



PRESS RELEASE FOR IMMEDIATE RELEASE

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Amplifi Hearing Receives Hearing Technology Innovator Award for EarScript.net

Annandale, NJ — September 10, 2024 – Amplifi Hearing announced today that it has been recognized for EarScript.net in the fifth annual **Hearing Technology Innovator Awards Competition**. EarScript.net is a patented process that enables hearing care providers and manufacturers to add EarScript’s features to their websites and apps quickly and easily. This enables patients to listen to various environments and compare popular brands and models of hearing aids based on their own hearing profile

Dave Davis, Co-founder of Amplifi commented, “We’re very proud to be recognized for our innovative EarScript.net product and thank HHTM and those who voted for us. We created the EarScript.net platform to enable hearing care companies to demonstrate and compare leading hearing aids to their customers and partners. This will help improve the hearing care journey for the patient and gives significant benefit to the hearing care professional. We appreciate the recognition and will continue to develop innovative products to improve how and where hearing care is delivered.”

EarScript.net can be easily integrated into hearing care websites and apps, providing significant value for hearing care providers and hearing aid manufacturers for:

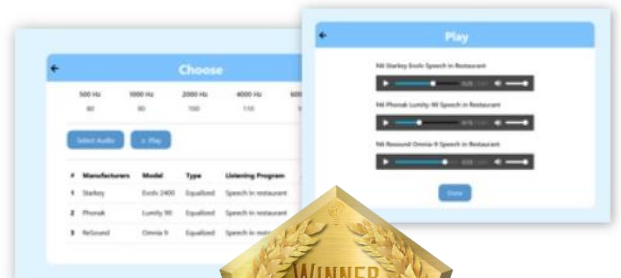
- Pre-visit consumer engagement helps to promote office/store visits
- Objective In-store/office hearing aid selection and likelihood of reduced trials resulting in a quicker time to sale, and
- Higher customer satisfaction due to a more engaging and realistic experience pre-sale.

The EarScript.net system consist of:

- An **API (Application Programming Interface)** that enables a browser to access the key features and retrieve data from our repository of hearing aid recordings.



- A **sample app** that demonstrates the basic EarScript workflow and features, which can then be used to tailor the implementation to any website look and feel.



Amplifi received this prestigious Innovation Award in the Service Delivery: Clinical Products category. The annual awards program by Hearing Health & Technology Matters (HHTM) acknowledges technological innovation and accomplishments in the hearing industry. This year's program featured numerous innovative technologies submitted by companies from all around the world across eight categories.

"The Innovator Awards aim to acknowledge the individuals and organizations that transform groundbreaking hearing care concepts into reality," explained Dr. Robert Traynor, member of the 2024 Awards program judge's panel. "Companies like Amplifi Hearing are playing a pivotal role in advancing innovation throughout the industry."

About Amplifi Hearing

Amplifi was formed in 2021 by industry veterans Dr. Tom Powers and Dave Davis, with a mission to help improve how hearing care is delivered through practical innovation. We're headquartered in suburban Philadelphia and are partnering with some of the industry's leading companies to bring tools that help improve the hearing aid selection and dispensing process, leading to better patient satisfaction and productivity for hearing care providers. For more information, please visit our website at www.amplifihearing.com.

About HHTM

Hearing Health & Technology Matters (HHTM) provides timely information and lively insights to anyone who cares about hearing loss. Readers and contributors are drawn from many sectors of the hearing field, including practitioners, researchers, manufacturers, educators, and, importantly, consumers with hearing loss and those who love them. By involving all these groups, we hope to bridge the gaps in knowledge that so often divide them. To learn more, visit HearingHealthMatters.org.