

## Today's hearing aids: a world of difference

*"I was surprised at how much the technology has changed... for the better."*



Whether or not you've ever tried hearing aids, now is the time to see how much they've changed from the limited-performance models of bygone years.

No two hearing losses are exactly alike – and modern digitally programmable hearing aids such as INFINITI™3 enable your Hearing Care Professional to more closely target your unique hearing loss.



## A world leader in hearing instruments

Siemens is the world's largest manufacturer of hearing aids. In fact, Siemens pioneered in-the-ear amplification in 1913, and today continues to develop innovative approaches to sound technology and hearing instrument design.

Technological leadership is a tradition at Siemens. From hearing instruments to medical imaging systems, Siemens is the world's number one provider of advanced electronic health care systems to support and enhance life.

Siemens hearing aids are available at:

Siemens Hearing Instruments, Inc.  
P.O. Box 1397, Piscataway, NJ 08855-1397  
(800) 766-4500  
[www.siemens-hearing.com](http://www.siemens-hearing.com)

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**Because the story of hearing loss  
can have a happy ending...**



**Siemens Hearing Solutions**  
Better hearing is better living.

**SIEMENS**

## So many Americans share the same story

*"I'm 55 years old and lost my hearing gradually over many years. Because my hearing loss developed so slowly, I never realized it was happening. But my family sure did. Because of them I decided to get my hearing tested."*

*"Apparently serving in the military damaged my hearing. But I never really came to terms with it until the day my grandson told me that he could never watch TV with me because the volume was too loud."*

Many people tell a similar story. It's the story of how they realized that hearing loss was having an impact on their lives – and how they made a decision to try to improve their lives by improving their hearing.

If you can relate to these personal experiences, you're not alone. Twenty eight million Americans suffer from hearing loss.

Exposure to loud noise, as well as the natural aging process, are two common causes for sensorineural hearing loss – the kind of hearing impairment most often improved with hearing aids.

## INFINITI 3... features you need, the cosmetic appeal you want

INFINITI 3 hearing aids are equipped with convenient features and discreet styles to meet most types of hearing loss and lifestyles:

There are up to 3 programs that you can select from for the specific environment you're in, whether it's a restaurant, the great outdoors or

your TV room. All you need to do is touch a button on your INFINITI 3 hearing aid.

Research has shown that directional microphones improve speech intelligibility in noisy situations, resulting in increased satisfaction. The optional **VoiceMic™ Directional Microphone System** on INFINITI 3 ITE and Half Shell models allows you to select whether the hearing aid picks up sound from all directions, or focuses primarily on sounds in front of you.

### A **Switchless™ T-coil**

(Telecoil) lets you enjoy telephone conversations without having to manually adjust your hearing aid. The Switchless T-coil feature automatically switches on when a hearing aid compatible telephone handset is placed next to the INFINITI 3 hearing aid. When you finish your telephone conversation and move the handset away from the hearing aid, the microphone mode switches back. The Switchless T-coil is available with the INFINITI 3 ITE.



For telephones that are not hearing aid compatible, Siemens now offers Switchless T-coil magnets. Ask your Hearing Care Professional for details.

A **T-coil feature** that improves telephone use is available on INFINITI 3 ITE and BTE models.

A **full family of styles** includes the practically invisible Completely-in-the-Canal (CIC) model. In-the-Canal (ITC), Half Shell (HS), In-the-Ear (ITE) and Behind-the-Ear (BTE) models are also available.

*"My Hearing Professional worked with me to tune the hearing aid to the situations where I want to hear better. All I do is touch a button."*



Pictured here, the Completely- in-the-Canal model is practically invisible when worn.

Is INFINITI 3 for you? Only your Hearing Care Professional can tell you. As with any hearing aid, your hearing improvement depends on factors including the type and degree of your hearing loss, correct diagnosis and proper fitting. No hearing aid can completely restore normal hearing and not everyone benefits equally.

INFINITI 3. Because the story of hearing loss really can have a happy ending.

*"My family suggested that I might have a hearing problem. But for a long time, I took the easy way out and just kept denying it. Now that the technology has changed, I'm glad I decided to do something about it. I think my family is, too."*

If you suspect a hearing loss, the first step is a visit to a qualified Hearing Care Professional for proper testing and evaluation.