

## PRESSEINFORMATION



### MED-EL WORLD

Showcasing futuristic medical technology for better hearing, the permanent exhibition MED-EL World at AUDIOVERSUM gives visitors fascinating insights into hearing implants. The exhibition focuses in particular on the innovative and pioneering spirit of the Austrian family-run business MED-EL, which has spent the last 25 years developing powerful, high-precision implants for different types of hearing loss.

Huge progress has been made in a short amount of time when it comes to hearing implant technology. These developments are presented in the MED-EL World exhibition at AUDIOVERSUM using high-tech installations, videos and original exhibits to guide visitors through the medical milestones reached over the years. It also features interviews with the founders and owners of MED-EL, Dr Ingeborg Hochmair and Professor Dr Erwin Hochmair. "People are often reluctant to think and talk about hearing loss. AUDIOVERSUM is a way to show people how fantastic hearing is and what can be done to help," explains Ingeborg Hochmair in an audio clip at the exhibition. One of the main motivations for MED-EL's work was and still is overcoming hearing loss as a barrier to communication and thereby improving the lives of those concerned. "We were lucky that we found people who were willing to be part of what we were doing – genuine pioneers. They had implants inserted and carried out tests with us. This process helped us to learn a lot and to further develop our products," says Hochmair. Today, cochlea implants make it possible for the first time to fully replace a sensory organ in the human body. Visitors to the MED-EL World have the chance to pick up and look at implants such as these. Indeed, the whole exhibition is designed to be very interactive and hands-on. Highlights include the MED-EL-Challenge, which invites visitors to test their fine motor skills by threading a thin wire into a replica cochlea under a microscope.

#### About AUDIOVERSUM

AUDIOVERSUM is an interactive museum in Innsbruck all about the fascinating worlds of listening and wondering. As a Science Center it fascinates visitors with its combination of medicine, technology, education and art. Multimedia installations developed in cooperation with the renowned Ars Electronica Center Linz invite guests to have a go themselves and learn more about the senses. Special exhibitions under the headings "TO BE HEARD AND KNOWN" and "TO BE HEARD AND SEEN" focus on targeted knowledge transfer and contemporary formats. AUDIOVERSUM was designed and realized by Dr. Eckhard Schulz, who is still a Senior Advisor for the team.

[www.audioversum.at](http://www.audioversum.at)

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