

Eargo Honored to Win the 2016 Red Dot Award for Product Design

Selected a winner from over 5,000 submissions, Eargo's rechargeable, in-ear hearing aid recognized for its innovative and comfortable design

Mountain View, Calif. – April 1, 2016 – Eargo, the creator of a virtually invisible in-ear hearing device, today announced it has received the 2016 Red Dot Award, the international distinction for high design quality, for product design. Eargo joins an elite group of past winners, including Withings Home and Google's Cardboard Virtual Reality Viewer and was selected by a panel of 41 design experts from a pool of 5,200 products and innovations across 57 nations. Only products which set themselves apart considerably through their excellent design receive the sought-after quality seal from the international Red Dot jury.

With patented Flexi Fibers, Eargo's design rethinks the hearing aid experience. 48 million people in the U.S. have hearing loss, and it is estimated 40 million people haven't done anything about it. Eargo addresses three of the most common obstacles to wearing hearing aids: cost, comfort and stigma. Priced at less than half the cost of the average hearing aid, Eargo offers those with hearing loss a virtually invisible, rechargeable in-ear hearing aid. With a design that was inspired and modeled after the shape of a fishing fly, the devices are suspended in the ear canal with medical grade silicone fibers, enabling air to flow naturally in and out of the ear. The Flexi Fibers allow crisply amplified treble sounds to mix with some natural bass sounds which pass through, creating a natural sound quality. And Eargo devices fit entirely inside the ear canal, making them virtually invisible.

"We are thrilled and honored to have won this award," says Raphael Michel, Co-Founder and CEO of Eargo. "We worked tirelessly for years to design a product that would enable people to hear life to the fullest without anyone knowing they are wearing a hearing device". Added Dr. Florent Michel, ENT Surgeon, Eargo Inventor and Co-Founder, "We believe that beautiful form and practical function are the basis of great design. We are very proud of what we've accomplished and for the recognition from the discerning design experts at Red Dot."

"With their performances, the Red Dot winners not only demonstrated an extraordinary design quality, but they also showed that design is an integral part of innovative product solutions," says Professor Dr. Peter Zec, founder and president of the Red Dot Award.

The Red Dot Award was founded in 1955 and is organized by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 17,000 entries in 2015 alone, it is one of the largest competitions in the world. Evaluated and judged by 41 experts from all around the world, winners are chosen according to strict rules. The Red Dot Award: Product Design guarantees a very high judging competence. Only freelance designers, design professors and specialized journalists – but not designers employed at companies potentially participating – are appointed to the jury. The independent expert panel assesses each entry strictly and fairly, live and on site, according to criteria such as degree of innovation, formal quality, functionality and ecological compatibility.

For more information about Eargo, please visit www.eargo.com. Media inquiries can be directed to Kimberly Angell at kim.angell@wishpr.com.



About Eargo

Eargo is a consumer medical device developer and manufacturer focused on innovative hearing solutions. The company created nature-inspired, patented Flexi Fibers and believes that hearing technologies should feel natural, work in harmony with the ear, and fit the user's lifestyle, not the other way around. Eargo was founded by an ENT surgeon and a team of Silicon Valley medical and consumer technology executives who believe that caring for your hearing health should not come at the expense of your lifestyle or appearance. Eargo was recently the recipient of Popular Science's Best of What's New 2015 award. The product received the honor in recognition as a breakthrough product and technology in health for 2015 because of its discreet in-ear design, comfort, ease-of-use, and pricing of less than half the average cost of a pair of hearing aids in the U.S. The Eargo team comes from Stanford, MIT, Harvard and Cambridge, and includes executives and advisors from Apple, Yahoo, Logitech, Match.com and large hearing device manufacturers Phonak and GN ReSound. Eargo is backed by leading venture capital firms, including NEA, Maveron, Dolby Family Ventures, Crosslink Capital, Birchmere Ventures, Montage Ventures, Peterson Ventures, and Red Sea Ventures.



About the Red Dot Design Award

In order to appraise the wide scope of design in a professional manner, the Red Dot Design Award is broken down into the three distinct disciplines: the Red Dot Award: Product Design, Red Dot Award: Communication Design and Red Dot Award: Design Concept. The Red Dot Award is organized by the Design Zentrum Nordrhein Westfalen in Essen, Germany. With more than 17,000 entries in 2015 alone, it is one of the largest competitions in the world. It was in 1955 that a jury convened for the first time to assess the best designs of the day. The name and brand of the award were developed in the 1990s by Red Dot CEO, Professor Dr. Peter Zec. Since then the sought-after "Red Dot" is the revered international seal of outstanding design quality. Further information: www.red-dot.org.

Eargo is indicated for mild to moderate hearing loss. Eargo will not restore normal hearing. Full benefit best obtained with frequent use. Eargo is not available in all states. See eargo.com for more information and labeling.

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