

## Press Release

# power one hearing aid batteries – technology made in Germany

Ellwangen, Germany, May 2016

## power one hearing aid batteries at the Annual Middle East Update in Otolaryngology Conference & Exhibition

From May 24 to 26, 2016, VARTA Microbattery will be showcasing its trendsetting premium products at the Annual Middle East Update in Otolaryngology Conference & Exhibition in the Dubai World Trade Center, United Arab Emirates.

“Development at power one has only known one direction for many years - up,” says Torsten Schmerer, General Manager of the business unit. The premium brand has become the world’s largest hearing aid battery manufacturer within 15 years. High product quality is one of the main pillars of success.

All power one products are produced in the world’s largest and most modern factory for hearing aid batteries in Germany. In addition to the zinc-air technology, the company also develops and produces rechargeable solutions.

### Free power one smartphone app

For hearing aid users and acousticians, power one developed an attractive app in German, English and French. Both hearing aid users and acousticians can benefit from the app’s wide variety of functions. Battery purchase reminders, directions to the nearest acoustician – the power one app makes it quick and easy.

The power one hearing aid battery team is looking forward to seeing you at **Booth RD 30**.



Find out more about the world of power one at



[www.powerone-batteries.com](http://www.powerone-batteries.com)



The power one mobile app can be downloaded from the App Store, Google play and the Windows Store



[www.facebook.com/powerone.batteries](http://www.facebook.com/powerone.batteries)



[www.youtube.com/poweronebatteries](http://www.youtube.com/poweronebatteries)

**Contact for questions:**

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**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 around the world. The company is headquartered in Ellwangen, Germany. We develop and produce batteries for 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.

Brands of  
VARTA Microbattery:

