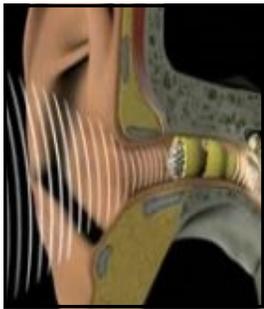


What's New in the World of Hearing Aid Technology?

By The Hearing Place Staff

At The Hearing Place, we carry eight different brands of hearing instruments. The reason we do this is to insure we can fit each individual with the best hearing aid for their need. Every year our staff travels to different areas of the country to learn about the newest technological developments available. Now we'd like to share that information with you.

Phonak: has introduced the world's first 100% invisible, extended wear, sleep and



shower-proof hearing device called **Lyric**.

The Lyric can be worn effortlessly in almost any situation; talking on the phone, sleeping at night, exercising, and even showering.

Lyric is completely invisible in every ear, from any angle. The Lyric works with your ear's natural anatomy by sitting comfortably close to the eardrum. The Lyric doesn't mimic natural sound the way digital technology does, it takes natural sound and makes it more audible. That's why there's no need for multiple settings and complicated programs. The Lyric has a battery you never have to change. Its unique long-term battery can last for several months at a time. When you need a new battery, the complete device is replaced. This is accomplished during a very short visit to your hearing care professional. At the same time, you will get all available upgrades as well.

When you try the Lyric, you have a no-obligation 30-day period during which you can decide if it's the right instrument for you. That way you can rest assured that you've made the right choice for your hearing. If the Lyric isn't the hearing aid for you, check out the other

Oticon: Finally there's a hearing device that lets you hear what you want to hear, even in the most complex hearing environments.



It's Oticon Opn.™ Only Opn features a revolutionary microchip that adjusts and balances all the sounds around you, not just the ones directly in front of you. It separates speech from noise and lets you focus on what's important. And because Opn works in harmony with your brain to process sounds exceptionally fast, you'll enjoy 30% better speech understanding, reduce your listening effort by 20% and remember 20% more of your conversations. With Oticon Opn, you can open up to a fuller, more natural hearing experience.

Oticon Opn™ connects directly to your iPhone®, so you can use your phone like everyone else. Use your hearing aids as a stereo headset to talk on the phone or stream music directly to your hearing aids. Control volume and switch programs with just a tap of your finger.

The Velox™ platform's TwinLink™ technologies enable advanced connections to a whole world of wireless devices and solutions. Get help finding your hearing aids if they go missing. Trigger your lights, home alarm system, or smart



thermostat when you turn your hearing aids on or off. Have your hearing aids send a notification when the battery is low or someone's at the door. With Oticon ON, it's all up to you.

Flex:trial: Making a choice when you don't have all the information you need is no fun. We want you to be sure that hearing aids are right for you. That's why we program hearing aids to meet your exact needs, then let you take them home and live with them for a week or two. That way, you can make an informed decision. Call us and we can tell you more about our *Flex:trial* program today.

Referral Reward Program

By Vicki Hauser MSC

Do you have a friend or loved one who seems to be having a hard time hearing? If you have noticed it, they almost certainly know the problem exists. However, many people "put off" getting help. Studies have shown beyond any doubt that having your hearing corrected early allows you to get *much* more benefit from your hearing instruments.

You can help that friend or loved one out today and at the same time, earn a reward for yourself.

At *The Hearing Place*, we offer rewards for your referrals to our office. If you send someone to us for a hearing test, you will receive a **FREE box of sixty batteries**. If their hearing loss is confirmed and they purchase the hearing instrument we recommend, you will also receive a **\$25.00 Visa or MasterCard gift card**.

Introduce a friend or loved one to "*The Latest Technology and Old Fashioned Care*" at **The Hearing Place**. You will be doing them a big favor!

PreSrt Std
US Postage
PAID
Permit # 66
Great Falls, MT

_____ has referred
_____ for a

FREE hearing test and demo as part of
The Hearing Place Referral Program.

They can either bring in this form or verbally
let us know who referred them



Latest Technology - Old Fashioned Care

1301 11th Ave. So. Great Falls, MT 452-2437
2646 Winne Ave. Helena MT 502-2021



Latest Technology - Old Fashioned Care
1301 11th Ave So Great Falls, MT 59405
2646 Winne Ave Helena, MT 59601



SERVICE CENTERS IN YOUR AREA

July

- July 4...Closed for 4th of July..... All Day
- July 6...Conrad Pondera Medical.....10-noon
- July 8...Townsend Dr. Trapp's Office..... 10-noon
- July 12..Havre Northern Mt. Hospital.....10-noon
- July 13..Cut Bank Northern Hospital.....10-noon
- July 14..Deer Lodge Medical Center..... 10-noon
- July 19..Lewistown COA.....10-noon
- July 25..Great Falls Eagles Manor.....10-noon
- July 26..Chinook Senior Center10-noon
- July 27..Havre Northern Mt. Hospital.....10-noon

August

- Aug 3...Conrad Pondera Medical.....10-noon
- Aug 9...Havre Northern Mt. Hospital.....10-noon
- Aug 10..Cut Bank Northern Hospital.....10-noon
- Aug 12..Townsend Dr. Trapps Office.....10-noon
- Aug 15..Great Falls Eagles Manor.....10-noon
- Aug 17..Chester Sweet Grass Lodge.....10-noon
- Aug 18..Deer Lodge Medical Center.....10-noon
- Aug 23..Chinook Senior Center10-noon
- Aug 24..Havre Northern Mt. Hospital..... 10-noon

September

- Sept 5...Closed for Labor Day.....All Day
- Sept 7...Conrad Pondera Medical.....10-noon
- Sept 9...Townsend Dr. Trapps Office.....10-noon
- Sept 13..Havre Northern Mt. Hospital.....10-noon
- Sept 14..Cut Bank Northern Hospital.....10-noon
- Sept 15..Deer Lodge Medical Center.....10-noon
- Sept 20..Lewistown COA.....10-noon
- Sept 27..Chinook Senior Center.....10-noon
- Sept 28..Havre Northern Mt. Hospital.....10-noon

Two Locations to Serve You

1301 11th Ave. So.	2646 Winne Ave.
Great Falls, MT	Helena MT
406-452-2437	406-502-2021

www.hearingplacemt.com