

Otometrics returns: Natus Sensory restores a trusted name in hearing and balance diagnostics

Schaumburg, Illinois | 22 April 2026 – Natus Sensory Inc., a global leader in sensory diagnostics, today announced the restoration of the Otometrics brand – bringing back a name long recognized and trusted by hearing and balance professionals worldwide.

With this move, Otometrics becomes the parent brand for Natus Sensory’s Hearing & Balance solutions portfolio. All existing and future hearing and balance solutions will be unified under **Otometrics, a division of Natus Sensory**, creating a clearer and more cohesive identity across audiology and vestibular diagnostics.

Natus Sensory’s Hearing & Balance business builds on the legacy of Otometrics, which became part of Natus Medical Incorporated in 2016 and has since continued to evolve within the organization. With the formation of Natus Sensory Inc. as an independent company in January 2025, restoring the Otometrics name reflects a deliberate step to reconnect with a brand that clinicians know and trust, while aligning it with the future direction of the business.

Solutions developed under the Otometrics name – including systems such as Madsen® audiometers, Aurical® fitting and verification systems, and ICS® vestibular diagnostics – have long been synonymous with innovation and clinical reliability in hearing and balance diagnostics.

A legacy that clinicians know and trust

By bringing these solutions together under the Otometrics name, Natus Sensory reinforces a legacy that clinicians already know and trust, while establishing a unified platform for continued innovation in hearing and balance care.

“The Otometrics brand has a strong heritage in our industry, and bringing it back reflects both where we come from and where we are going,” said Peter Reimer, CEO of Natus Sensory. “We are building on a trusted foundation while investing in new innovations that will support clinicians and improve patient outcomes across hearing and balance care.”

The Otometrics portfolio includes solutions across hearing assessment, hearing instrument fitting and verification, balance diagnostics, and digital ear scanning. Natus Sensory is also advancing a pipeline of new Otometrics developments planned for 2026 and beyond.

Natus Sensory’s Newborn Care portfolio, which includes established solutions such as ALGO®, RetCam®, NicView®, and neoBLUE®, will continue to be marketed under the Natus Sensory brand name.

About Natus Sensory Inc.

Meaningful moments in life begin with a sense – a sound, a movement, a first glimpse of the world. That belief guides everything we do at Natus Sensory, from listening to clinicians and patients to creating trusted solutions that improve lives.

Natus Sensory is a global leader in sensory care, supporting clinicians across hearing, balance, vision, and newborn care. In hearing and balance, we shape the global standard in diagnostics, helping millions of people reconnect with the world through confident clinical decisions and improved patient outcomes.

Guided by a legacy of innovation and grounded in real-world clinical needs, we develop trusted solutions for assessment, screening, monitoring, and therapy. Beyond technology, we are committed to education, service, and long-term partnership – empowering clinicians to deliver exceptional care with confidence, in every sense.

Natus Sensory is an ARCHIMED company since 2022. Learn more on our website [Home - Natus Sensory](#).

About ARCHIMED

With offices in Europe, North America and Asia, ARCHIMED is a leading investment firm focused exclusively on healthcare industries. Its mix of operational, medical, scientific and financial expertise allows ARCHIMED to serve as both a strategic and financial partner to healthcare businesses. Prioritized areas of focus include Biopharma Products, Consumer Health, Healthcare IT, Diagnostics, Life Science Tools & Services, MedTech, and Animal and Environmental Health. ARCHIMED helps partners internationalize, acquire, innovate and expand their products and services. ARCHIMED manages €9 billion across its various funds. Since inception, ARCHIMED has been a committed Impact investor, both directly and through its EURÉKA Foundation. [ARCHIMED - Impacting Healthcare](#)

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