

## AMPLIFON'S INNOVATION RECOGNIZED AT UX DESIGN AWARDS E IF DESIGN AWARDS

**Two international awards, won by the OtoKiosk digital audiometer and the Amplifon App, highlight the digital solutions developed by AmplifonX, the Amplifon Group's Research and Development division**

Milan, April 29, 2026 – **Amplifon**, the world leader in hearing care services and solutions, has won two international awards in the fields of design and user experience: the **UX Design Awards** and the **iF Design Awards** for **OtoKiosk** and the **Amplifon App**, digital solutions developed by **AmplifonX**, the Group's Research and Development division. The UX Design Award was presented to OtoKiosk in the *Product* category. The iF Design Award, meanwhile, went to the Amplifon App in the *Digital Media Interface* category, and to OtoKiosk in the *Health and Wellness User Experience* category.

**OtoKiosk** is an iPad app developed by Amplifon, which is patented and certified by the CE and FDA, enabling **high-precision audiometric testing** even in louder environments such as events, shopping centers and pharmacies. The solution incorporates **artificial intelligence technologies**, using **multilingual avatars** to guide the user through the test, and **predictive algorithms** that optimize the process and improve the accuracy of the results, providing an immediate initial assessment of hearing health. OtoKiosk was also presented to the **European Parliament** as part of the "Hear the Future" initiative, during which it was used for screening and raising awareness of hearing loss prevention.

**Amplifon App** is a true **digital hub for hearing health**: not just a tool for managing hearing aids, but an integrated platform designed to support users throughout their entire care journey. Also, the app is no longer restricted to Amplifon's hearing aid users; it offers anyone the opportunity to access **basic audiometric screening via smartphone** and informative content on prevention. Among its key features is a 24-hour **virtual assistant powered by artificial intelligence**. The app is already available in eleven countries: **Italy, France, Spain, Germany, Belgium, the Netherlands, Switzerland, Portugal, Australia, New Zealand** and the **United States**.

The **UX Design Awards** were established in 2015 by the **International Design Center Berlin** and recognize products, services, environments and prototypes that provide solutions to real needs, significantly improving people's lives through user-centered design. The **iF Design Award** is one of the world's most prestigious competitions dedicated to creative excellence and honors design by bringing it to the attention of an international audience.

These achievements reinforce Amplifon's position as a leader in the hearing healthcare sector, confirming the Group's commitment to developing advanced digital solutions that can tangibly improve people's quality of life. Along this journey, AmplifonX was supported by Design Group Italia, a multidisciplinary design studio that is part of Alkemy+, the creative division of the Alkemy Group.

### About Amplifon

Amplifon, global leader in the hearing care retail market, empowers people to rediscover all the emotions of sound. Amplifon's around 20,600 people worldwide strive every day to understand the unique needs of every customer, delivering exclusive, innovative and highly personalized products and services, to ensure everyone the very best solution and outstanding experience. The Group, with annual revenues of around 2.4 billion euros, operates through a network of nearly 10,000 locations in 25 countries and 5 continents. More information about the Group is available at: <https://corporate.amplifon.com>.

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