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Contact:  
Mary Beth Natarajan  
Media Relations / 937-750-2997  
mb@jaimarketing.com

### **Starkey Hearing Technologies Releases New VFusion Rechargeable Battery System with ZPower Silver-Zinc Technology**

*VFusion Rechargeable System brings all-day rechargeable power to hearing aids.*

**CAMARILLO, Calif., Feb. 13, 2014** – [Starkey Hearing Technologies](#), one of the world’s leading hearing technology companies, has released its new VFusion™ rechargeable system with [ZPower](#) silver-zinc rechargeable batteries. The two companies are the first to offer this advanced rechargeable battery and charging system which is compatible with Starkey Hearing Technologies non-wireless 13 and 312 custom, receiver-in-canal (RIC) and behind-the-ear (BTE) devices.

"Patients are looking for a reliable rechargeable battery option for hearing aids," said Jerry Ruzicka, President of Starkey Hearing Technologies. "Our new VFusion Rechargeable Battery System gives patients the flexibility of all-day performance and a simple-to-use solution for recharging, addressing the needs of a wide variety of patients."

ZPower batteries offer several advantages over nickel metal-hydride batteries currently used in rechargeable hearing aids. A key benefit is [higher performance](#). ZPower rechargeable batteries deliver up to three times the energy and provide over 18 hours of continuous use in both 312 and 13 sizes, while easily recharging in the VFusion charger overnight.

"The VFusion rechargeable system with ZPower batteries is just one more example of Starkey Hearing Technologies being the leading technology innovator within the hearing aid market," said Dr. Ross Dueber, President and CEO of ZPower. "VFusion is an important first step in our vision to shift hearing aid technology from using primarily disposable batteries to ZPower rechargeable batteries over the next several years."



In addition to manufacturing silver-zinc rechargeable batteries, ZPower also offers design support services in the areas of power management and charger design for hearing instrument manufacturers.

“Our design support is a key enabler in helping manufacturers quickly adapt their existing hearing aid products and electronics to ZPower batteries,” said Dueber. “Our goal is to make the transition to ZPower batteries a seamless, simple process for our manufacturer partners so patients can begin enjoying the benefits of a better battery today.”

ZPower rechargeable silver-zinc batteries are only compatible with select Starkey Hearing Technologies hearing aid models.

### **About Starkey® Hearing Technologies**

Starkey Hearing Technologies is a privately held, global hearing technology company headquartered in Eden Prairie, Minn. The company is recognized for its innovative design, development and distribution of comprehensive digital hearing systems. Founded in 1967, Starkey Hearing Technologies currently employs more than 3,600 people, operates 21 facilities and conducts business in more than 100 markets worldwide. The company develops, manufactures and distributes hearing aids via four distinct brands – Audibel, NuEar, MicroTech and its flagship brand, Starkey. For more information, visit [StarkeyHearingTechnologies.com](http://StarkeyHearingTechnologies.com).

### **About ZPower, LLC**

ZPower is a leader in the development of rechargeable, silver-zinc batteries for microbattery applications whose headquarters and manufacturing facility is in Camarillo, Calif. The company provides a total solution for hearing instrument manufacturers that includes advanced silver-zinc battery technology and electronics. The ZPower solution simplifies new product development and speeds time-to-market. For end users, ZPower batteries deliver unmatched performance, improved user experience and are better for the environment. For more information, visit [www.zpowerbattery.com](http://www.zpowerbattery.com).

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