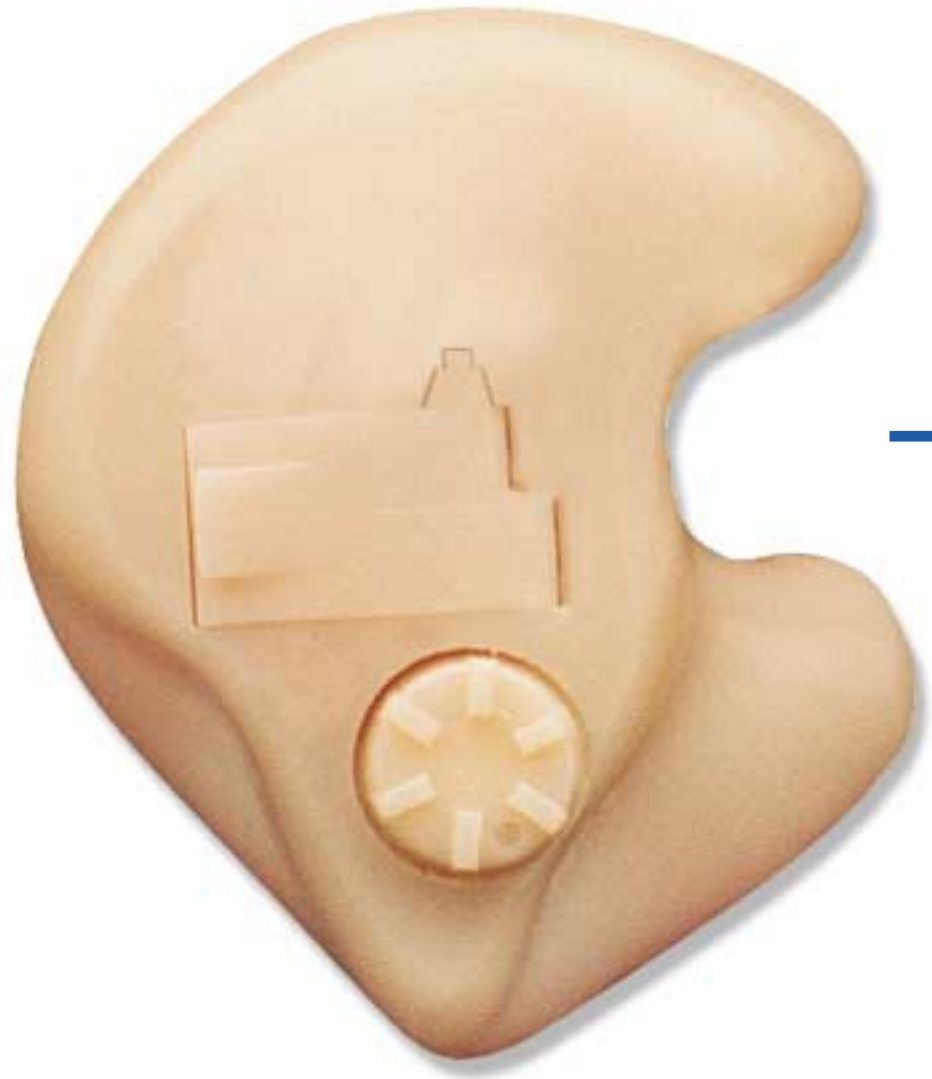


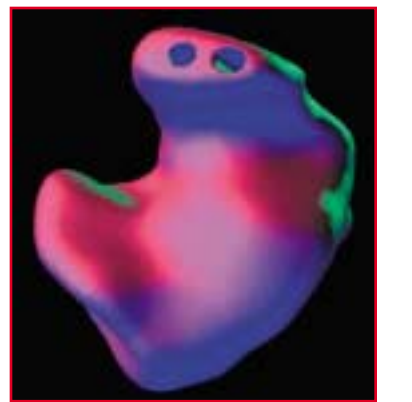
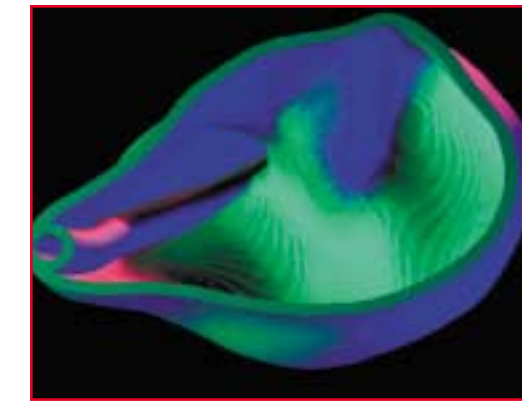
Anatomy of a Hearing Aid

Full Shell Custom Hearing Aid



Custom Crafted Shell

This state-of-the-art manufacturing process replicates the exact size and shape of the ear with the use of digital assembly technology, precision laser scanning, and revolutionary computer software. This process eliminates human error, resulting in the most accurate and comfortable hearing aid shells available in the world today! This technology is exclusive to our Siemens and Rexton manufacturing partners.

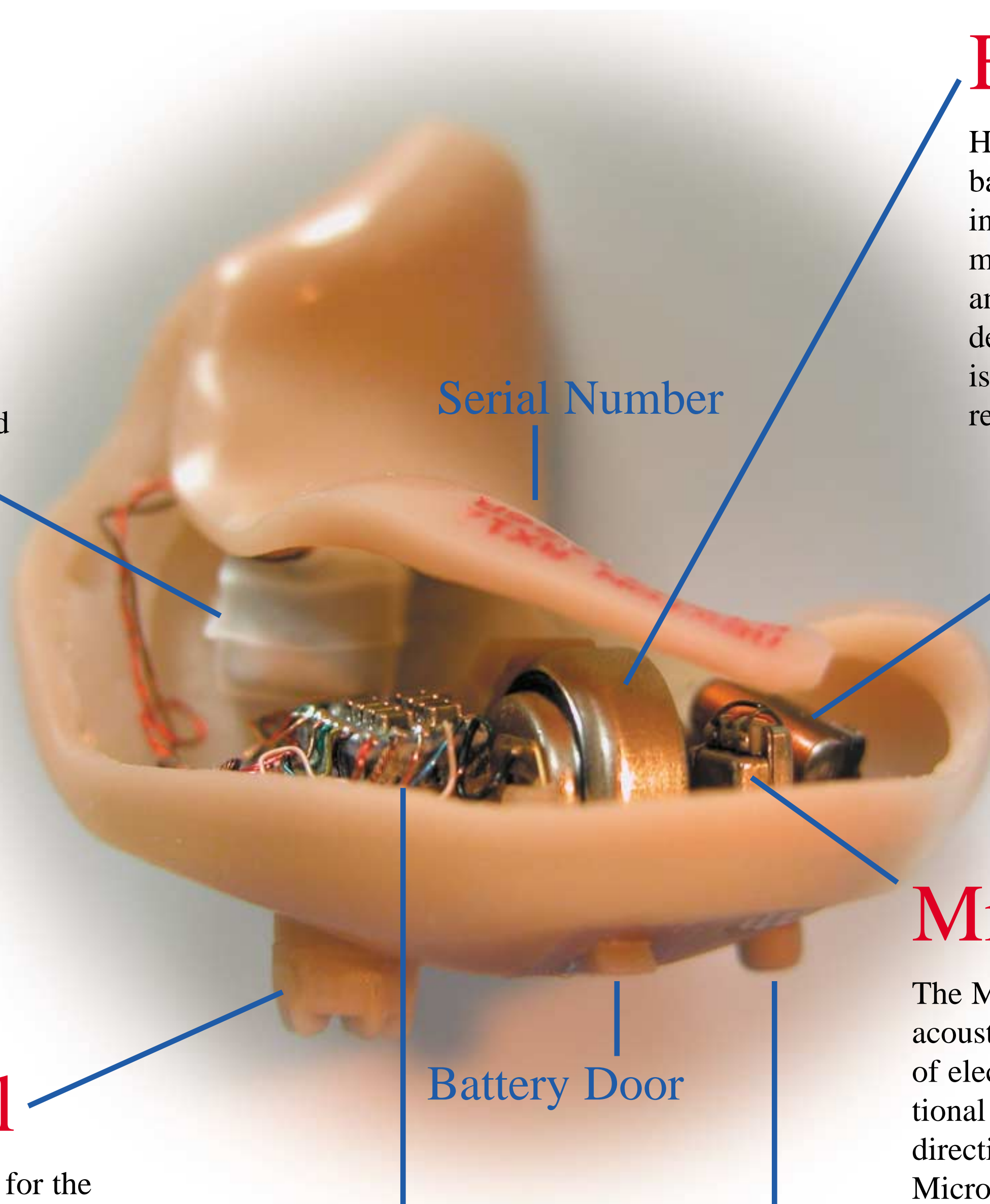


Receiver

Changes the electrical impulses back into acoustical energy. The sound is then carried through the ear canal to the eardrum.

Battery

Hearing aids use Zinc Air batteries. These batteries use the air outside of the battery casing as a source of power. This results in a more clear sound, fewer volume adjustments, and a longer battery life. Eventual battery life depends on how many hours the hearing aid is worn, the type of circuit, and the power required by the circuit to operate.



Serial Number

Telecoil

Maximizing the performance of this option will provide for optimum clarity while on the telephone.

Microphone

The Microphone picks up the converts acoustical energy (sound waves) into a series of electrical impulses. Traditional omni-directional microphones amplify sound from all directions. More sophisticated Directional Microphones reduce the intensity of sound from the side and rear and amplify sound directly in front of the wearer. Directional Microphones are particularly advantageous in noisy environments.

Volume Control

Adjusts to the environment and allows for the most comfortable level of sound enjoyment for any given situation. Can be programmed with software for the wearer who does not wish to make manual adjustments.

Battery Door

Memory Button

Allows wearer to toggle between pre-set listening environments

Circuit

A fully digital circuit converts the electrical energy into a set of binary numbers (ex. 0110001000). Millions of complex calculations are performed each second. Highly sophisticated computer software is utilized by the hearing professional to manipulate various components of the circuit including, but not limited to:

Feedback Detection and Reduction

Scans the input signal for possible acoustic feedback. If feedback is detected, the filters in the circuit are automatically set to suppress feedback.

Multiple Memories

Sophisticated computer software allows hearing health professionals to program personalized listening environments (memories) based upon a patient's amplification needs, personal preferences, and predominant listening environments.

Speech and Noise Management

Reduces the harsh effects of loud sounds and reduces background noise hindering speech perception.