

Press Release

power one – made in Germany – showcases new products

Ellwangen, Germany, in October 2013

High Level Hearing from power one

power one – made in Germany - to appear this year under the slogan "Hearing with us into the future". From October 16 - 18, 2013, VARTA Microbattery will be showcasing new hearing aid batteries at the EUHA Congress in Nuremberg.

The company will be presenting power one "wireless approved" MERCURY-FREE cells in types 13 and 312. Over 150 VARTA Microbattery researchers and developers designed these hearing aid batteries for maximum performance. Innovative cathode technology and continuous high voltage ensures the purest sound and premium quality in the hearing aid. The new power one "wireless approved" MERCURY-FREE cell is the optimum energy source for wireless devices and the latest generation of hearing aids as well as Bluetooth application.

The product portfolio of power one has also been expanded to include the power one IMPLANT plus 13. This battery was developed for hearing aids with high-power applications such as streaming.

For every hearing aid, power one offers the optimum energy solution and has been the standard for brilliant hearing for many years now. The more than 125-year technology tradition of manufacturer VARTA Microbattery utilizes only environmentally sound processes that conserve resources. All power one batteries are manufactured in Ellwangen, Germany, in the world's largest, most modern hearing aid battery factory. The batteries are manufactured on innovative and fully automated production lines that have been designed by VARTA Microbattery engineers.

Extensive information about power one will be provided at **power one's exhibit in Hall 4, Booth G12**. We look forward to seeing you there and invite all trade fair visitors to participate in our competition for a chance to win an attractive gift.

You can also check out the power one world online at www.powerone-batteries.com
In addition to more product information, you will also find entertainment, competitions, music downloads, videos, etc. there.



Brands of
VARTA Microbattery:





Photo: power one hearing aid batteries

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

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.