last year.

“This award is a great honour for us,” said Dr Roberts. “Genuine innovative design is central to the success of this system and the company. When done properly, like we have with Cochlear Nucleus 5, design innovation brings together significant technological advances with our users’ own requirements to provide an effective and enjoyable way of hearing now, and always.”

Ends

<sup>1</sup> Cochlear CP810 Sound Processor and CR110 Remote Assistant Validation Results, Cochlear (2009).

#### **About Cochlear™ Limited – ASX: COH**

Cochlear™ is the global leader in implantable hearing solutions. It has a dedicated global team of 2,000 people who deliver the gift of sound to the hearing impaired in over 100 countries. Its vision is to connect people, young and old, to a world of sound by offering life enhancing hearing solutions.

Cochlear’s mission of “Hear now. And always” embodies the company’s commitment to providing its recipients with the best possible hearing performance today and for the rest of their lives. Over 25 years Cochlear has helped over 200,000 people either hear for the first time or reconnect them to their families, friends, workplaces and communities.

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