

A close-up photograph of a person's ear with a hearing aid device. The device is a small, white, circular unit with a thin tube leading into the ear canal. The person has short, grey hair. The background is a solid light blue color.

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A whole new
world awaits.

Rediscover your hearing.



Life sounds brilliant.

Hearing all the little things.

Chatting with friends, listening to the sounds of nature, enjoying music or hearing warning signals – good hearing is so important in our everyday lives, yet most people with normal hearing don't even think twice about what it means to be able to hear well. It's only when hearing starts to deteriorate noticeably that we realize just how important good hearing is to us. And how much we miss out when we no longer hear well.

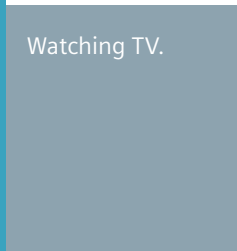
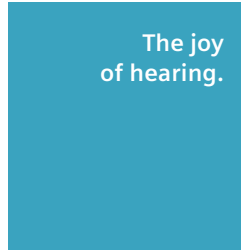
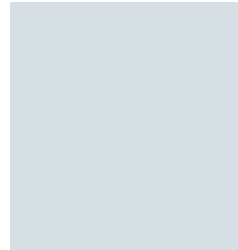
Our hearing plays an important role in how we relate to our surroundings. It opens up our relationships and a wealth of sensory experiences and emotions. It's also very complex and extremely sensitive. So let's give it the attention it deserves.



Listening to music.



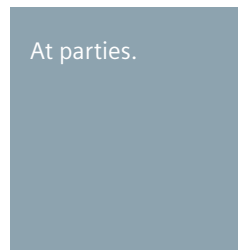
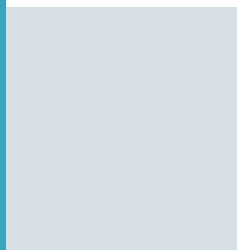
The joy of hearing.



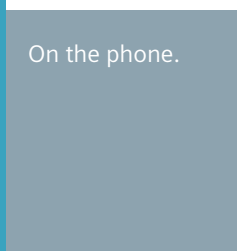
Watching TV.



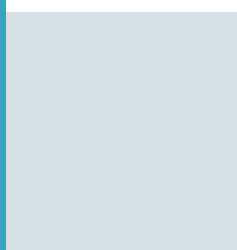
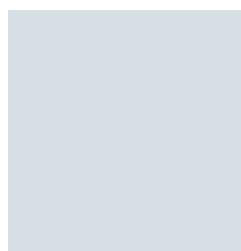
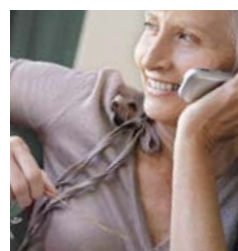
In restaurants.



At parties.



On the phone.

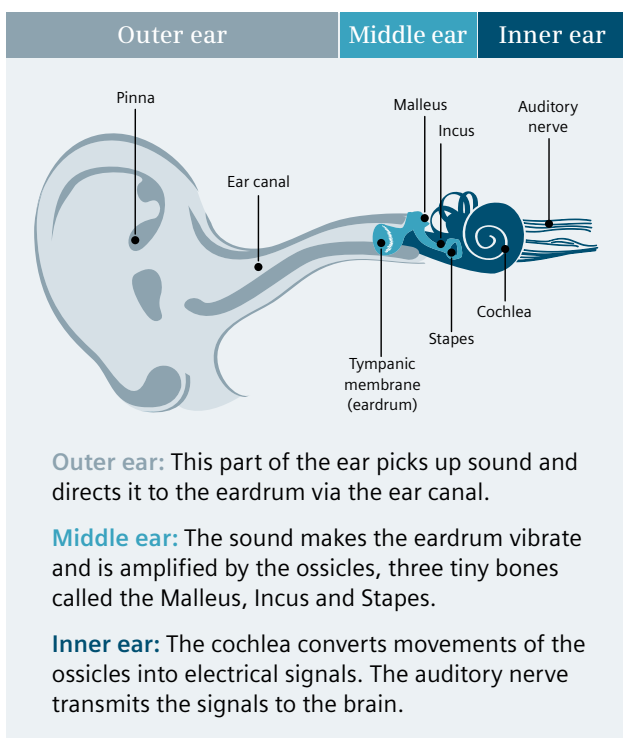


During sports and leisure activities.



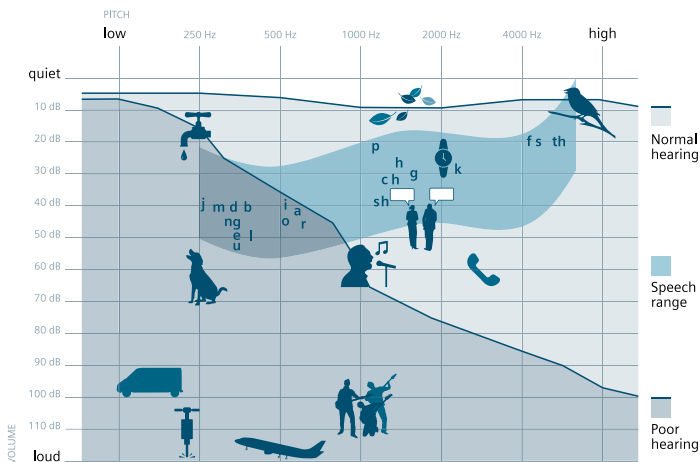
The ear – a miracle of nature.

The ear is like a net, catching sound waves as they move through air. But it also translates these movements into information that we can understand, feel and enjoy. It grants us the ability to treasure “I love you,” be moved by music, and laugh at jokes until our bellies ache.



Any part of the ear can potentially cause trouble with hearing, but most issues are caused when there is damage to the inner ear. The good news: Hearing instruments today can compensate for most hearing loss caused by inner ear damage.

What is it like when hearing starts to fade?



No two cases of hearing loss are the same, but most hearing-impaired people have trouble hearing or distinguishing soft tones and high-pitched sounds like whispers, children's voices or birdsong. Speech understanding also suffers: As seen in the graphic, many vital speech sounds are soft and high – and are often what those with hearing loss miss.

Sometimes hearing loss is accompanied by tinnitus. Fortunately, many management strategies offer relief today. In fact, hearing instruments, which compensate for hearing loss, may also significantly reduce the annoyance of tinnitus in many cases.

Possible causes for hearing loss

- Exposure to ongoing or extreme noise
- The aging process
- Infections or chronic illness
- Injuries
- Genetic factors
- Medication that can damage hearing

Now what about you?

Go through the checklist below to get an idea of how well you're hearing.

How good is your hearing?	YES	NO
Do the people around you seem to mumble and not speak clearly?	<input type="checkbox"/>	<input type="checkbox"/>
Has anyone ever told you that they often have to repeat things for you?	<input type="checkbox"/>	<input type="checkbox"/>
Is it hard for you to understand when someone talks to you from behind or the side?	<input type="checkbox"/>	<input type="checkbox"/>
Is it difficult for you to follow conversations in loud environments, e.g. in restaurants?	<input type="checkbox"/>	<input type="checkbox"/>
Do you tend to go out less because it is hard for you to follow other people's conversations?	<input type="checkbox"/>	<input type="checkbox"/>
Has anyone ever asked you to turn down the volume of your television or radio?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have difficulties understanding someone on the other end of your telephone?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have trouble recognizing the direction from which a car, for example, is approaching?	<input type="checkbox"/>	<input type="checkbox"/>

Have you ticked "YES" three or more times? Then we recommend that you contact a Hearing Care Professional or doctor.

Hearing instruments can help us by highlighting speech and making sounds louder and clearer. It may be useful to take the checklist with you when visiting your Hearing Care Professional – it can help you realize what your needs and wishes in a hearing instrument are.

A perfect match.

When choosing the right hearing instrument, many factors have to be taken into account. There is no “one size fits all” answer to hearing loss; each solution is as unique as the individual.

Yet there are three main categories that influence the choice: Ear anatomy, degree of hearing loss and personal lifestyle. Hearing instruments today offer many options for a perfect fit and improved quality of life.



Behind-The-Ear (BTE) style or
Receiver-In-The-Canal style (RIC)



Custom style

For example, BTE or RIC styles can be worn behind the ear for powerful sound and a comfortable fit. Custom styles are tailor-made to perfectly and discreetly fit in the ear canal. Your Hearing Care Professional will be glad to help you find the solution that best fits your needs.

➔ **Stay tuned.** As you can see, hearing is much more than just a sensory function: It helps you be an active part of your world. If you would like further information, see our full catalogue or talk to your Hearing Care Professional.

The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

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