

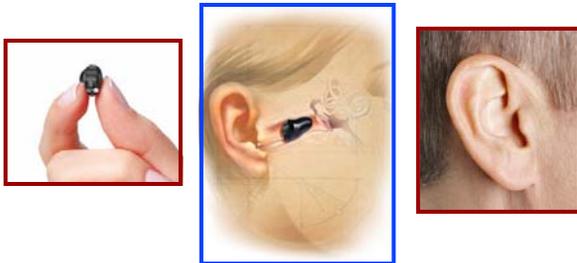
# New Products Bridge The Gap

## Starkey's OtoLens<sup>®</sup> Featuring Voice IQ

In 1993 Starkey launched a hearing aid product called the Tympanette. The Tympanette was designed to fit deeply into the ear canal and give the consumer unparalleled sound quality. This sound quality was possible because of the placement of the microphone at a deep position in the ear canal and the placement of the receiver close to the eardrum. That allowed the ear's shape to work with a hearing aid, not against it.

Although this was shown to be true, mass production of the Tympanette was not successful because of comfort and feedback problems. (The aids hurt and they whistled.) However, the product evolved into the successful CIC (a small Completely-In-Canal)

In the past 17 years hearing aid technology has vastly improved. Digital signal processing has allowed for more powerful amplification, amazing feedback control and miniaturization of all components. Most importantly, the manufacturers now build the hearing aid shells digitally on a computer allowing a more precise fit.



**Completely Invisible**

So now, technology has caught up with the dream of a hearing aid that works with the ear. The result is the new OtoLens. Starkey owns 3 other manufacturers, so the very same product is also marketed as MiniScopic, HearLens and InvisaBel.

These hearing aids are high tech, expensive and not for everybody. But they are virtually *invisible*! However, the real wonder of this hearing aid is how it works with the ear's natural acoustics. They sound great! But don't take our word for it. Come in, see if you can wear them and check them out for yourself.

## Turn Down that TV!!!

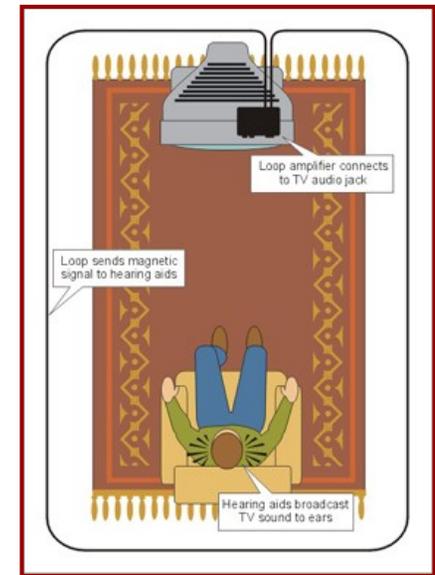
Is this a common statement in your house? Anyone with a hearing loss will need the TV or radio turned higher just to be able to understand the words.

There are several ways to make that situation better. I will go from the simplest and least costly products to more elaborate, more effective and therefore more expensive products.

The most common and least expensive product is called TV Ears. This consists of a base unit that plugs into your TV and a head-set that you wear. These are wireless infra-red systems that have a range of 600 sq. ft to 2000 sq. ft. They are from \$99.50 up to \$349.50 each. The decibels of sound start at 20db and go up to 60 db of sound. We can get any of the above models for you.



There are other systems that use FM and still others that use a loop system. The loop system uses a wire that is laid around the room or chair that emits an FM signal that is received by the hearing aids. (See example below).



This is a loop system layout. When it is around the room it allows anyone with compatible aids to use it. This type of system involves some installation. It turns your hearing aids into a set of headphones.

Phonak, Siemens and soon Starkey will all have Fm TV systems that put the sound directly into your hearing aids. It is a wireless system so you can be anywhere in the room and the sound goes into your aids.

The HEARING PLACE is working to stay up-to-date with all that is available to assist you in your quest for better hearing.