# Press Release – Vibe Air

**Brisbane, Australia 3rd March 2023**

**The Affordable and Award-Winning Vibe Air is now available in Australia in time for World Hearing Day.**

1. World Hearing Day, on the 3rd of March aims to improve affordability and expand access to hearing care globally.
2. One in five Australians have a hearing loss1 and more than half have not addressed it often due to price and stigma concerns.1
3. Vibe Air is an affordable and convenient solution for those who may not have sought help for their hearing needs due to stigma or cost barriers. Vibe Air addresses the needs of those with hearing loss whilst making the Vision of World hearing day possible.

WS Audiology is committed to breaking down barriers for hearing care and is pleased to announce the launch of the Vibe Air self-fitting over the counter (OTC) hearing aid in Australia.

The Vibe Air has been recognised with a prestigious CES Award for its One Microphone Beam TechnologyTM, which provides exceptional speech recognition and ability to focus on the person speaking in front of the wearer, while the Vibe Air hearing aid remains virtually invisible in the ear. This technology addresses the number one challenge for people with mild hearing loss: hearing clearly in social situations when there is background noise. Until now, directional microphone technology has only been possible with behind-the-ear hearing aids.

Designed for those with mild-to-moderate hearing loss, the Vibe Air is an affordable and convenient solution for those who may not have sought help for their hearing needs due to stigma or cost barriers.

The 3rd of March 2023 is World Hearing Day which is themed “Ear and hearing care for all!” This message is particularly true for Australians with over half of the hearing-impaired population1 never seeking hearing care to address their hearing loss.

With Vibe Air, WS Audiology wants to support the goals of World Hearing Day by offering a hearing solution for people with mild-to-moderate hearing loss, by offering an affordable, discreet, and self-fitted solution.

The Vibe Air is self-fitted by the wearer in the comfort of their own home, without the need for an appointment with a hearing specialist. Wearers enjoy full control of their Vibe Air hearing aid with the Vibe smartphone app.

At a price point of 1,295 AUD a pair, the Vibe Air provides exceptional value for those looking to improve their hearing and quality of life. The Vibe Air is available for purchase both online at au.vibe-hearing.com and at selected Hearing Clinics located in all major cities across Australia.

James Benston, Managing Director of Vibe in ANZ, said:

*“At WS Audiology, we are dedicated to breaking down barriers for hearing aid devices and help those with hearing loss reclaim their social life. The Vibe Air self-fitting hearing aid is a testament to our commitment to provide accessibility to hearing care for everyone, offering high-quality hearing care at an affordable price point."*

*“With Vibe Air, we believe we have a solution that can provide support to Australians who are living with un-addressed hearing loss, Vibe is affordable, easy to use and offers great hearing performance for mild to moderate hearing loss.”*

For more information about the Vibe Air and its CES Award, visit <https://au.vibe-hearing.com>

To find out more about World Hearing Day and their mission visit <https://worldhearingday.org/>

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**About WS Audiology**

WS Audiology, a global leader in the hearing aid industry that builds on a 140-year history of driving ground-breaking innovations in hearing care. We help millions of people regain and benefit from the miracle of hearing by designing and manufacturing innovative hearing aid devices and solutions. We improve people's health, well-being, and quality of life as we strive to unlock human potential by making wonderful sound part of everyone's life. Visit <https://www.wsa.com/>

*1 Anovum 2021 - AustraliaTrak 2021*

*For high resolution images please contact: Peter McKinnon, Director of Product Management, WS Audiology, 0400261631 (peter.mckinnon@wsa.com)*

 