

Advance for Audiologists

Comfort Audio Opens US Office

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Comfort Audio, recognized since 1994 as a leader in assistive listening devices and systems, has opened a sales and marketing office in the United States.

In the United States, the great majority of those suffering from hearing loss are currently not using any devices to satisfactorily resolve their impairment. The reasons for this are multiple. Hearing aids are often expensive. Some find hearing aids uncomfortable. Too many consider wearing hearing aids unacceptable, as the stigma for the wearer is often worse than the cure.

Comfort Audio takes aim at all those issues, designing and marketing products with great appeal. "Our success so far in Europe and other international markets is based on three fundamental design philosophies: Uncompromised technology and sound quality; sophisticated style and attractive designs; affordability and products priced at different buyers" says Ragnar Ahgren, CEO of Comfort Audio.

Comfort Audio only develops assistive listening devices and systems. "By not competing with hearing aid makers, but rather developing products that either are a complement to hearing aids, or a substitute for patients not yet ready for them, we see our products as an easy-to-sell, easy-to-service, complement to the products offered by dispensers today," says Mr. Ahgren.

A concrete example where Comfort Audio's design vision of technology leadership is evident is the Comfort ContegoT, a high-definition (HD) digital wireless FM system. The HD sound is crisp and clear and has the distinctive look and feel of smaller units, with easy-to-read digital screens-making the device something to show off, not try to hide. The Contego units have built-in microphones that are adjustable for maximum customization of sound with omni-directional or directional sound based on conditions. The volume setting for the transmitter can be remotely adjusted from the receiver. The Contego sends its signals encrypted to prevent electronic eavesdropping. It has quickly become popular with lawyers and business professionals. Even courts find the Comfort Contego an indispensable tool.

The Comfort DuettT, a small personal amplifier, resembles a stylish MP3 player. In addition to the strong-up to 60dB-amplification and superb sound quality, the Duett is able to be integrated into home audio equipment such as TV, music and a standard telephone.

New products are under development.

Comfort Audio is headquartered in southern Sweden in "Medicon Valley," a medical-device-rich region which also is the home of many Danish audiological firms. The company has built its reputation on technology leadership, attractive designs and by focusing solely on assistive devices and systems.

Comfort Audio Inc. a wholly owned US subsidiary, was incorporated in 2006 and will serve the company's sales, service and marketing needs for North America. Comfort Audio's products are distributed in the US and Canada by quality distributors reaching different segments, retailers and dispensers that serve the hard of hearing.

For more information, visit www.comfortaudio.us.

