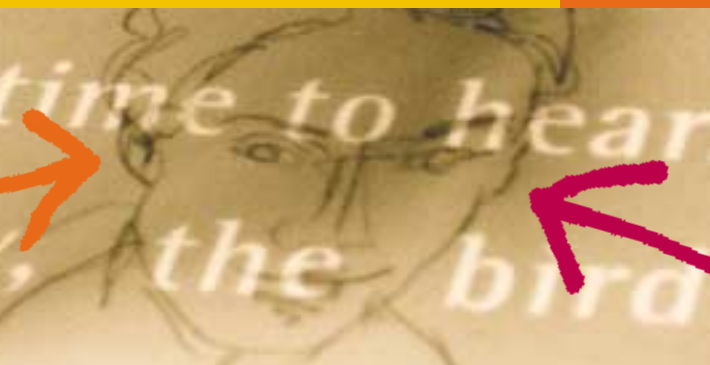


Two ears are better
than one

4



Hearing as nature intended

PHONAK

hearing systems

“When you lose your eyesight,
you lose contact with things.

When you lose your hearing,
you lose contact with people.”

(Helen Keller)

Phonak

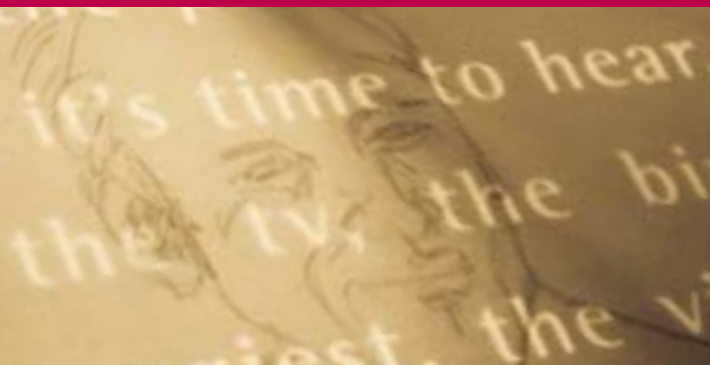
Phonak is one of the world's leading manufacturers of hearing systems. Based in Stäfa, Switzerland, the company develops, produces and distributes Phonak high-tech hearing systems dedicated to helping people with impaired hearing participate in everyday life.

The company is committed to improving speech understanding in all environments, especially noisy ones, putting an end to the frequent complaint, "I can hear but I don't understand what's being said!"

Phonak is a driving force in the development of innovative technologies. Find out more about the Phonak product range from your hearing-care professional or visit

<http://www.phonak-us.com>

Hearing as nature intended – with both ears



Sound used to be recorded with one microphone, "mono." Music and speech sounded flat and unnatural. This method has long since been replaced by stereo recording. Recordings using two microphones create natural and lively sound.

With a hearing loss in both ears, the situation is similar. The hearing system also functions on the principle of stereo sound. The hearing center of the brain relies on two independent "microphones" – the ears. If only one ear is functioning properly, you could have difficulty understanding speech in noisy environments and in locating the direction from which a sound is coming. This means that it is often advisable to wear a hearing instrument on both ears, assuming your hearing loss requires this.

Have you seen anyone wearing a monocle lately?

Chances are you have not. The monocle became obsolete long ago when we recognized the advantages of balanced vision and began to provide binocular sight correction. Similarly, hearing help for both ears produces equally advantageous results for those with hearing impairment in two ears.

Two ears to distinguish speech from noise.

Two ears to locate the origin of a sound.

Two ears to hear naturally.

Hearing with both ears means more confidence and a better quality of life

Sound localization

The ability to localize sound is dependent on two properly functioning ears. How do we know the direction of a car's approach? The sound reaches the closer ear a few micro-seconds earlier, and with a somewhat greater intensity, than it reaches the other ear. These minute differences in the signal transferred from the ear to the brain enable us to make important, potentially life-saving decisions regarding the exact location of the car. When one ear functions better than the other, there is inadequate information to quickly and reliably determine the origin of a sound.

Understanding speech in a noisy environment

Hearing with two ears provides improved capacity to suppress background noise, making it easier to understand conversation. Unequal hearing in the left and right ears is a big disadvantage in noise. While one hearing instrument may be helpful in a quiet environment, it may not be helpful in noisy situations. The greatest difficulty understanding speech occurs when several people are talking at once. This is common during interactions between family, friends and colleagues at work. Often these exchanges are also taking place in noisy surroundings. With two hearing instruments it is possible to maximize understanding in noise.



Hearing with less volume

A sound presented to both ears is judged to be louder than the same sound, at the same intensity, presented to only one ear. This means that a user of two hearing instruments can set the volume of each one lower, resulting in more pleasant hearing and less amplification of distracting background noises.

Hearing equally from both sides

Wearing two hearing instruments gives the maximum opportunity to respond accurately and confidently, whether the conversation comes from the left or the right.

Sound Quality

Users of two hearing instruments report many additional benefits:

More natural sound quality

Less listening effort

Improved ability to hear correctly and respond appropriately

Situation	Hearing with one ear	Hearing with two ears
Quiet surroundings	Relatively good	Very good
Speech babble	Very poor	As good as the situation allows
Loud noise e.g. railway station	Very poor	Difficult
Tonal nuances	Limited	Good
Sound quality	Poor	Good
Identifying source (direction) of sound	Not possible	Possible

Who can benefit from a stereo hearing system?

Scientific research as well as individual experience confirms that most people with a hearing loss in both ears would benefit from having two hearing instruments, even if the hearing loss is mild. There are a few isolated cases where this is not so – your hearingcare professional or physician can advise you.

Phonak is Swiss technology

The correct choice of hearing instrument is influenced by anatomical features of the ear, individual hearing loss and technology. Medical practitioners and hearingcare professionals can advise you on the various solutions available. The following explanations may be useful to you.

Easier listening through wireless communication systems

There are effective wireless communication systems which enable you to communicate with another person over a considerable distance. These accessories from Phonak remove the barriers of difficult hearing situations. You can obtain valuable information on the various possibilities of wireless communication systems from your hearingcare professional.

Multi-program hearing systems and remote-control devices

Different hearing instrument program settings suit different environments (e.g. conversations in noisy surroundings, music, telephone, parties ...). Effective multi-program solutions are available from Phonak to ensure the best possible hearing situation.

This benefit is further enhanced by remote-control devices which make adjusting the hearing instruments as easy as pushing a button. One of the latest innovations from Phonak is a remote control system integrated into a watch.

Microphone technology

Even with a mild hearing loss, the ability to understand speech against background noise is reduced. AudioZoom multi-microphone technology by Phonak is clinically proven to reduce background noise to make understanding speech easier.

A touch of color

All Phonak hearing systems are available in a variety of colors that allow the hearing instrument either to blend with hair or skin color, or match your favorite color.

The latest technologies come in a range of colorful products known as ColorLine or in a high-tech silver-colored casing.



The following Phonak information brochures in the series **"Hear better – participate in life"** are available from your hearingcare professional.

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Hearing and hearing loss

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Using hearing instruments successfully

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Caring for your hearing instruments

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Two ears are better than one

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Tips for communicating with hearing instrument users

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