

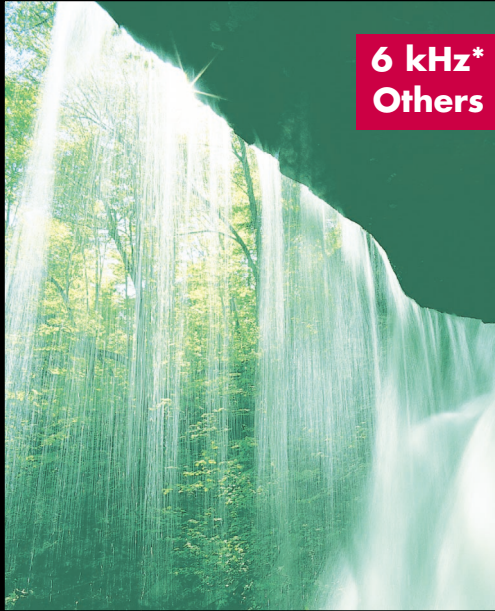


DigiK™

Experience it all

ETYMOTIC RESEARCH, INC.

DIGI-K OFFERS WHAT OTHERS ARE MISSING...



- RICHNESS • DETAIL • DEFINITION • FULLNESS • FIDELITY
- PRECISION • ACCURACY • REALISM • NATURALNESS

*Seven popular digital hearing aids measured an average of 5.8 kHz

GIVE BACK THE SOUNDS THEY REMEMBER...

Digi-K hearing aids surpass your expectations of sound quality. Fidelity is more than the richness of music in a recording or a concert. Fidelity is about the details in life, like the rustling of leaves, the sound of a waterfall, a cat purring, birds singing, your grandchild laughing.

Digi-K has the widest bandwidth available in digital hearing aid technology, extending up to 16 kHz. Digi-K hearing aids incorporate advanced features and options for fitting a wide range of hearing losses. With Digi-K you will *Experience it all!*



Myth

Normal-hearing persons can't judge the fidelity of a hearing aid because they don't have a hearing loss

Myth

Fidelity doesn't matter to those with hearing loss because they can't hear the difference

Myth

The more channels in a hearing aid, the better the intelligibility and fidelity

FACTS:

High Fidelity in hearing aids depends on two things: 1) The clean, distortion-free reproduction of the original sound and 2) the accuracy of the hearing-aid processing for the individual hearing loss. In our listening tests, **hearing-aid fidelity ratings of normal and hearing-impaired listeners were almost identical**. In these tests, several popular digital hearing aids were rated on their ability to accurately reproduce a string quartet and a jazz piano trio. Two different groups of judges, normal-hearing and hearing-impaired, gave ratings within a few percentage points of each other.

Fidelity is important to hearing-impaired persons. When asked to value Digi-K's sound quality and that of other popular digital hearing aids, hearing-impaired listeners valued the Digi-K aid's fidelity an astounding 24 times higher than the value of the lowest fidelity hearing aid.

Given the choice of one, two or multiple *channels* of signal processing, research indicates that hearing-impaired listeners choose one or two. The Digi-K has two channels of compression. As many as four *bands* of frequency-response shaping are required to properly accommodate some hearing losses, but research indicates that more than four bands are not needed. The Digi-K has four.



THE BREAKTHROUGH: ELECTRONIC TUNING

Most listeners prefer the sound of the open ear. When hearing aids are worn, the natural response of the open ear is lost. Digi-K's electronic tuning restores that response. In listening tests with normal-hearing and hearing-impaired listeners, Digi-K was judged closest to the fidelity of the open ear compared to other digital hearing aids.

FAST, ACCURATE FITTING

Spend time counseling, not adjusting. Hearing losses up to about 70 dB will be fitted well with Digi-K's Autofit algorithm. A close match to target for most hearing losses reduces the need for extensive fine-tuning adjustments.

Comments from Digi-K hearing aid wearers:

"Everything sounds so natural"

"It sounds as though I'm not wearing hearing aids"

"I'm hearing sounds I haven't heard in years"

"This is what it sounded like before I had a hearing loss"

ABOUT ETYMOTIC RESEARCH

Etymotic Research (ER) designs products to measure, protect and improve hearing. ER is well known in the hearing aid industry for research and innovative product design in hearing aid amplifiers and directional microphones. ER is recognized in the music industry as the leader in high-fidelity hearing protection and reference-quality earphones.

Etymotic Research developed the Class D amplifier and the K-AMP® high-fidelity amplifier that was first introduced in 1989. K-AMP circuitry influenced the way hearing aids were designed for the following decade. The Digi-K amplifier is the next step in Etymotic's 20-year commitment to providing high-fidelity hearing solutions.

*taking digital
to the next level*

Fidelity /fidelitee/ n.

1. faithfulness; loyalty. 2. strict conformity to truth or fact.
3. exact correspondence to the original. 4. precision in reproduction of sound or video.



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Digi-K Digital K-AMP is covered by U.S. patents #5,812,679, #6,047,075
and other patents applied for.

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