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At the 2015 International CES, Siemens is unveiling smart hearing aids, their latest in wearable hearing technology. The hearing aids can be discreetly controlled via both iPhone and Android devices, with latest models clinically proven to outperform people with normal hearing in background noise. When two hearing aids are worn (the most common case), the new smart hearing aids utilise intelligent, two-way wireless communication to zero in on desired speech with pinpoint accuracy. This enables better-than-normal hearing in crowded situations like noisy restaurants and cocktail parties where background chatter has historically been a challenge.

"These are not your average hearing aids but rather highly-intelligent wearable devices. They automatically detect everyday listening environments such as a noisy room, wind, or while driving a car, and instinctively know what to do," said Mr Scott Davis, CEO, Siemens Hearing Instruments.

When paired with Siemens' new easyTek and easyTek App, a wearer can control the direction of the hearing aids' microphones-front, left, right, or behind-to simultaneously enhance speech and suppress background noise. The span of the microphones' focus can also be controlled via the app, allowing wearers to select a wide range of focus or a very narrow beam.

"Some hearing aid wearers also want the flexibility that comes with having control over their listening experience. We have all heard of and can appreciate the benefits of on-demand TV. With these hearing aids, you can turn your iPhone or Android device into a hearing aid control center. We call it on-demand hearing," added Mr Davis.

While Siemens' new smart hearing aids pair with virtually any iOS or Android mobile device for a custom-tailored listening experience, a smartphone is not required to make use of the new technology. The hearing aids continuously scan the acoustic environment and activate the most optimal settings for that particular listening situation.