



For everyone



# An introduction to Amplivox

Audiometers | Tympanometers | Product support | Consumables & accessories

# Who we are

Amplivox creates a healthier future by providing accessible and reliable medical solutions for everyone.

As a manufacturer with more than 90 years of experience, we are proud to be a trusted partner to hearing and occupational health professionals around the world.

Delivering a high level of knowledge-led solutions, service and support, we are here to be your preferred audiological and occupational health solutions provider.

Our values are central to our approach and the way we work:

- We work closely with our customers, partners and colleagues in all that we do, always being transparent and keeping our promises.
- We listen, learn, and openly share our knowledge and insights, ensuring that by working together, we can all be the best that we can be.
- We constantly challenge ourselves to improve, looking for ways to innovate within our industry, and create the best possible products.
- Our customer needs are our priority. We work with them to find the most effective solutions to help them enhance their capabilities.



For everyone

## Our approach

We are dedicated to making sure that people across the world receive the best opportunities when it comes to accessing hearing health.

Since 1935 we've worked closely with hearing healthcare professionals to design, manufacture, and develop reliable screening and diagnostic instruments.

By putting the needs of our professionals first, we've led the way in the development of industry-leading and first-to-market products that combine innovation, accuracy and reliability.

As part of a global hearing healthcare group, our access to world-leading research, investment and technology enables us to offer the highest level of service to our customers.

We are proud to deliver our world-class equipment, knowledge and expertise to multi-national organisations in over 150 countries, along with the benefits of an agile and solution-focused approach.

We support a wide range of sectors, including hospitals, hearing aid dispensers, and ENT specialists, as well as world renowned carriers in aviation and manufacturing.

Our solution-focused approach, combined with our extensive training and support, ensures we are trusted to deliver by hearing care professionals all over the world.

# Our history

Amplivox was founded in 1935 by Sir Edwin Stevens, in the pursuit of supporting the hearing deficiency of a close family member.



Sir Edwin Stevens, founder of Amplivox Ltd.

Edwin Stevens was regarded by many as an entrepreneur, designer, and innovator in vital elements of human welfare.

He was considered by many to be instrumental in developments within the fields of hearing, testing, and preventing deafness.

He retired as Chairman of Amplivox Ltd. in 1975 at the age of 70, but was still actively engaged as a consultant and continued to devote the remainder of his life to charitable causes.

## The first wearable hearing aid

Mr Stevens pioneered the early development of electronic hearing aids, designing the first wearable electronic hearing aid weighing just 10lbs / 4.5kg.

It had the microphone on the lapel, the amplifier in the jacket pocket, and an earphone small enough to go into the ear. It was also the first ever aid that enabled a person suffering from hearing loss to hear general conversation in noisy environments such as the church or theatre.

Prior to this, electrical hearing aids consisted of a carbon microphone, an earphone with a headband, a battery, and connecting cords - essentially a crude version of the telephone. They were thought to be fairly ineffective, and generally weighed 20lbs / 10kg plus.

## Leading the way

Amplivox has been instrumental in the hearing aid industry, creating an entirely different outlook for the hard of hearing, with extensive personal, social, and economic benefits.

In 1940, at the request of the Ministry of Defence, Amplivox developed the first ever ear defenders to prevent deafness from the noise levels arising from modern warfare.

In that period of time, Amplivox also went on to design and manufacture the first amplifiers with headsets to help educate deaf children - for personal and classroom use.

And in 1963, introduced Audiocups (noise-reducing enclosures), which are still used by health professionals all over the world today.



## Our history

### Sir Winston Churchill

One particularly notable customer of Amplivox was Sir Winston Churchill. Edwin Stevens supplied the former Prime Minister with all of his hearing aids during the 15 years before his death in 1965.

**“The PM reported having better results from the Amplivox hearing aids than any others he had tried.”**

Edwin Stevens noted his experiences of meeting Sir Winston Churchill at his home in 10 Downing Street. On one particular occasion he read the Times to Sir Winston Churchill so they could test the effectiveness of the hearing aids he was trialling - the newly developed all-transistor hearing aid. Churchill told Stevens “I really am most grateful to you... I think the instrument is wonderful”.

He also wrote a letter to Edwin Stevens in which he said “I am finding the hearing aid very useful and I am using it to great advantage at dinner parties. I should like to thank you most sincerely for all the trouble you have taken in this matter”.

### Development in audiometry

During World War II, there was a need to officially test the hearing of personnel. Amplivox was the first company to import audiometers for use in the British and US services.

In 1947 Amplivox designed its own audiometers, incorporating the new development of ‘differential masking noise’ and facilitating the differentiation of middle ear and inner ear deafness.

In addition to all of this, Amplivox developed a wide range of military equipment including microphones, earphones, and headsets for aircrafts and tanks – becoming almost exclusive suppliers to NATO forces.

Amplivox has also financed essential research at Southampton University on the prevention of deafness in the industry.



# A company of firsts

Amplivox was the first company within the hearing healthcare industry to use items such as transistors, printed circuit chips and batteries. It has subsequently produced a significant number of innovations.

At the time of Edwin Steven's retirement, Amplivox had become a world leader in electroacoustics with a huge range of innovative, solution-focused products.

## Our firsts-to-market

- 1935** The first wearable electronic hearing aid
- 1947** The first audiometer designed for assessing hearing loss with weighted masking
- 1963** The introduction of Audiocups. Still considered to be an industry-leading solution today
- 1984** The introduction of the first occupational health audiometer for the UK market: the CA850 Series 1
- 2009** The introduction of the Otowave 102-4. A revolutionary handheld design that has set the foundation for screening tympanometry in the market
- 2020** The introduction of the first dedicated and approved functional hearing test for the police and other command and control organisations

## A look to the future

For 90 years we've continuously listened to our customers and delivered solutions that have not only met but exceeded expectations.

Looking to the future, we'll continue to work alongside audiology and occupational health professionals to ensure we provide solutions that meet the needs of our customers, both for today, and tomorrow.

There are new products being developed all the time, with the singular vision of raising the game when it comes to providing a personalised, user-friendly experience.

We can't wait to share this new technology, as well as the next part of our journey with you.





# Our vision

To enhance lives  
by driving **better  
hearing health**

## Our mission

We empower healthcare professionals worldwide with innovative and accessible screening and diagnostic solutions, so that everyone has access to high-quality care.



# Our portfolio

Innovative, supportive and dependable are the core attributes of all Amplivox products.

## Purpose built

We strive to provide the best user experience in the industry, through products that are intuitive, dependable and compact. Combining stand-alone or PC connected solutions, our goal is to keep the user focused on the patient, not on the product.

## Product support

Product support is at the heart of our commitment to excellence. Our after-sales service includes annual calibrations, maintenance and unplanned repairs, ensuring equipment remains in optimal condition and always compliant with legal requirements and manufacturer guidelines.

We provide all our customers with user manuals, repair guides and tutorial videos, ensuring they have everything they need to get the best from our equipment.



**Anova™**

Your audiometer  
**Your way**

## Audiometers

Our suite of advanced screening and diagnostic audiometers are designed to provide accurate and efficient patient testing. From the most routine to complex testing scenarios.

Benefiting from ergonomic designs, logical key layouts, and functionality including air conduction (AC), bone conduction (BC), speech testing and masking, alongside helpful assistance tools, our instruments will fulfil the needs of audiologists, ENT, and hearing health care professionals.

## Software solutions

All our audiometers are supported by our new state-of-the-art audiometry and data management software - Amplisuite.

Custom-built, Amplisuite offers users a modern and simple way to present, review and process patient test results.

Intuitively designed and utilising the latest software technology, Amplisuite supports users today and into the future.

Offers integration to third-party Electronic Medical Record (EMR) systems such as OtoAccess® and NOAH for an efficient and streamlined workflow.

## Tympanometers

Our handheld and desktop tympanometers provide fast and accurate middle ear measurements for all age groups, including neonates.

With a compact and elegant design allowing for complete portability, our tympanometers are ideal for mobile use as well as clinical environments where space is at a premium.

Including a wide range of test functionality, our devices ensure testing requirements can not only be met, but exceeded.

## Consumables & accessories

We specialise in the supply of high-quality audiometry, tympanometry, OAE, ABR, hearing aid fitting and balance consumables and accessories.

Our wide range of products are manufactured to the highest quality, ensuring organisations minimise the risk of infection and optimise the performance of equipment and workflows.



# People looking after people

We are dedicated to making sure that people across the world receive the best opportunities when it comes to hearing health.

## Our ethos

It's our unwavering customer service and long-lasting relationships that sit at the centre of our success. People looking after people is the ethos that runs through the heart of our organisation.

We work closely with our customers, partners and colleagues in all that we do. We listen, learn, and openly share our knowledge and insights, ensuring that by working together, we can all be the best that we can be.

## Our charitable commitment

Our commitment to supporting charitable foundations remains our priority. Together with our partners, we continue to tackle the challenges faced by those who are unable to access adequate hearing healthcare.

Our unique majority ownership by a charitable foundation also means a percentage of profit is directed to funding research for better hearing technology solutions.



# Sustainability

We care for the climate and environment, and aim to bring sustainability into the way we do business.

## Sustainable activities

As part of a leading hearing healthcare group, Amplivox is fully committed to contributing positively towards the World Health Organizations' (WHO) Sustainable Development Goals (SDG) with a clear focus.

We care for our surroundings, the environment and the local communities in which we are based. Our sustainable activities are centred around:

- **Environment and climate**
- **Society and local community**
- **People and culture**
- **Business ethics and governance**

## Environment and climate

We have a clear ambition to reduce our environmental footprint by constantly seeking ways to reduce our CO2 emissions and better utilise waste and hard-to-decompose substances.

### **Environmentally certified production**

Our production facilities of audiometric solutions are certified according to ISO 14001 standard.

With this environmental management system, we have defined ambitious goals and procedures for reducing our impact on the environment.

## Society & local community

We work hard to make our products accessible to everyone and regularly work with charities around the world donating our instruments as well as our time.

This ensures those without access to efficient healthcare services, regardless of geography or socioeconomic status have an equal opportunity to take care of their hearing health.

## People & culture

Our colleagues are our biggest asset. Their well-being and engagement is a top priority in our daily work.

Using relevant employee engagement, inclusion and development programmes, we develop our culture to continuously support our team.

## Business ethics & governance

We comply with all international rules and regulations, and strive to conduct our business with high ethical standards.

For instance, our suppliers are carefully selected to ensure they live up to our high morals on business ethics, anti-corruption and labour practice, and in accordance with our Supplier Code of Conduct.

# Recycling & materials

We care for our planet and are taking active steps to reduce our environmental footprint and carbon emissions, along with our couriers, partners and suppliers.

On our road to a goal of net zero emissions by 2050, our sustainable activities are centred around:

## Purchased goods

What we buy and how it is delivered matters to us. We work continuously with suppliers and shipping companies to help reduce their environmental footprint.

## Materials

We choose materials that follow environmental standards, guaranteeing that no harmful substances are used in our equipment.

## Packaging

We strive to use less packaging material and consume less energy. When shipping your new equipment, we ship it in its own custom designed carry bag and cardboard box that we also recommend to be used for any future shipping of the unit - saving on packing material.

## Recycling

As producers of Electrical and Electronic Equipment (EEE) we are proud to comply with the UK Waste Electrical and Electronic Equipment (WEEE) regulations. We also support our customers by acquiring their old equipment for recycling, and encourage equipment trade-ins.





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The Amplivox policy is one of continuous development and consequently the equipment may vary in detail from the description and specification in this publication.

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