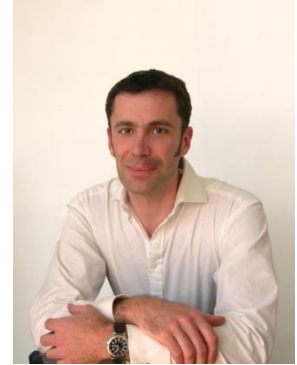


## **Julian Pieters**



Julian is Managing Director of Ampetronic, a global leader in Induction Loop systems for the last 30 years. Julian is an Engineering graduate from Cambridge University and has an MBA from INSEAD.

Julian's original involvement in Ampetronic was nearly 30 years ago, developing software modelling techniques for designing magnetic fields in loop systems, the backbone of the tools the company uses today. Since 2004, Julian returned to lead the company, applying his vision and passion for helping people to hear. He has led the growth of Ampetronic and, by professionalizing the products and support services in the market, has driven the growth and quality standards of the global market for Hearing Loops.

As a passionate and active advocate for assistive listening solutions that provide a genuine benefit to people with hearing loss, Julian has played a key role in international Hearing Loop conferences, as well as Ampetronic's significant investment in standards committees and charitable projects.

### **The future of hearing loop technology for assistive listening**

Why will loops continue to be relevant, and for how long, especially with changes in hearing aid technologies, smartphones and other technologies?

What are the new technologies being used in modern and future hearing loop systems?

What new applications are there for hearing loops?

Julian Pieters will answer these questions, presenting a realistic view of the future for loop technology for assistive listening, and highlighting some of the trends seen in today's hearing loop market.