

Press Release

## power one showcases new products at the AudiologyNOW! conference and exhibition

Ellwangen, Germany, in March 2014

### High level hearing developed by power one

VARTA Microbattery is presenting new hearing aid batteries at this year's AudiologyNOW! conference and exhibition in Orlando, Florida, from March 26-29.

The power one wireless approved MERCURY-FREE Type 13 and 312 are the new, hearing aid batteries that were designed for the the latest generation of wireless devices and hearing aids as well as Bluetooth applications. More than 150 researchers and developers contributed to this remarkable product that is characterized by innovative cathode technology and constantly high voltage.

The product portfolio of the power one brand has also been expanded to include the power one IMPLANT plus Type 13. It provides an optimum hearing experience for hearing aids with high-power applications such as streaming.

Innovative and fully automated production lines of VARTA Microbattery engineers provide premium power, which is why power one is the brand that all the renowned hearing aid manufacturers trust around the world. The power one hearing aid batteries are produced in the world's largest, most modern hearing aid battery factory utilizing environmentally sound processes that conserve resources. Every battery is 100% tested and provides perfect in-ear power.

You can find out more about power one hearing aid batteries by visiting us at booth #846.

And you can get to know the virtual world of power one online at [www.powerone-batteries.com](http://www.powerone-batteries.com). We invite you to explore the entertainment, sweepstakes, music downloads and videos there.



Brands of  
VARTA Microbattery:

 **VARTA**

power one 



**Contact for questions:**

VARTA Microbattery GmbH  
Sonja Peitl-Steinert – Corporate Marketing  
Daimlerstrasse 1  
73479 Ellwangen  
Germany  
Phone +49 7961 921-526  
E-mail: [sonja.peitl-steinert@varta-microbattery.com](mailto:sonja.peitl-steinert@varta-microbattery.com)

**About VARTA Microbattery GmbH**

VARTA Microbattery is one of the world's leading battery manufacturers. With production facilities and sales subsidiaries worldwide, we supply high-quality battery products to our customers in more than 100 countries. The company is headquartered in Ellwangen, Germany. We develop and produce batteries comprised of all major electrochemical systems and cell geometries. As a global system supplier, we are in a position to fulfill our customers' requirements all over the world.