



Press Release
For Immediate Release

Amplifi Hearing Announces Strategic Alliance with Immersion Technology and Debuts New Corporate Website

April 17, 2026 -- Amplifi Hearing, creators of the EarScript hearing aid comparison technology, announces two significant developments in its effort to advance evidence-based audiology. The company has launched a newly redesigned corporate website and formed a strategic technical alliance with Immersion Technology, a recognized leader in high-fidelity spatial audio systems.

This partnership aims to reduce the disparity between controlled clinical assessments and the nuanced, real-world listening conditions experienced by hearing aid users.

Enhancing EarScript Through the Immersion 360 system

By tapping into Immersion Technology's technical capabilities, Amplifi Hearing will incorporate advanced "real-world" recordings along with refined audio capture technologies into the EarScript platform, including:

- **Improved Performance**: Leverage Immersion 360's cutting-edge technology to deliver more precise and immersive acoustic simulations.
- **Authentic Sound Environments**: Provide clinicians and patients with a rich library of true-to-life, 360-degree recordings for better evaluation in noisy, complex settings.
- **Refined Accuracy**: Support hearing aid comparisons with highly accurate spatial audio technology.

"The addition of Immersion 360's technology marks a major step forward for our platform," says Andre Marcoux, PhD, CEO of Amplifi Hearing. "Merging our patented comparison framework with their advanced audio environments allows us to deliver a level of accuracy that effectively brings real-world listening scenarios into the clinic."

A Revamped Website for Audiology Advancement

The introduction of the new Amplifi Hearing website at www.amplifihearing.com creates a central hub for clinicians, partners, and manufacturers to connect with Amplifi's solutions. The updated site highlights the company's focus on transparency and independent hearing care while offering simplified access to resources and detailed insights into the EarScript platform.

About Amplifi Hearing

Amplifi Hearing is an innovation-driven audiology company focused on empowering independent hearing care professionals. Its core product, EarScript, enables clinicians to objectively compare hearing aid brands so patients can be matched with the most effective solution for their specific hearing needs.

About Immersion Technology

Headquartered in Quebec City, Immersion Technology (immersion360.ca) develops immersive audio systems for research and day to day work in audiology. Their advanced platform is designed to faithfully recreate complex real-world environments in clinic, thus allowing more realistic and immersive conditions for localization and speech recognition tests.