

150

150 years of making  
life sound better



GN

GN Making Life Sound Better  
FOR 150 YEARS

“The development of the world is dependent on communication”

– C.F. Tietgen, 1869

## Connecting people worldwide

In 1869, our founder C.F. Tietgen envisioned a more connected world. Since then, our ambitious journey has taken us from telegraph cables to radio waves and intelligent audio engineering. As the mechanics of modern communication rapidly changed, we remained agile and saw new opportunities at every turn.





# 1869

## We began global

C.F. Tietgen founded the Great Northern Telegraph Company and used his diplomatic skills to help people communicate by building a telegraph network across the Northern Hemisphere.



Officers from the ship Tordenskjold



# 2019

## Still connecting people

GN still transforms communication for the workplace, the med-tech industry and the consumer by providing intelligent audio solutions to millions of people worldwide.

## Who are we?

When our journey began, we were pioneers and risk-takers. We set sail across the ocean and trekked through the Arctic Siberian tundra to lay the foundations for our groundbreaking telegraph line. We were diplomatic partners as we negotiated with kings, governments and organizations to bring our solutions around the world. Today, this still defines who we are.

Our past is our inspiration. We are developers, designers, sound engineers and marketers that are driven by a passion to transform lives. We are specialists in the human ear, sound, wireless technology and miniaturization who want to make life sound better in the workplace, in the great outdoors and in the daily lives of people with hearing loss. As we take these traits with us today, we continue to forge new paths and help people hear more, do more and be more than they ever thought possible.

# The GN Group:

We offer intelligent audio solutions that let you hear more, do more and be more

## GN

ReSound was established in 1984 in the USA, and joined GN in 1999 to become the Group's lead hearing aid brand. ReSound's innovative hearing solutions combine original thinking and design with solid technology – all based on deep audiological insight and understanding of hearing aid users.



Interton was established in 1962 in Germany, and joined GN in 2005. Interton offers advanced, tested and proven GN sound technology in essential solutions designed to provide people with hearing impairment with a value based, affordable hearing aid that is easy to use.



The Audigy Group was established in 2004 in the USA, and joined GN in 2016 to add business and performance management solutions for hearing care professionals.



Beltone was established in 1940 in the USA, and joined GN in 2000 to provide high-quality personalized hearing care along with technically optimal hearing aids and solutions. Today, Beltone's industry-leading hearing care products, services and support are provided from more than 1,500 offices across North America.



Jabra was established in 1993 in the USA, and joined GN in 2000 to become the Group's lead brand within professional and consumer headsets. Jabra provides the most technically advanced headset and speakerphone solutions, based on unique sound capabilities, engineered to fit the purpose for which they will be used.



BlueParrott was established in 1989 in the USA, and joined GN in 2016 adding unrivaled headset technology and superior call quality in high-noise environments.



FalCom was established by GN in 2018 to offer advanced and patented communication and hearing protection solutions designed specifically for defense and security forces.



Medical

Consumer

Professional

Tactical

### First major connection

We passed through the newly opened Suez Canal to lay the first submarine cable in Deep Water Bay, Hong Kong – marking a major step towards a more connected world.

# 1870



## We are global

Right from the start, our goal was global. In 1869 we set out to build a pioneering telegraph line across Siberia to China, later connecting to the Americas. Instead of 6-8 weeks, messages could now be sent in a matter of minutes. When we developed our Chinese Codebook, everyone had a common language and could easily communicate with one another. This completely transformed international communication and trade. Today, we have over 6,000 employees and sales in 100 countries, and we continue to transform lives using the power of sound for millions of people worldwide.



GN employee working in the GN research lab in Ballerup, Copenhagen



# 2014

### World's first Made for Apple hearing aids

ReSound LiNX™ were the first Made for Apple hearing aids in the industry, allowing users to connect directly with their iPhone without an extra device.

## We are innovative

Not all innovations transform lives – but ours do. We listen to people, understand their needs and create solutions that help people achieve something they couldn't before. This has led to countless global firsts. The world's first telephone headset, the world's first Bluetooth headset and the world's first Made for Apple hearing aids – just to name a few. Today, we continue to use our combined expertise in sound processing and intelligent audio solutions to find new ways to help people hear more, do more and be more than they ever thought possible.

London police officer using the Storno CQP500



### World's first headset for call centers

When employees needed more comfort while making calls in crowded spaces, GN responded with Stetomike, the first headset for call centers, with the classic design that is still in use today.

1979



2000

### World's first mobile Bluetooth headset

We made it easier for people to stay connected through calls, music and information from anywhere – no strings attached.

## We engineer for people

Throughout the years, we have put people at the heart of our innovations. By the 1960s, GN's Storno was engineering portable radio-telephones for use in life-saving situations – across police forces, hospitals and fire brigades. In 2003, GN responded to the needs of hearing aid users with ReSound Air™, the first hearing aid with 'open fitting'. For the very first time, there was space for sound to enter the ear naturally, making hearing aids feel more comfortable and sound more natural to users.

## We form powerful connections

From the beginning, we have been creating connections that bring people together. In 2000, we launched the world's first mobile Bluetooth headset, making it easier to stay connected from anywhere. From telegraph connections to headphones and wireless streaming – we are always finding ways to help people with innovative technology and the power of sound.

Jabra Elite 85T



### Reaching new wavelengths

GN's Storno makes a major move with its first portable car radio, helping people stay in contact on-the-go and setting the scene for future mobile audio solutions.

# 1949



## We are agile & resilient

We see new potential around every corner. As wars, revolutions and political changes disrupted telegraph lines and changed people's lives, we moved beyond cable networks, investing in the development and production of radio telephones with wireless signals. Today, innovation is increasing, business models are changing and the world is moving rapidly toward a more digital future. We are always ready to listen to users, challenge the status quo and transform possibilities with new and innovative technologies.



ReSound LiNX Quattro

### Combining expertise

GN was the first hearing aid manufacturer to partner with Google to provide people with access to direct audio streaming from hearing aids to Android devices.



# 2018

## We build partnerships

At GN, we rely on our partnerships to help provide the best possible solutions to our users. From the beginning, our founder, C.F. Tietgen, partnered with kings, czars and moguls to build telegraph cables that crossed continents and cultures. Today, GN still partners with customers, start-ups and other industry leaders – such as Google, Apple, Microsoft and Cochlear – to offer the most innovative, intelligent and cutting-edge audio solutions to people around the world.

# 150



## 1869

**We began global**

“The development of the world is dependent on communication” – C.F. Tietgen, 1869

In 1869, our founder C.F. Tietgen envisioned a more connected world. Since then, our ambitious journey has taken us from telegraph cables to radio waves and intelligent audio engineering. As the mechanics of modern communication rapidly changed, we remained agile, seeing opportunities at every turn. Throughout our long history, we have been thinking global and taking new and unexpected paths to expand possibilities for communication.

**GN Making Life Sound Better FOR 150 YEARS**

**1907**  
**15,000 km of cable connectivity**  
 GN is one of the leading international telegraph companies, with an advanced cable network extending across the Northern hemisphere

**1870**  
**The world's first 'internet'**  
 Laying the first telegraph connection in Deep Water Bay, Hong Kong

**1871**  
**Cracking the code**  
 Creating the first telegraphic code for Chinese characters

**1917**  
**Agile through global change**  
 As the First World War changes international telegraphy and the map of Europe, GN enters partnerships with new states and governments

**1939**  
**Embracing new industries**  
 GN acquires 40% of the high-quality portable battery company Hellestens

**1943**  
**Danavox is established**  
 Danish pioneer in development of hearing aids



**1947**  
**Storno is established**  
 GN plans for a post-telegraph future with radio-telephones

**1960**  
**Europe's first mobile telephone using transistors**  
 Storno introduces Viking, used for the fire brigade, police force and hospitals

**1963**  
**World's smallest (all transistor) handheld telephone**  
 Storno introduces CQP500

**1959**  
**Storno hits 10,000 radio-telephone sales**  
 Two-thirds of sales are exported internationally

**ReSound** **1984**  
**ReSound is established in California**

**DANAVOX** **1977**  
**Danavox joins GN**  
 GN moves into hearing aids

**1991**  
**World's first ultra-noise-cancelling headphone**

**1979**  
**World's first headset for call centers**  
 GN's Stetomike makes business calls more comfortable

**1972**  
**Official radio-telephone supplier to Olympic Games in Munich**

**1992**  
**Hearing aids go digital**  
 GN introduces the first commercially-viable hearing aid with digital sound processing, DFS Genius, and becomes an industry-leader in advanced sound processing

**1999**  
**ReSound joins GN**

**2000**  
**Jabra joins GN**

**1992**  
**World's first Digital Feedback Suppression System (DFS)**  
 GN introduces DFS for hearing aids that effectively eliminates sound distortion and howling

**2000**  
**GN introduces the world's first mobile Bluetooth headset for call centers**

**Beltone** **2000**  
**Beltone joins GN**

**2003**  
**World's first open-ear hearing aid**  
 GN introduces ReSound Air™ with more natural sound for improved user comfort

**Interton GN** **2005**  
**Interton joins GN**

**2014**  
**World's first Made for Apple hearing aids**  
 GN introduces ReSound LiNX™ for direct iPhone connectivity without an extra device

**2010**  
**World's first 2.4 GHz hearing aid technology**  
 GN introduces ReSound Alera™ with groundbreaking technology for high-quality sound streaming

**AUDIGY** **2016**  
**Audigy Group joins GN**

**blueparrott GN** **2016**  
**BlueParrott joins GN**

**2016**  
**Most advanced true wireless earbuds**  
 Jabra Elite Sport offers wireless music and call connectivity with superior sound quality and personalized fitness analysis using in-ear heart rate monitor

**2017**  
**Groundbreaking cloud technology**  
 ReSound LiNX 3D™ lets hearing aid users make fine-tuning requests remotely from anywhere to their hearing care professional

**2018**  
**World's first true wireless earbuds engineered for business use**  
 GN introduces Jabra Evolve 65t – the first true wireless earbuds to attain Skype for Business certification

**2018**  
**Stepping into a new field with FalCom**  
 GN introduces a communication headset with an innovative hearing protection system – FalCom – designed specifically for defense and security forces

**2018**  
**Celebrating the finer details**  
 ReSound LiNX Quattro™ and Beltone Amaze™ offer superior sound quality and state of the art rechargeability

**2018**  
**Embracing new partners**  
 GN and audEERING partner to set global standards in AI-based soundscape and voice analyses

GN and Google partner to bring direct mobile streaming from Android devices to hearing aids

GN and Cochlear deepen collaboration to give hearing aid and cochlear implant recipients access to the latest technology

GN and Red Bull hit the road with the Jabra X Mic, a wireless microphone designed to block out excessive wind noise in extreme conditions – and tailor-made for Red Bull athletes

**2018**  
**New family of wireless professional headsets**  
 Jabra Engage sets new standards for call quality, security, and the number of staff who can simultaneously use wireless headsets in a given office space

## 2019

**GN today and tomorrow**

The way of connecting the world is always evolving. GN has been agile for 150 years – and the 21<sup>st</sup> century is no different. By listening to users and challenging the status quo, our countless innovations have transformed possibilities. Today, our solutions continue to transform global communication for the workplace, the med-tech industry and the everyday consumer. To stay ready for the future, we remain focused on engineering intelligent audio solutions that will make life sound better.

←  
See what we have accomplished  
across our 150-year journey

## Ready for the future

Our courage and pioneering spirit has helped us overcome seemingly impossible challenges – and the 21<sup>st</sup> century is no different. Conquering new frontiers, we have a long history of ‘world’s firsts’. Today, we are still cracking codes and challenging conventions to develop new intelligent audio solutions. We are excited to help build a better future for you – it is what drives us at GN. As we follow new and innovative paths, we continue to use the power of sound to make life sound better for everyone.



“Communication is at the heart of our past, present and future. At GN, we are experts in sound, audiology, miniaturization and intelligent software technologies. We listen to what people truly need and want; to be able to hear more, do more and be more in life”

– GN Chairman of the Board, Per Wold-Olsen, 2019

The GN Group is a global leader in intelligent audio solutions that let you hear more, do more and be more than you ever thought possible. Our ambitious 150-year journey has taken us from telegraph cables to radio waves and intelligent audio engineering. To celebrate our anniversary, we look to our unique competencies within medical, professional and consumer audio solutions to help us continue to transform lives through the power of sound.

GN was founded with a truly innovative and global mindset. Today, we honor that legacy with world-leading expertise in the human ear, sound, wireless technology, miniaturization and collaborations with leading technology partners. GN's solutions are marketed by the brands ReSound, Beltone, Interton, Jabra, BlueParrott and Falcom in 100 countries. Founded in 1869, the GN Group employs more than 6,500 people and is listed on Nasdaq Copenhagen (GN.CO).

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