

Better Hearing with Both Ears



Two really is more natural

Why do people have two ears?

Basically, it is to widen the scope of your hearing so you can find out where sounds are coming from, and from what distance. In reality it is not your ears that do the listening, but your brain. And to interpret sounds correctly, the information it receives must be as accurate and as detailed as possible.

Where is that sound coming from?

A friend is calling from across the street. Someone is tapping on your

kitchen window. A car is honking its horn. In situations like these, how do you know which way to look? The fact is that the sounds will reach one ear fractionally faster and louder than the other - and your brain registers these subtle differences.

That is why, if you have a hearing loss in both ears, it is best to get two hearing instruments, because they make sounds easier to locate.



Did you know that the human auditory system is incredibly complex? Inside the ear, tiny hair cells turn sound vibrations into electrical impulses. These signals are sent to the hearing nerve, which contains about 30,000 nerve fibres.

The benefits of wearing two



The most important benefits of wearing two hearing instruments are listed below and covered in detail on the following pages.

- *Speech will sound clearer.*
- *Better understanding in noise.*
- *Your ability to locate sounds will improve.*
- *Listening will be easier.*
- *You can respond more naturally.*
- *Your ears will stay in shape.*
- *You will enjoy better sound quality.*
- *You can communicate with confidence.*

Speech will sound clearer

Research shows that two instruments make speech and conversation significantly easier to understand than only one. Just as wearing glasses on both eyes, it makes sense to wear two hearing instruments on your ears.

Better understanding in noise

In busy situations such as a restaurant, you need input from both ears in order to be able to focus on the conversation and filter out uninteresting background noise.

What you win by wearing two

Your ability to locate sounds will improve

Two hearing instruments will make you feel more in touch with your surroundings. You will know which way to turn when friends or relatives are trying to get your attention. You will also have an easier time finding your ringing mobile phone if it should suddenly disappear!

Listening will be easier

Forcing one ear to do the work of two can be extremely tiring; it can also make you feel unbalanced. You

can balance things out by wearing two instruments, and enjoy greater listening comfort because the volume will not need to be so loud.

You can respond more naturally

With better hearing in both ears people will not have to limit themselves to addressing you only from your "good side". Also, you can avoid situations where people mistakenly interpret your reaction as impolite behaviour. You can simply act more naturally.

Your ears will stay in shape

If you have a hearing loss in both ears but decide only to wear one instrument in the ear that needs it the most, the ear that is deprived of stimulation might get even lazier. This condition is known as "auditory deprivation", and the only way to handle it is by keeping both ears active.

You will enjoy better sound quality

Imagine listening to music on your stereo system. With only one speaker working it would sound flat

and lifeless, but with two it sounds balanced and natural. The same can be said of hearing instruments.

You can communicate with confidence

Research shows that people who wear two instruments are generally more satisfied with their performance than those who wear only one. The more pieces of the auditory "jigsaw puzzle" you can pick up, the easier it becomes to communicate.



Did you know that people collect and store sound patterns in their auditory memory, throughout their lives? Sound can evoke instantaneous, automatic responses; just think of all the memories a favourite song can trigger!

Technology supporting natural hearing

Today the most natural sound quality comes from instruments that use wireless technology. Thanks to a technique called binaural processing, wearing two instruments has become even more beneficial. Wireless instruments actually team up - just as your ears would if they could - to provide a clear, well coordinated sound picture for your brain to process.

Get the best out of your hearing

Wireless instruments work on the principle that one well-coordinated sound picture is better than two potentially conflicting ones. While

standard instruments work independently, wireless instruments constantly coordinate their actions. This type of sound processing supports the natural interaction between the ears and the brain.

With a synchronised sound picture you get a much better idea of where you are in relation to people and objects in your environment - otherwise known as "spatial awareness". It is these extra details that can make hearing a truly three-dimensional experience - not only horizontally but also vertically in all directions.

How people experience spatial awareness:

“ My brain used to work so hard to try to separate the speech from the noise. Now I can easily locate where sounds are coming from. In a restaurant I can hear conversation going on at another table but the sound is over where it belongs and I can pay attention to the people at my table. ”

Deborah Dempsey

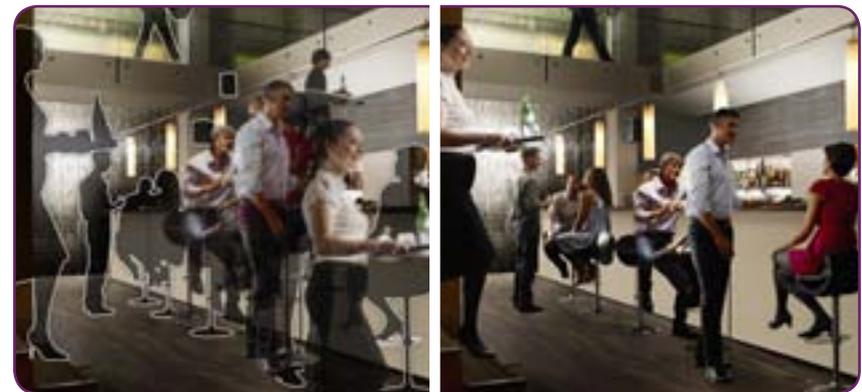
Wireless benefits in a nutshell

- You will hear a much wider range of sounds and extra details.
- You will experience more natural, three-dimensional hearing.
- You will be able to spot who is talking - which is the first step to understanding what they are saying.
- You will feel less tired at the end of the day.
- You will have more energy for other activities.

There are so many good reasons to get two hearing instruments - especially two that can team up wirelessly!

Rather than limiting yourself to just one instrument, treat yourself to two. Your hearing care professional can easily demonstrate the benefits.

Sound without location is sound without organisation.▼



▲ *Sound with location enables us to attend, monitor and focus.*

People First

People First is our promise
to empower people
to communicate freely,
interact naturally and
participate actively

Hearing Care Professional:

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