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## NUHEARA DEMONSTRATES IQbuds™

Nuheara Limited ('Nuheara' or 'the Company') is pleased to announce that in-market testing of its IQbuds™ working wearable prototype (WWP) has resulted in overwhelmingly positive responses from potential consumers.

Since the announcement of the delivery of the WWP in mid January 2016, Nuheara executives have been beta testing the product with hundreds of consumers in Australia and the USA.

The testing set out to prove the performance of a component of Nuheara's Intelligent Hearing Technology that is designed to allow consumers to focus on conversations they want to focus on in challenging social environments such as cafés, restaurants and on the street.

According to David Cannington, Nuheara's Co-founder who is based in San Francisco *"Allowing consumers to focus on speech in these challenging social environments is a very difficult problem to solve. I've personally demonstrated Nuheara IQbuds™ with over a hundred tech savvy consumers and the response has been overwhelmingly positive."*



*Consumers testing IQbuds™ prototype at different locations in San Francisco*

As part of the consumer research, Nuheara has captured many of the responses on video that will be released on its Facebook page (<https://www.facebook.com/nuheara/>) and on its website (<http://www.nuheara.com/videos/>) over the coming days.

Further, Mr Cannington had the opportunity to demonstrate IQbuds™ at the recent launch of the Australian Landing Pad in San Francisco with the Honorable Steven Ciobo, Australia's Minister for Trade and Investment. The Landing Pad is an initiative of the Australian Government to assist Australian technology companies enter into foreign markets.



*Federal Minister for Trade & Investment Hon Steven Ciobo with Nuheara's David Cannington at the launch of the Australian Landing Pad in San Francisco*

Over the coming months, Nuheara will continue work to improve the performance and functionality of IQbuds™ with further generation prototype releases expected as it transitions its engineering effort toward commercial production. As with any new technology product development process, multiple prototype iterations, ongoing software development, testing and optimization will occur up to product launch and will continue post-launch to further enhance product performance.

According to Nuheara CEO Justin Miller *"The consumer response to the IQbuds™ working wearable prototypes is very encouraging but we realize there is still significant work to do to bring the final product to market. The Company now aims to move to stage two of its business model by bringing its first product to market for the 2016 holiday season"*.

### **Market Update**

The global wearables market is experiencing explosive growth. According to a February 2016 market update by global research group International Data Corporation (IDC) the worldwide wearable device market more than doubled to 27.4 million units in the fourth quarter of 2015. For the full year, vendors shipped a total of 78.1 million units, up 171.6 percent from 28.8 million units in 2014. *"Triple-digit growth highlights growing interest in the wearables market from both end-users and vendors. It shows that wearables are not just for the technophiles and early adopters; wearables can exist and are welcome in the mass market"*, IDC Research Manager - Wearables team, Ramon Llamas said.

According to Justin Miller, *"As an ASX listed entity and Australia's only listed consumer wearable technology company, we are now well positioned to progress our prototype towards full commercial production, targeting this burgeoning global market"*.

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### **About Nuheara**

Nuheara is an innovative audio Wearables company. It is developing 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™, it is intended that consumers will be 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](http://www.nuheara.com)

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