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'World's smartest hearing' aid leads event for tech journalists

by Matthew Jarvis
Friday, May 16th 2014 at 10:56AM

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The bi-annual Digital Seasons event for tech journalists returned to the Montcalm Hotel in London with the Digital Summer expo, and PCR was there to take a look at the latest tech on the market...



Among the recently released and upcoming products on show was the 'world's smartest hearing aid' from accessibility tech firm ReSound.

The ReSound Linx connects to iOS devices to provide custom hearing aid support and preferences, including direct wireless connection for audio from Apple's mobile devices and the ability to remotely track the aids if lost.

The Linx also allows wearers to set location-specific audio preferences, which automatically detect the user's location and adjust audio levels and balances.

Also on show was the latest set of cases and covers from accessories firm Nuevue.

The Nuevue cases automatically clean phones and tablets as they are inserted and removed from the sleeves – with the BioCote antimicrobial lining reducing levels of microbes on the device's surface by up to 99.9 per cent and making it more hygienic.

Joining Nuevue in displaying useful phone accessories was Onaji, which was showing off its latest iteration in the Pawa Card range – a credit card-sized device which includes multiple phone cables and a built-in backup battery.

3D printing store iMakr also had a presence at the show, demonstrating one of its available 3D printers and a range of 3D-printed models.

The Farringdon-based store, which focuses on the reselling of 3D printers and 3D printing materials, was also promoting its 'MyMiniFactory' online resource for 3D printable models, where users can download 3D files for printing or purchase physical prints of objects.

Networking specialist Synology brought along several of its NAS products, showing off the media

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servers' multi-tasking, which is designed for home users who wish to stream media to a computer or smart TV while also recording or viewing feeds from home security products, such as surveillance cameras.

Display vendor Philips had one of the most eye-catching stands in the room, with a massive projected football game used to showcase the firm's new ultra short-throw projector range, which can project an image up to 100 inches across from a minimum of 44cm from the wall.

Many other firms were present at the show, including voice notation software firm Sonocent, PC and Mac peripheral vendor Elgato, home automation firm Heatmiser, premium cycle specialist Velorution, in-car DAB vendor JustConnect and more.

For more details on the event, visit www.digitalseasons.co.uk, or take a look at [PCR's photo gallery of the event here](#).

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TAGS: Retail, event, synology, products, Digital Seasons, Digital Summer, ReSound, Nuevue, Pawa Card

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