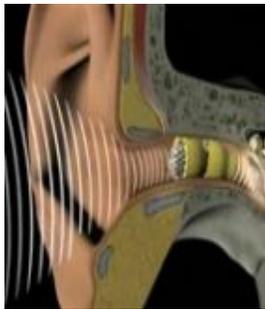


What's New in the World of Hearing Aid Technology?

By Vicki Hauser MSC & Lisa Leanna HIS

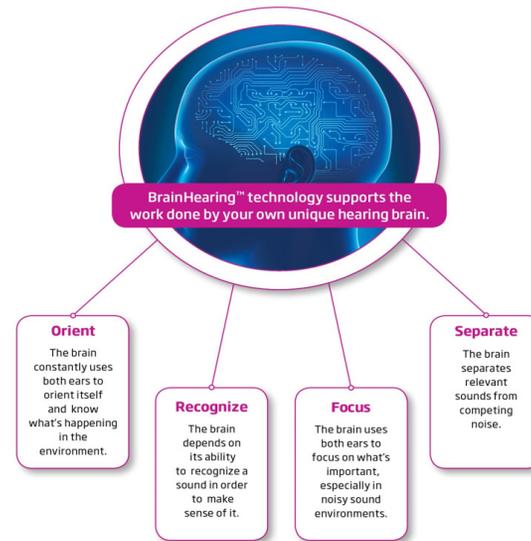
At The Hearing Place, we carry eight different brands of hearing instruments. The reason we do this is to insure we can fit each individual with the best hearing aid for their need. Every year our staff travels to different areas of the country to learn about the newest technological developments available.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

Oticon: Oticon has introduced the **Ria2**, **Nera2** and **Alta2**. All are available with the



new BrainHearing technology and Tinnitus Sound Support. BrainHearing technology helps both ears work together, recognizes and preserves natural speech, separates speech from background noise, and coordinates how sound is best understood by your brain. Tinnitus Sound Support offers sound simulation through a selection of sound options to help ease the effects of tinnitus.

Siemens: Siemens' newest technology, Siemens **binax** smart hearing aid, improves speech understanding in the most challenging situations and that includes in the wind or even in the car. The binax smart hearing aids adjust automatically, can zoom in on speech with pinpoint accuracy, help you understand speech clearly from all directions, can be adjusted with a smart phone, and, of course, come with an optional tinnitus masking feature.

ReSound: With ReSound's latest addition, **Linx²**, hearing has never been so effortless. Equipped with Binaural Directionality II with Spatial Sense, the Linx² supports your brain's natural ability to process sounds, enabling you to hear with less effort. The Linx² can be connected directly to you iPhone, iPad, or iPod, via the ReSound Smart App, which allows you to personalize your hearing experience. ReSound has always been on the forefront of the tinnitus masking frontier, and the Linx² is no exception.



Stop by The Hearing Place today and let us demonstrate our "latest technology" and, as always, we will deliver it with "old-fashioned care".