

IQbuds™ RECEIVE INTERNATIONAL RECOGNITION WITH MAJOR CES INNOVATION AWARD

Highlights:

- IQbuds™ receives international recognition with a CES 2017 Innovation Award in the “Tech for a Better World” category.
- IQbuds™ will now be showcased with other winners at CES 2017 to be held in Las Vegas.
- Significantly enhances Nuheara’s profile, exhibit and global launch of IQbuds™ at CES 2017.

PERTH, Western Australia and NEW YORK, New York – Nuheara Limited (Company), Australia’s only ASX listed consumer wearables technology company, is pleased to announce that it has received a CES 2017 Innovation Award announced at CES Unveiled, an event held in New York City on Thursday 10 November 2016. The awards were announced in advance of CES 2017 held in Las Vegas, Nevada (January 5-8, 2017) where IQbuds™ will be showcased along with other winners.



The CES Innovation Awards is an annual competition, run by the Consumer Technology Association (CTA), honoring outstanding design and engineering in consumer technology products. Nuheara’s entry *IQBuds™: Pushing Innovation in Hearing Technology* was selected as a CES 2017 Innovation Awards **HONOREE** in the **Tech For A Better World** product category. IQbuds™ scored highly across all judging criteria, and it joins a small percentage of other products that are given this honor each year from the approximately 4,000 exhibiting companies from around the world.

“The honorees stand as the best of ingenuity and design in the consumer tech industry,” said Karen Chupka, Sr. VP, CES and corporate business strategy, CTA. “These outstanding products exemplify the power and promise of the global consumer tech industry to produce breakthrough products and services that improve our lives and better our world.”

In providing the company feedback on its entry, award judges made the following comments, “Nuheara IQbuds™ bring together a unique blend of sophisticated research, acoustics, RF technologies, highly miniaturized electronics, advanced speech processing, state of the art software and sleek industrial design. IQBuds™ are tackling the issue 'how can I hear better?'”.

Commenting on the award Nuheara's Global VP of Sales Bruce Borenstein said, "Having been in the industry for the past 30 years, I know how valuable winning the CES Innovation Award is. It creates an aura of product superiority with resellers and consumers alike. Kudos to our research, engineering and product teams for making this possible."

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About Nuheara

Nuheara is an innovative audio Wearables company. It has developed proprietary hardware and software to deliver multi-functional intelligent hearing technology that augments a user's hearing and facilitates cable free connection to smart devices. With Nuheara's IQbuds™, consumers are able to augment their hearing according to their personal hearing preferences and connect hands free with their voice enabled smart devices. Nuheara's mission is to improve people's lives by allowing them to seamlessly listen, communicate and connect to their physical and digital world. Learn more about Nuheara: www.nuheara.com.