

## WS Audiology opens new R&D Centre of Excellence in Hyderabad

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**R&D hub will balance global technology trends with local market needs to develop hearing solutions**



Denmark-based WS Audiology (WSA), a global leader in the hearing aid industry, inaugurated its new Research and Development (R&D) hub in Hyderabad, marking a significant milestone in the company's expansion in India. The new hub underscores WSA's commitment to harnessing local talent and technology to drive global innovation.

According to the World Health Organization, an estimated 6.3% of India's population suffers from significant auditory loss. Globally, over 1.6 billion individuals experience some form of hearing loss, yet less than 20% have access to necessary hearing aids.

"The Hyderabad R&D Centre of Excellence is pivotal in our global R&D network, enhancing our product development with cutting-edge technologies to improve user experiences and outcomes significantly," said Joerg Brandscheid, WSA's Chief Technology Officer.

The new hub in Hyderabad is not just an investment in infrastructure; it represents a commitment to talent development, research, and collaboration with local institutions. "This Centre of Excellence builds on WSA's global R&D footprint and is a cornerstone in our long-term vision for India, where we aim to lead the way in improving hearing health across the region," Brandscheid continued.

The R&D hub will balance global technology trends with local market needs to develop hearing solutions that are both impactful and highly relevant. With a capacity for over 250 engineers, the centre will not only drive advancements in hearing solutions but also contribute to local talent development. The new hub will focus on key areas such as the use of Artificial Intelligence to enhance hearing experiences through contextual awareness, enhance user applications to make it more intuitive, optimising workflows for hearing care professionals to streamline patient interactions, and explore innovative approaches to make hearing aids more affordable.