



Advanced Bionics announces that their patented HiRes™ Ultra 3D Cochlear Implant has been awarded the Medtech Breakthrough Award 2019 for *Best Overall Medical Device Solution*.

Valencia, CA, June 5, 2019 – [Advanced Bionics](#) (AB) announces that their patented [HiRes™ Ultra 3D Cochlear Implant](#) has been awarded the Medtech Breakthrough Award 2019 for *Best Overall Medical Device Solution*. Built on the HiRes™ Ultra platform and developed by the internal Research and Development Team at AB, the new implant is the Hassle Free and Pain Free choice for recipients who may need to undergo MRI examinations at some point during their lifetime. Even for high resolution MRI scans, there is no need to surgically remove the new multi-magnet assembly and no requirement for head bandaging, meaning no hearing downtime for the patient.

“We are proud and grateful to receive this prestigious award for the Best Overall Medical Device Solution,” says Victoria Carr-Brendel, PhD, Group Vice President Cochlear Implants (CI), Sonova. “It is a resounding recognition of the ingenuity and hard work of the people at Advanced Bionics over the last years. The new magnet technology in our Ultra 3D implants is improving the quality of life for many of our CI wearers, making MRI scans a hassle-free and pain-free experience.”

The innovative Ultra 3D multi-magnet assembly is capable of aligning with the magnetic field of the MRI scanner irrespective of patient orientation or movement. This allows adult and pediatric cochlear implant wearers to safely undergo high-resolution imaging, such as 3.0 Tesla MRIs, without surgery or head bandaging, without feeling pain or discomfort, and without restrictions to the orientation of the head during the MRI procedure.

MRI examinations are becoming increasingly commonplace as a diagnostic tool for a wide variety of medical conditions. Prior to the development of MRI-compatible CI magnet technology, wearers and healthcare professionals had to contend with the magnetic field from MRI machines exerting force on the CI magnet inside the head, causing torque and subsequent pain. Although these problems were managed to some extent using head bandaging and/or careful alignment of the MRI field with respect to the CI, it was common



practice to remove magnets for high resolution MRI examinations, requiring out-patient surgery and interrupting the patient's hearing during the process.

With the HiRes Ultra 3D, AB developed new multi-magnet technology that is compatible with MRI scans, giving CI wearers the peace of mind for any current and future health issues that may necessitate an MRI examination. Furthermore, the multi-magnet assembly is designed to withstand repeated exposure to MRI procedures without any loss of magnetic strength or mobility of the magnet assembly components.

### **About Advanced Bionics**

Advanced Bionics is a global leader in developing hearing solutions for individuals with severe-to-profound hearing loss who no longer benefit from hearing aids. Founded in 1993 and a subsidiary of the Sonova Group since 2009, AB develops cutting-edge cochlear implant technology that allows recipients to hear their best. AB joined Phonak as part of the Sonova Group of companies and began a collaboration unlike any other in the industry. Since then, the innovation leaders in cochlear implants and hearing aids have continuously combined technologies to deliver new, unequalled hearing solutions. With sales in more than 50 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented worldwide group of technologists and professionals are driven to engage with patients and professionals, work with integrity, and stay firmly committed to the best possible performance.

### **About MedTech Breakthrough**

Part of [Tech Breakthrough](#), a leading market intelligence and recognition platform for global technology innovation and leadership, the MedTech Breakthrough Awards program is an independent program devoted to honoring excellence in medical and health related technology companies, products, services and people. The MedTech Breakthrough Awards provide a platform for public recognition around the achievements of breakthrough health and medical companies and products in categories that include Patient Engagement, mHealth, Health & Fitness, Clinical Administration, Healthcare IoT, Medical



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