



Press Release

## power one features wireless approved mercury-free zinc air batteries and the new power one app

Rye, New York, March, 2015

**power one shows its mercury-free zinc-air hearing aid batteries as well as the new power one app at this year's AudiologyNOW! conference and exhibition in San Antonio, Texas, from March 25 – 28.**

power one's commitment to research and development has been the cornerstone of VARTA Microbattery's 125 years of success. This commitment has resulted in the best power one hearing aid batteries of all times. Available in the standard version and mercury free option, both lines combine the highest quality materials for the utmost product reliability. The power one mercury free "wireless approved" hearing aid batteries offer maximum energy density that especially meets the requirements of the new generation of hearing instruments. The power one mercury free battery performance is one that you and your customers can trust.

### **New: The power one app is now available**

power one has developed a sophisticated app for hearing aid users and audiologists. Hearing aid audiologists have the opportunity to register as power one audiologists, informing consumers where the closest source of power one batteries may be purchased. Contact information, including maps to the locations are available. Orders may also be placed by phone or email with registered audiologists.

Other functions available to consumers include a reminder setting for medicines and battery ordering. A Health pass that will store information about personal medications, eye glass and contact lens strength. A mirror function is also provided for inserting hearing aids.

The power one app contains a battery guide, answering frequently asked questions about the various battery types. power one news will keep you up to date on new developments and highlights. The free power one app may be downloaded from the Apple Store, Google Play Store and the Windows Phone Store.

Please stop by the power one **booth #329** for a demonstration of the new power on app and to meet our senior management from the US and Germany.

Brands of  
VARTA Microbattery:



For more about the world of power one visit our website:



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



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



**Contact:**

VARTA Microbattery Inc.  
Dennis Sklenarik  
National Sales Manager – Retail  
555 Theodore Fremd Avenue, Suite C-304  
Rye, New York 10580  
Phone: +1 914 592 2500

E-mail: [dennis.sklenarik@varta-microbattery.com](mailto:dennis.sklenarik@varta-microbattery.com)

**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. 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.