

**For Immediate Release 12/23**

**Concha Labs™, seeking to help billions of people hear more clearly, wins coveted space at Eureka Park for CES 2024**

Can you imagine if only 20% of the people who needed glasses wore them? Yet, when it comes to another vital sense, hearing, only 20% of those with hearing loss who could benefit from hearing aids wear them.<sup>1</sup>

Concha Labs™ plans to change this.

Concha Labs™, whose mission is to help billions of people hear more clearly, is proud to be one of five startups chosen by the Consumer Technology Association Foundation's Eureka Park Accessibility competition to exhibit at Eureka Park at CES in January 2024. They were selected for their innovative approach to personalizing hearing care, which will seek to not only use their personalization technology (called Soundscope®\*) to enable users to hear more clearly, but also to do so in a way that is incredibly convenient and about a third of the cost of traditional hearing aids.

The October 17, 2022 FDA guidance establishing a new over-the-counter (OTC) hearing aid category opened up a multi-billion dollar market for companies such as Concha Labs™. Their desire to improve accessibility in the hearing space through technological innovation has led them to grapple with some of the trickiest problems facing the hearing industry today.

Concha Labs™ stands out in other ways as well. Led by a female founder, Amy Li, who has hearing loss and has worn hearing aids since she was in kindergarten, Concha's products will be created for users by users. In addition, over 50% of its team is female, a rarity in the STEM startup space.

Concha Labs™ has won awards from the AARP AgeTech Collaborative, UCSF Rosenman Institute, StartX, SkyDeck, and received Sara Blakely's Red Backpack Fund startup award. As well as being named a finalist in the Rising Star track in the Consumer Wellness category of the 2023 Digital Health Hub Foundation Awards. They have also received a National Science Foundation grant and have six granted patents.

Looking for Concha Labs™ at CES? Visit Booth 60448 at Eureka Park in the Venetian Expo Center.

Questions? Want to chat? Contact [press@conchalabs.com](mailto:press@conchalabs.com) or visit [www.conchalabs.com/press](http://www.conchalabs.com/press)

*\*Not available in the United States. Pending FDA Approval.*

1 NIDCD Information Clearinghouse. (2022, October 11). Hearing aids. National Institute of Deafness and Other Communication Disorders. <https://www.nidcd.nih.gov/health/hearing-aids>