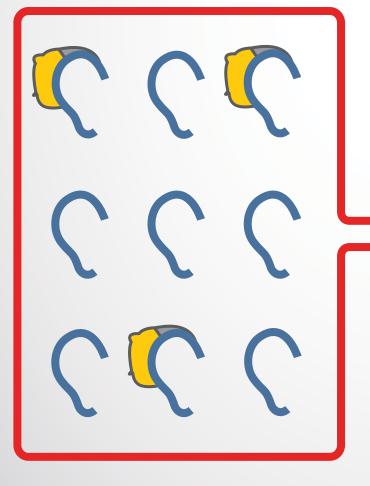
Canadian Hearing Products Review 2015 Inside!

Canadian Hearing Report Revue canadienne d'audition



Getting in the Loop Thoughts On Loops Hearing Beyond 2 Meters



Publications Agreement Number 40025049 | ISSN1718 1860



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TRUE TO LIFE SOUND



Let's get looped! In all truth, we won't feel a good buzz until we increase our signal-to-noise ratio (SNR)! It's a well-known fact that the biggest complaint by

those wearing hearing aids is background noise. Outer hair cell loss causes mildmoderate SNHL and reduces frequency resolution which in turn, reduces speech intelligibility in noise. Inner hair cell loss is even more destructive, causing further reduced speech discrimination ability even in quiet!

Research by Brian Taylor AuD has shown that SNR typically decreases as we move from soft to loud listening situations. That is, as background noise increases from soft to loud, speech also increases, but our vocal effort does not increase in a 1-to-1 manner along with the noise. It has also long been shown by people like Mead Killion PhD, Gus Mueller, PhD etc., that for those with normal hearing, a +5 SNR is an easy listening situation and a 0 SNR is a challenging one. For mildmoderate SNHL however, the numbers simply bump up by about 5 dB; for this population, an SNR is 10 is easy, while an SNR of 5 can be challenging. With worse hearing loss, even more SNR is required. So, there's reason for the season to increase SNR.

Audiologists and HIPs may know a lot about hearing related matters, but in all truth, we do not really tend to know much about loop systems. Along with the usage of T coils in hearing aids, loop systems had faded into the past. Perhaps this is because FM systems became miniaturized. In addition, the plethora of Bluetooth remotes, gadgets and dongles that come with today's hearing aids, emerged on to the scene. All too often however, these gadgets require a love of technology that is not shared by today's older people. In contrast, loop systems offer a *far simpler solution* to the SNR problem. What's more, they are relatively inexpensive. What's even better is that "They're baaaaack!"

We've got three articles here on loop systems to be used with T coils in hearing aids. Rose Simpson, veteran freelance writer (and now working with Andrew John Publishing), has contributed articles before (Signal, Allied Hearing Health), on the advantages of loop systems. She gives the layout of the looped landscape, introducing us to some of the key players upon it: Juliette Sterkens AuD in Wisconsin, Dave Myers in Michigan, Bill Droogendyk, proprietor of Better Hearing Systems of Troy, Ontario, and Tim Archer, CEO of Advanced Listening Systems of Victoria BC. She also pulls no punches in identifying some of the sources of T coils and loop systems disuse, one of those being the hearing industry itself! She also identifies another widely held misconception about T coils and loops systems; namely, that they benefit only those with hearing aids that have T coils. Read her informative article to find out how this is not true and also, to find sources for further reading!

Bill Droogendyk and I may share a Dutch heritage, but he speaks Dutch far better than I do. Over the past few years, Bill has been invited to speak about loop systems and his experiences installing them, to the HIP students at Conestoga College in Kitchener. He is a patient and knowledgeable person, who has been a big part of a loop system awakening or renaissance in Canada. I've asked him to write a slightly more technical article on loop systems and how they work, and he graciously agreed (pssst! if you ever want a short turn-around time for an article request, ask Bill). Tim Archer is kind of like the Bill Droogendyk of Western Canada, and we've met for coffee in Victoria a few times now. He has kindly offered a collection of five consumer-oriented vignettes that he wrote on loop systems, T coils and their usage. Readers are invited to use these in their clinics, as a way to explain to clients the: who, what, when where how and why of loop systems. By the way, Tim is the guy who managed to get VanCity credit unions of BC to install loop systems in all 57 of their branches!

A loop system demo in your waiting room or office is a sure-fire way to feel the buzz of loop systems, and by that I mean: a great way to learn and experience them first-hand for ourselves. Give Bill or Tim a call!

The landscape of hearing health sciences, and the way professionals practice and manage patients is ever changing. The most noticeable of these changes are with the products and services available to the professional and the patient. Once again, Canadian Hearing Report is pleased to present the annual Canadian Hearing Products Review for 2015. Leading manufacturers of hearing aids, as well as testing and fitting equipment, and providers of services for the hearing health professional are all at your finger tips with this issue. This directory is an excellent resource to help you find the products and services you need, and we encourage you to visit the web sites of those companies within these pages. Making an effort to stay current as a professional health care provider is critical in ensuring the best patient care; we hope that this issue of Canadian Hearing Report will help in these efforts.

Ted Venema, Editor-in-Chief Canadian Hearing Report 2015;10(1):3.



Study proves the effectiveness of Oticon's advanced adaptive FM strategy, VoicePriority *i*TM



A recent study^{*} by Erin Schafer, PhD, a leading expert in educational audiology and FM research, has validated the ability of VoicePriority *i*[™] to support hearing in background noise. Her team showed that Oticon Sensei with VoicePriority *i*[™] provides a significant increase in speech recognition in complex listening environments compared to traditional FM systems or a hearing instrument alone – particularly in localized noise. Integrated into Oticon Sensei, VoicePriority *i*[™] automatically adjusts the gain of the incoming FM signal to optimize the signal to noise level at the child's ear. This advanced adaptive FM strategy instantly responds to changing noise levels, ensuring consistent speech recognition wherever the child is located. The more a child understands, the better her learning opportunities. It's as simple as that.

*) Peer-reviewed & accepted for publication in Journal of Educational Audiology, Schafer EC, Sanders K, Bryant D, Keeney K, & Baldus N (2013) Effects of Voice Priority in FM Systems for Children with Hearing Aids.



Canadian Hearing Report

Revue canadienne d'audition

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Getting in the Loop

By Rose Simpson



About the Author

Rose Simpson is an Ottawa writer and editor whose work focuses on consumer health and safety and medical professional development. She is the former editor of Audio Infos Canada and Canadian Psychiatry Aujourd'hui, and was a speechwriter for the federal and Ontario ministers of health.



Photo of a univox system which is a portable loop for a car or living room.

There was buzz going around the spring conference of the Canadian Hard of Hearing Association (CHHA) in 2014.

For the first time, many delegates to the conference, which was held at the Royal York Hotel in Toronto, could actually hear the speakers clearly without having to sit close and read lips. People were getting emotional. A few people were actually crying.

Before each session, delegates were advised to turn on the little switches to activate the T-Coils that connected their hearing aids wirelessly to the microphones set up around each room.



Participants would say later, they felt that finally, they were in the loop. It was all part of a partnership between the Canadian Hard of Hearing Association, Better Hearing Solutions of Ontario, Thorvin Electronics of Ontario, and Advanced Listening Systems of B.C. – companies that specialize in the distribution and installation of hearing loop systems.

By all accounts what happened next was miraculous.

"Suddenly the speaker's voice went directly into their ears and they could hear what was being said," recalled Robert Corbeil, the association's national executive director. "It was just amazing. You could see in the faces of many people – the 'wow' effect; it was great."

Many of the delegates had heard of hearing loops before but few had used them. Hearing loops aren't as popular here in Canada as they are in Europe where they have been in use for more than five decades.

Assistive devices are actually mandated by legislation in Great Britain and some other countries so hearing loops are in use in shopping malls, banks, schools, modes of transportation and entertainment venues.

Mostly, hearing loops in Canada are found in a smattering of churches and halls which have been fitted by enterprising volunteers. Some people use them in their living rooms to watch television. Rarely have they been used in businesses or public institutions.

The CHHA is hoping to change that. This year, it is developing a strategy to increase public awareness about the benefits of looping and other assistive devices to ensure that, once and for all, hearing is no longer considered the "invisible disability".

Its efforts come on the heels of a growing, grassroots movement in the United States spearheaded by the Hearing Loss Association of America, which is calling for greater accessibility for people with hearing loss as well as key legislative action to give teeth to their efforts.

At the centre of this sea change stands Juliette Sterkens (AuD), an awardwinning, Wisconsin-based audiologist who has the lonely business of travelling America on behalf of the HLAA. Sterkens goes from community to community spreading the world, engaging consumers, professionals and businesses. Her efforts are funded by grants from the Carol and David Myers Family Foundation.



Juliette Sterkens

Thanks to her influence, more than 400 hearing loops have been installed in her native Wisconsin alone.

Advocates like Sterkens have been encouraging Americans who suffer from hearing loss to speak up and demand looping services in their churches, businesses and other institutions. She is also sounding a rallying cry among hearing health care professionals to do better for their patients and offer them hearing solutions that go beyond in-ear devices.

"Hearing health care providers put too much faith in hearing aids and CIs," Sterkens said in a recent interview. "They put too much faith in upgrading to more technologically "advanced" hearing aids. But even the best hearing aids cannot give a person with hearing loss normal hearing nor can hearing aids restore the user's auditory processing issues, just like new running shoes don't make you a marathon runner.

"Plus hearing aids cannot overcome poor acoustics, distance and background noise that occurs from all around. Yes, new directional microphones can make a difference if the noise is less than six feet away, but that's only if the noise is behind the person and if the person's auditory processing issues are not too involved." Sterkens, her colleagues and volunteers are getting the message out through the media, professional magazines, webinars and presentations at conferences. Her message is clear: hearing health care providers have an obligation to provide better solutions for their clients, ones that are more tailored to their needs and quality of life.

NEW FRONTIER IN CANADA

Robert Corbeil of the CHHA admits his organization and others including the Canadian Hearing Society have a battle on their hands. Until recently, there has been no public will to offer better hearing solutions, outside of hearing aids, to those with hearing loss. There has been no legislation, no outcry by consumers and little support from the hearing health care profession.

But that may be changing. In January, changes were made to the Accessibility for Ontarians with Disabilities Act (AODA) which will now require businesses with more than 20 employees to better serve their clients who have disabilities. The government of B.C. is also committed to decreasing barriers and increasing accessibility for people with disabilities. Its document, Accessibility 2024, lays the roadmap for making B.C. the most progressive province in Canada for people with disabilities by 2024.

Legislation in Europe and the United States has given advocates a basis on which to hang their hopes, but it is still unclear whether stronger legislation will make a difference here in Canada.

For example, in its support material, mailed to businesses in advance of its legislative changes, the Ontario government only mentions assistive devices once and there is no suggestion

GETTING IN THE LOOP

that businesses include signage that they are hearing friendly. Business owners are only encouraged to tell staff to speak clearly and face a person with hearing loss.

THE ROLE OF THE HEARING INDUSTRY

Juliette Sterkens believes that the hearing industry itself could do more to help North American Society embrace assistive technologies.

"The hearing industry is not really fully supporting this movement," Sterkens says. "In fact, (manufacturers) recently announced that they are going to work to bring about a new digital wireless standard for hearing aids. The question is whether this will happen anytime soon.

"Some experts predict it will take five to ten years, some even suggest it may never happen."

When the hearing industry makes this kind of announcement, she says, it could discourage audiologists or consumers from bringing looping into their communities. After all, if a new wireless standard will happen "soon," why would anyone bother with the hardwire installation of loops?

Sterkens believes loops need to be installed immediately to help today's hearing device users.

"When a new wireless standard does happen, be it five or ten years from now, we will work just as hard for places that have a loop installed to add a small wireless transmitter for the new hearing aids to work side by side with the loops for as long as people still have T-Coils."

WALK THE TALK

The good news in Canada is that there are hearing and industry professionals willing to take up the cause, to make a difference, community by community.

Lynne McCurdy of Wellington Hearing Care in Guelph, Ontario, recently installed a looped system in her waiting rooms.



Lynne McCurdy

"I've been aware of looped rooms for many years but wished that there were more of them around. The technology is great but is under-utilized. It would be great if more buildings would offer them. "

She hopes that hearing professions will take more of an interest in the technology.

"I don't think audiologists and HIPs are always well trained or even think about looped systems much since there are so many other wireless technologies that are so popular now but unfortunately most of them are not easily accessible to the masses at such a cheap cost to the consumer."

Jerry Laufman of Lincoln Hearing in Beamsville, Ontario, agrees. He cites a number of roadblocks including a lack of qualified installers across Canada and a lack of public knowledge that the technology even exists.

"I'm a big fan of loop systems," he says. "Anytime you can achieve a "direct audio signal" to your ears, you will achieve the best in sound quality and speech understanding. This applies to normal hearing and hearing impaired individuals.



Jerry Laufman

"It is like using your personal headset of tuned headphones. Using a direct signal reduces variables like poor room acoustics, echoes, distance from speaker, speaker not facing you. Accents are easier to understand and loops significantly reduce background and interfering noises."

They can also reduce the stigma associated with the wearing of hearing aids.

Doug Fisher, a volunteer at All Saints' Anglican Church in Ottawa, polled parishioners before installing a second assistive system recently. He says most parishioners didn't like the idea of wearing a necklace or headsets to listen to sermons and the choir. He said parishioners liked the fact that their devices were not obvious to others.

The fact that people who wear hearing aids feel self-conscious about them continues to be a problem. If people don't speak up and demand the services, if they are unable or unwilling to, advocate for themselves, how will others know that our society can do better for people with hearing loss?

Some believe change may simply begin at the audiologist's office, that hearing clinics need to begin to educate clients on the importance of the T-Coil. Hugh Mitchell, past president of the Victoria chapter of the Canadian Hard of Hearing Association, who wears a cochlear implant and uses his T-Coil every day, says many audiologists aren't aware of the importance of the T-Coil.

"I really want audiologists to become more aware of the usefulness of T-switches. In my experience, they really don't give much credit to a T-switch; and they don't encourage clients to have them put into their hearing aids. I've heard of an audiologist that told a person she didn't need it."

The looping industry also has a role to play. Currently, there are few companies, including Better Hearing Solutions in Ontario and Advanced Listening Systems in B.C., who are qualified to install hearing loops which require expert knowledge of the positioning of each microphone and the installation of wiring. Because Canada is such a large country, travel adds to the cost of installation, so what may be needed is a training and apprenticeship program here in Canada for individuals to qualify them to install loops at a reasonable price.

In the meantime, Bill Droogendyk, proprietor of Better Hearing Systems of Troy, Ontario has become a tireless advocate for hearing loop technology, lecturing to audiology/HIP students at Western University, Conestoga and George Brown colleges.



Bill Droogendyk

Droogendyk's journey began as a volunteer when he was asked to install a loop system at his church. Since then, and after training in three programs in the U.S., he has installed more than 40 systems: two in Alberta and the rest in Ontario. Most of the systems are in churches.

He has also installed a system in a lunch/ boardroom at Unitron. The room seats about 100 people.

"We hold seminars and things for the public and for our customers who are audiologists and dispensers," says Sheila Douglas, AuD, an audiologist and technical support for Unitron. "So when they come here for meetings, it's nice they can hear what's going on."

Tim Archer, CEO of Advanced Listening Systems of Victoria, is another entrepreneur who isn't waiting for legislation to take effect in Canada. Following the testing of four mini loop systems as a pilot project at a Vancity Credit Union branches in Victoria and Vancouver, he installed similar systems in 57 branches of the Credit Union. It works similar to a looped room except the range is small, only within a metre or two of the teller where the loop is installed.



Tim Archer

"Vancity's installation has allowed not only better access for their clients, but also for their hard of hearing employees and has had very positive feedback from the hard of hearing community," says Archer who is also spearheading efforts in British Columbia to get the province to better serve those with hearing loss.

WHAT HEARING PROFESSIONALS CAN DO

Juliette Sterkens has this advice for hearing professionals who want to help promote the technology and help educate patients and others in their community about hearing loops.

She recommends that AuDs/HHPs start by educating themselves, and:

- Install a hearing loop in their waiting and/or treatment rooms
- Demonstrate the loop to each and every client *as well as* their significant others
- Offer clients materials to bring the technology to the attention of their churches (that is where loops can quickly gain momentum). See http://www.loopwisconsin.com/ PDFFiles/Card3.pdf and http://www. hearingloop.org/00TechWorship.pdf)
- Donate funds towards loops or encourage their clients to make a difference
- Educate their community on the benefits of loop technology by public speaking and holding special "Hearing Loop Community Events"
- Reach out to AV engineers, refer them to articles in the professional audio magazines on looping and encourage them to attend training in the IEC Hearing Loop Standard
- Invite speakers to their professional conferences to present on hearing loop technology

"Yes this will take time – but most worthwhile things take time and are rarely easy," she says. "But to hear someone say they could hear every word at a wedding, a meeting or a play – makes this work <u>very</u> worthwhile."

FURTHER READING

- http://www.hearingresearch.org/ross/ hearing_aid_use/hearing_aid_services_and_ satisfaction_the_consumer_viewpoint.php
- http://www.hearingreview.com/2014/09/ consumer-perceptions-impact-inductivelylooped-venues-utility-hearing-devices/
- 3. http://bhscouncil.org/pdfs/M8_Hearing_aid_ satisfisfaction_2010.pdf
- https://www.phonakpro.com/content/ dam/phonak/b2b/FM_eLibrary/ Increasing_hearing_aid_adoption_through_ multiple_environmental_listening_utility.pdf
- 5. http://www.listeningandspokenlanguage.org/ HearingLoops/
- 6. http://www.marriotttheatre.com/listening-device
- http://hearinghealthmatters. org/hearingnewswatch/2014/ hearing-industry-seeks-new-wireless-standardhearing-aids-t-coil-advocates-say-fast/
- A "How to Guide" for Practitioners at www.loopwisconsin.com/PDFFiles/ADAinvigoratepracticeLR.pdf and "Telecoil Essentials" at www.loopwisconsin.com/PDFFiles/ ADA-getinloopJS.pdf

- "Roadmap to a Looped Community" article (with permission from American Academy of Audiology): www.loopwisconsin.com/PDFFiles/ SterkensATMayJun.pdf
- "Hearing Loops: The WOW Factor—Hearing Beyond 8 Feet", an AudiologyOnline webinar at: www.audiologyonline.com/ audiology-ceus/course/hearing-loops-wowfactor-beyond-24045
- 11. Tools and useful resources created by Academy of Audiology and Hearing Loss Association of America Get in the Loop Joint Task Force at: www.audiology.org/publications-resources/ consumer-information/get-hearing-loop and http://www.hearingloss.org/content/gethearing-loop
- 12. http://www.hearingloop.org/ SoundCommunicationsArticle_2010.pdf

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Loud and Clear: Thoughts on Hearing Loops

By Tim Archer



About the Author

Tim Archer is co-founder of Advanced Listening Systems Limited and lives in Victoria. In addition to assistive listening, Tim has extensive experience in the audio field including sound design for theme parks, IMAX films and special venues including the audio design for the "Fly Over Canada" exhibit at Canada Place in Vancouver BC. Advanced Listening Systems Limited (ALSL) designs and installs assistive listening systems in public places across Canada- including Infrared, FM, and Induction Loop Systems. ALSL recently supplied induction loop systems to all 57 branches of Vancity Credit Union as well as all 146 HSBC branches across Canada.

EVERYTHING OLD IS NEW AGAIN

There's a new "old" technology that most people are not aware of called the **audio induction loop**. It's "old" because it's an analogue technology that has been around since the 1940s. It's "new" because it is only now rising to awareness through businesses and health care providers that are serving the hard of hearing communities around the world.

In simple terms, it is a system that allows audio sources to be directly connected to a hearing aid's built-in wireless T-coil receiver, also known as telecoil (from "telephone coil"). The T-coil is intended to help the wearer filter out background noise, enabling the person to hear the speech or audio source much more clearly. At present, approximately 75% of all hearing aids being manufactured are already equipped with the T-coil receiver built in. The unfortunate thing is, very few businesses and public facilities in Canada are equipped to transmit the audio signal (microphone, public address system, music, etc.), so the benefits of this very helpful technology are lost. If nothing is being transmitted, the T-coil has nothing to receive.

Where this technology excels and greatly improves accessibility to our hard of hearing community is in public facilities such as meeting halls, theatres, churches, banks, etc.. In addition, induction loop technology is an international standard that allows its users to be "in the loop" anywhere in the world where a hearing loop is installed.

So if this is such a great benefit to those who suffer from hearing loss, why haven't we heard of it? Why aren't more businesses installing these systems to assist the hard of hearing? In some parts of the world, such as the U.S., audio induction loops are becoming quite common and can be found in many facilities. In the U.K., its implementation has actually been legislated, making it mandatory for businesses to make assistive listening technology accessible to all. In Canada, we are only just beginning to recognize its tremendous value and contribution to the hard of hearing community.

The best way for all of us to make this technology more widely available and accessible is by raising awareness and strongly encouraging all businesses, private and public, to "get in the loop." Next time you go to your bank, pharmacy, doctor's office, theatre, house of worship or favourite coffee shop, ask if they have a hearing loop system installed. If enough people request it, they will be more likely to consider installing the system(s). And, by the way, it's all part of abiding by the Accessibility for Ontarians with Disabilities Act (AODA) which requires accessibility for all who are impaired in some way. Let's not overlook the invisible disability: "the hard of hearing." Let's do our part in making it Loud & Clear.

ARE YOU LOOPED?

"Looped? I haven't had a drink in years! Ohhhh...you mean have I got a hearing loop? Why should I be looped?" If you own a business, a board room, a customer service counter, a ticket booth, a drive-thru service, a public address system in a large hall or theatre, and more, then you have an amazing opportunity to serve the hard of hearing community and *signal that you care*. By installing a simple audio induction loop system in your facility, people who wear hearing aids will thank you for addressing their needs in those noisy spaces and places where intelligibility is virtually impossible.

For people who wear assistive devices such as hearing aids, many public places are just too noisy for them to effectively communicate with the rest of the world. When trying to discern what the speaker is saying to them, the surrounding noise or echoes make it impossible for them to hear clearly, so they simply avoid them when possible. In these settings, an audio induction loop, aka hearing loop, is a most effective solution to their problem.

An induction loop system transmits magnetic energy to telecoil-equipped hearing aids through a wire that surrounds a counter, a room, an audience, and so on. When a sound source is transmitted through a loop system, the telecoil circuitry of the hearing aid receives that source very clearly without the distraction of the surrounding noise, making it much easier and more appealing for the person who is hard of hearing. By simply selecting the T-Coil setting on their hearing aid, the transmitted signal reaches their ear directly.

In some parts of the world, such as the UK, assistive listening technology has actually been legislated in order to provide accessibility to all people. In Europe and the US, hearing loop installations continue to spread as a result of its growing demand and effectiveness. In Canada, people are just now starting to "hear" about this technology but it is rapidly reaching people's ears and many businesses are now recognizing the importance of serving their community by looping their facilities. Most recently, as a result of their "teller loop" installations, Vancity (Vancouver City Savings Credit Union) received the "Access & Inclusion Awards 2013" which recognizes individuals and organizations who promote activities



Figure 1. There are many different symbols for Loop systems. Note most have a small "T" included, while some have wiggly lines indicating electro-magnetic transmission. Consumers should be educated by hearing health professionals to look for these.

that enhance accessibility and inclusion of people with disabilities in all aspects of community life. We congratulate them and celebrate this commitment to the community with them.

The good news in all of this is that this technology is very affordable and represents a very small investment for such a huge return in terms of customer service, appreciation and goodwill. Every business should be part of making it loud & clear.



"T-COIL." "T-WHAT?"

Every person who owns a hearing aid should know what a T-coil is. Why don't they?

"T-coil" or "telecoil," taken from "telephone coil," are terms used to describe a wireless induction receiver that picks up the electromagnetic field from a telephone handset or induction loop system. This field is then converted into an analog sound that can be transmitted through a hearing aid to the ear.

Telecoil technology should be part of all hearing aids manufactured today. At present, only about 75% of them have the T-coil built in. In the interest of designing hearing aids that are smaller and less obtrusive or visible, manufacturers have, in some cases, begun eliminating the T-coil from the units altogether. The down side is that these hearing aids are not able to receive the audio signals that are being transmitted by more and more businesses and public facilities that have installed hearing loop systems to better serve the hard of hearing community.

The international symbol above is a sign that the area you are in has a hearing loop system installed. By switching your hearing aid to the "T" (for T-coil) or telephone position, you will be able to hear a clear audio signal that in large measure will remove the distracting background noise interference and allow you to hear the sound source more intelligibly. This is especially helpful in public spaces and halls which are naturally very reverberant and noisy. How often have you gone up to a service counter such as a bank, ticket booth or concession stand for example, and not been able to hear the person speaking to you? With a simple flick of the switch you can select T-Coil (T) on your assistive listening device and "voilà" - the voice is crystal clear with very little interference from the surrounding noise, provided of course that the establishment has installed an induction loop system to better serve you.

When selecting hearing aids that best suit you, make sure you consider a model that is equipped with the T-coil circuitry. Ask your audiologist or hearing aid specialist to recommend a model that will let you hear what's going on around the world – the "T-coil" world. Let's spread the word and make it *loud and clear*.

"HAROLD, TURN THE TV DOWN!" "WHAT?"

Does this sound familiar to you? Do you find yourself needing to listen to the television or stereo at volumes that are uncomfortably loud for others in the room? If so, it just might be time for you to consider looking into assistive listening devices.

Though there are many different devices available to those of us suffering from hearing loss, for now we will focus more specifically on hearing aids and T-Coils. Once you have humbled yourself enough to book an appointment to have your hearing tested by a qualified audiologist or hearing specialist, the next step might be to acquire hearing aids that are customized to your specific hearing needs. At this stage we would recommend that you seriously consider models that incorporate the T-Coil circuitry. Not all hearing aids have them built in but most are available with that technology in place. Why is this important? Because with that feature, you are now equipped to receive the audio loop transmissions that more and more public places are using to help the hard of hearing community. By selecting the "T" or "T-M" setting on your device, you can receive a clear audio signal from the source such as a microphone or public address system, thus bypassing much of the distracting surrounding noise in difficult acoustical settings. (More on the subject of T-Coils and how they work at www.advancedlistening.ca.)

So now, back to the TV Room. By installing a simple and relatively inexpensive audio induction loop system in your entertainment room, you are now set to receive a very clear audio signal directly into the telecoil "T" circuitry of your hearing aid. With the flick of a switch and the use of a small remote control device for volume, you can now enjoy your favourite television programs, movies or music at an audio level that suits you without having the rest of the family screaming at you to "turn it down!" In fact, the volume on the TV can even be turned right off while you have complete control of the sound level reaching your ears. And by the way, you can finally crank up your favourite Perry Como album and not bother others who are trying to sleep. I'm just sayin'...there's probably a system out there that's just right for you. Make sure you consider T-Coil when you're ready to take that next step to making it loud & clear.

How does a "Loop" Work at Home?

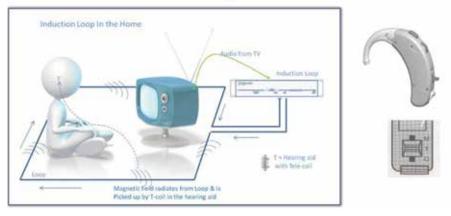


Figure 2. Loop systems are not only intended for rooms with audiences. They can also be used at home as a private assistive device for better listening; for example, television. Note how the Loop in this case is relatively small. The main principle however, remains the same; namely increasing the signal-to-noise ratio of the television.

How does a "Loop" Work in a Bank?

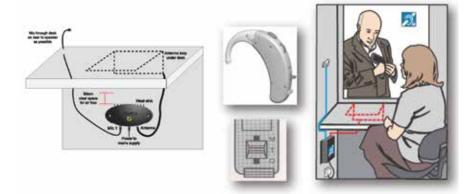


Figure 3. In addition, Loop systems are not only intended to surround rooms with audiences. They can also be used to enhance one-on-one communication in public institutions, such as banks. Note how the Loop system is place beneath the teller's counter and the microphone is also nearby; this picks up the teller's voice. Once again, the result is an improved Signal-to-Noise ratio for the teller's voice. Image reproduced by kind permission from Dr. Neil Bauman.

DO YOU HEAR WHAT I HEAR?

As we celebrated another joyous Christmas season, many of us have attended special services at local churches and places of worship. It's unfortunate that most of these facilities are not yet equipped with audio induction loops to assist those who are hard of hearing.

Typically, large venues like churches are very reverberant and the sound travels everywhere, reflecting off of the hard surfaces, making it very difficult to discern the spoken word coming from the podium or lectern. The speaker may very well be imparting an important message but it doesn't reach the person's ears due to the garbled audio signal that is bouncing around everywhere. More and more such facilities are now installing audio induction loop systems to overcome the inferior acoustical properties of these spaces. In doing so, those in attendance who wear hearing aids can switch to the T-Coil setting on their devices and receive a nice, clear audio signal directly into the ear, free of all the distracting echoes and reflections of the room.

Though there are several places of worship that have installed such systems, there is still a long way to go. The vast majority are not even aware that this assistive technology even exists. If the goal is to reach the masses, we must not overlook those who need help to hear what you hear. We need to spread the word, so to speak.

The good news is that this technology is relatively inexpensive and quite

affordable to the church communities when financial management is of prime concern and importance. There are many examples on the internet that demonstrate the effectiveness of audio induction loops in churches and places of worship.

To give you just one example of a Hearing Loop Demonstration, you can visit **www.youtube.com/ watch?v=XOKuf_Eu1J4** to hear the improved difference.

So now what? The best place to start is by speaking with the leadership team at your local church or place of worship and request that they examine and consider installing such a system to assist the hard of hearing in their church family. For more information, they can contact us by visiting our website at the address below.

"Do you hear what I hear?" – "Loud & Clear!"

Advanced Listening Systems Limited www.advancedlistening.ca

Canadian Hearing Report 2015;10(1):11-13.

Loop Systems at VanCity Credit Union



Vancity Credit Union is the first financial institution in Canada to install audio induction loops at the teller wickets in all 56 branches in British Columbia.



Figure 4. It is heartening to see that one of BC's largest Credit Unions is now routinely using Loop systems. May they be only the first to do so!

Meeting the Challenge of Hearing Beyond 2 Meters

By Bill Droogendyk



About the Author

Bill Droogendyk, owner of Better Hearing Solutions, specializes in assistive listening systems. Bill has over 30 years of experience in the field and is a graduate of several manufacturers' programs: Hearing Loop Specification, Design and Installation, Hearing Loop Integrator and Advanced Hearing Loop Systems. Bill guest lectures to audiology students at UWO and Conestoga and George Brown Colleges. As a member of CHS and CHHA, Bill tirelessly promotes the underutilized hearing loop system in Canada.

Modern hearing instruments (aids, devices) provide significant benefit to persons dealing with hearing loss. Testimonials abound about hearing sounds, such as the song of a bird, the chatter of a child, or the sweet strains of some favourite music that have not been heard for far too long. While sounds of interest are enjoyed once again, noise - sounds we don't want to hear - are back too. In addition, the problem of noise increases as the distance to the sound that we want to hear increases. Intelligibility suffers. This problem of distinguishing sound from noise (SNR) is often most evident in the beyond 2 meters, peopled, acoustically unfriendly environments - places like the home TV room, a boardroom and every meeting

space in between up to a church, a concert hall or a stadium.

Distance from the sound source can be a real problem for those wearing hearing aids. Think of the hearing aid microphone as an ever expanding funnel. As one moves further and further away from the sound source, the "funnel" becomes wider and wider. It gathers in more and more sounds, and more and more noises and mixes them all together – decreasing the SNR, intelligibility and listening enjoyment.

Is there a solution? Yes, reduce the distance between the desired sound and the hearing aid. But I'm sitting 25 meters from the lectern on the podium!

Well, what if the microphone in your hearing device was (virtually) on the lectern? Twenty five meters just became 25 centimeters! There's a way to do that?

Yes, it's a simple, invisible, inexpensive and dignified solution and it's been around for years: the hearing loop system, interacting invisibly with hearing aids. The diagram¹ below shows a typical, complete hearing loop-tohearing aid system. The venue audio source supplies sound to an amplifier which in turn sends the sound as electrical current through the loop (instead of through an acoustic speaker system). The loop is a wire that's placed around a seating or standing area. The current flowing through the loop creates a magnetic field inside of the loop. This magnetic field, *quite free of ambient noise and reverberation issues*, can be clearly "heard" by simply switching the hearing aid to the t-coil / telecoil / telephone program. No headsets – inconspicuous, hygenic! No wires to connect – effortless! No pairing – easy! Any brand and model of hearing aid (universal!) that's telecoil equipped becomes a miniature personal speaker providing the customized sound prescribed for the wearer. With a hearing loop, the microphone on the lectern of the auditorium or held by

performer on the stage of the theater, in effect, takes the place of the microphone in the hearing instrument. The acoustic noise gathering distance has been reduced to less the 25 centimeters and SNR has been improved by 15 - 20 dB. Intelligibility has returned! Effective? This comment might describe it: "It sounded like the presenter was inside my head"!



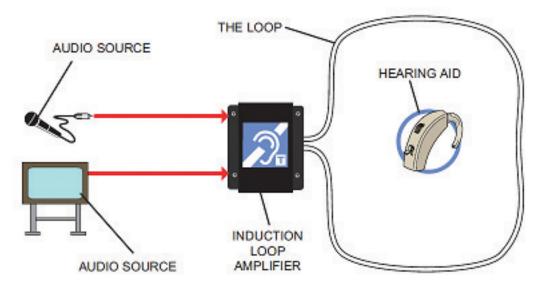


Figure 1. Diagram adapted from Computionics Limited, UK.

Achieving such results requires matching well qualified systems. Like hearing aids, hearing loops have industry performance standards. Just last year, the revised A117.1 ANSI standard formally adopted, the International Electrotechnical Commission (IEC) 60118-4:2006 standard for hearing loops. This expanded adoption of standards has raised the bar for hearing loop performance requirements. To meet this IEC standard, the hearing loop signal volume level must be within +/- 3 dB of the standard value of 400 mA/m, must have a flat (+/- 3 dB) frequency response from 100 – 5000 Hz and the electromagnetic interference (EMI) coming from ambient electrical sources must be at least 32 dB below the loop signal level. All of these standards can be readily met – with proper design and installation. Standard setups result in a uniform listening experience within a given loop system and between all loop systems. Similarly, hearing aid telecoil systems must also be set to ANSI standards to ensure that every hearing aid performs similarly. That standard requires that a 31.6mA/m input to the telecoil in a High Frequency Average Sound Pressure Level in a Vertical field (HFA-SPLIV) test provides the same acoustical output as the hearing aid microphone provides with a 60 dB SPL input.

Meet the challenge of hearing beyond 2 meters with a hearing loop system! It's a comfortable, dignified, effective, hygienic, inconspicuous, simple and universal hearing solution.

Canadian Hearing Report 2015;10(1):14-15.

Assistive Devices

















Sound Listening Environments Inc.

unitron. Hearing matters



Boosting performance, enriching lives



The expanded **Phonak Wireless Communication Portfolio** features accessories that boost speech understanding above and beyond a client's existing hearing aids.

Take our two new Roger microphones. These offer independently-proven performance gains of up to 54%¹ over FM and equivalent digital systems. And accessing this performance is simple, because our accessories are as easy to use – and to demo – as pushing a button. Get started: www.easyguide.phonakpro.com



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Beltone HearPlus[™] App



ALL STAR SALES | Sound Pillow

The Sound Pillow has 2 stereo wafer thin speakers buried deep inside a comfortable hypoallergenic plush pillow, great for Tinnitus sufferers. A MP3 player comes loaded with 18 hours of binaural and natural sounds and music. The binaural music slows cardiovascular and respiratory systems, as well as brain activity allowing for deep relaxation and a great sleep. Receive a free gift on your first order.



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Beltone Direct myPAL Freedom to choose the audio source • Place the Personal Audio Link (myPAL) remote microphone near the TV, or attach to a person speaking • myPAL captures the sound and sends it straight to your hearing aids Hear clear sound from up to 23 feet away Easily access on/off switch **Features** - Volume control - Built-in microphone captures - Mini-jack connects to radio and MP3 players - Rechargeable battery connects via USB or wall outlet Beltone Beltone Canada | www.beltone.com This accessory is compatible only with Beltone w dy hearing instruments Total control for the Beltone Personal Wireless Network programs and adjust the volume of your hearing aids Features

Beltone Direct Remote Control 2

• Effortlessly and discreetly monitor and change environmental



Beltone

- Adjustable microphone and audio streaming balance

- Mute button
- Improved design with wireless
- antennae placement
- Color display
- Rechargeable battery

Beltone Canada | www.beltone.com ible only with Beltone wireless-ready h



Beltone SmartRemote[™] App

- Privately adjust hearing aid volume in one or both ears
- Easily change listening programs to suit your current environment
- Reduce the sounds around you when you're using the phone



ClearSounds® A400 Amplified Talking Cordless Phone

The ClearSounds® A400 Amplified Talking Cordless Phone offers crystal-clear sound quality and interference-free transmission. Providing 40 dB of adjustable amplification with tone control, speakerphone in handset, talking Caller ID and keypad and extra loud ringer with adjustable ring tones, the A400 offers cordless convenience in a powerful package. To complete your system, add up to 4 expansion handsets (A400E) for maximum accessibility.





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Beltone Direct TV Link 2 Freedom to enjoy TV

- Experience audio streamed directly to your hearing aids
- Choose to hear or eliminate room noise
- Connect to other audio sources, including home stereos and PCs



Features

- More digital connections allow the Beltone Direct TV Link 2 to connect to almost any television, including the newest models
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- Delay adjustment function

Beltone Canada | www.beltone.com
This accessory is compatible only with Beltone wireless-ready hearing instruments

≣Beltone

ClearSounds[®] iConnect A6BT Amplified Cordless Phone with Bluetooth 4.0

The ClearSounds[®] iConnect A6BT Amplified Cordless Phone with Bluetooth offers all the remarkable sound quality & clarity you would expect from a ClearSounds phone along with the effectiveness of Bluetooth capabilities in the handset. This allows you to easily pair your Bluetooth headset or neckloop—like our new Quattro 4.0—to the handset, providing even more flexibility and freedom of movement. The A6BT also boasts amplification up to 40 dB and a full duplex speakerphone in the handset.



Toll free: 1-888-657-2855 info@clearsounds.com www.clearsounds.com

ClearSounds® A500 Amplified Talking Cordless Phone with Digital Answering Machine

The ClearSounds® A500 offers crystal-clear sound quality and interference-free transmission plus a high-quality amplified digital answering machine. Providing 40 dB of adjustable amplification with tone control, talking Caller ID and keypad, speakerphone in handset, and extra loud ringer with adjustable ring tones, the A500 is ideal for anyone seeking cordless convenience with the practicality of an amplified digital answering machine. To complete your system, add up to 4 extension handsets (A500E) for maximum accessibility.





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ClearSounds[®] iConnect A1600BT Amplified Cordless Phone with Bluetooth

The ClearSounds® A1600BT Amplified Cordless Phone and built-in digital answering system offers the sound clarity, intuitive functionality and freedom you demand in a beautifully-designed package. Incorporated Bluetooth now allows everyone who depends on a cell phone for basic communication to benefit from the full range of amplification and frequency control for cell phone calls. The A1600BT also boasts 50 dB of amplification with full-range tone control, full duplex speakerphone in handset and base and talking Caller ID, keypad and phonebook. Complete your system by adding up to 5 expansion handsets (A1600EBT) for maximum accessibility.



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ClearSounds® CR200 ClearRing Amplified Phone Ring Signaler

The ClearSounds® CR200 Ring Signaler ensures you'll never miss another phone call again. The bright flashing light and loud ringer are sure to get your attention. The CR200 includes a 95 dB audible ringer with various tone levels, bright LED flasher, jack for optional vibrating pad (ClearSounds CS-SHK) and built-in dual modular phone jack for easy installation.





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ClearSounds[®] CSC600 Digital Amplified Freedom Phone with Full ClearDigital Power

The ClearSounds® CSC600 Digital Amplified Freedom Phone delivers maximum amplification, tone control and strong visual contrast. In addition to 50 dB of adjustable amplification with full-range tone control, the CSC600 offers a full duplex speakerphone in base, talking Caller ID and keypad, extra loud ringer with adjustable ring tones and a big button easy-to-read keypad. Available in black or white.



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ClearSounds® CLA7V2 Amplified Accessory

The ClearSounds® CLA7V2 Power Neckloop provides the flexibility to connect your hearing aid to cell phones, cordless phones, MP3 players and other audio devices. The neckloop receiver requires T-coil(s) and provides 30 dB of adjustable amplification, a built-in microphone for hands-free communication and 4 connection cables for use with multiple devices.



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ClearSounds® CSC500 Amplified Spirit Phone

The ClearSounds® CSC500 Amplified Spirit Phone ensures clear listening and makes dialing a breeze. In addition to 40 dB of adjustable amplification with full-range tone control, the CSC500 boasts full duplex speakerphone in base, a big button easy-to-read keypad and 8 one-touch photo memory dial buttons.



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ClearSounds® CSC1000 Amplified Freedom Phone with Full ClearDigital Power

The ClearSounds[®] CSC1000 Amplified Freedom Phone delivers maximum clarity and background noise suppression. Boasting 48 dB of adjustable amplification with full range tone control and a full duplex speakerphone in base, the CSC1000 also includes an amplified digital answering machine, talking Caller ID and keypad, extra loud ringer with adjustable ring tones and 8 photo buttons for one-touch dialing.



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ClearSounds[®] IR2012 Wireless Infrared Home Audio Headset System

The ClearSounds® IR2012 System gives you the freedom to enjoy your favorite movie, TV show or concerto at the exact volume you want without compromising sound quality or disturbing others. Remarkably comfortable and surprisingly lightweight, the IR2012 delivers a well-defined soundstage, including a good bass, focused middle and precise highs, while the soft, padded headphones allow you to feel every sound.





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ClearSounds

ClearSounds® Quattro 4.0 Remote Bluetooth Microphone Kit

The ClearSounds® QT4 Mic uses state-of-the-art Bluetooth technology to give you the power to control your entire listening environment, whether in the office, at a restaurant or in the car. Roughly the size of a chocolate sandwich cookie, this discreet but powerful tool delivers the crisp, clear sound you need while eliminating distracting background noise. The QT4 Mic pairs to any Bluetooth neckloop or streamer including the ClearSounds Quattro Classic, Quattro 4.0 and more, and comes pre-programmed with 4 sensitivity levels to customize your ideal listening experience.



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ClearSounds[®] WIL95 Portable Phone Amplifier

The ClearSounds[®] WIL95 with UltraClear™ sound-clarifying technology guarantees high-quality phone conversations and allows you to customize your listening experience with adjustable volume and tone settings and amplification up to 40 dB. Universally compatible

with 99% of corded phones, this compact tool is AC powered—no batteries needed!—and installs in just seconds for instant sound enhancement for your office or home phone.



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ClearSounds[®] QH2 **Bluetooth Hub** & Phone Amplifier

With the ClearSounds® QH2, you can connect a Bluetooth headset, neckloop or streamer to your home



or office phone for hands-free and cord-free conversation. The QH2 is compatible with virtually all corded desk phones, as well as corded and cordless home phones. With various set-up options for superior flexibility, the QH2 provides 30 dB of adjustable amplification, frequency management in both the phone handset and Bluetooth headset, and the convenience of easily switching calls between your phone handset and Bluetooth headset.



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ClearSounds® Quattro 4.0 Adaptive Bluetooth System

Utilizing proprietary technology for amplification and frequency management, robust DSP chipsets, Bluetooth v4 and the only 8 wire loop available, the Quattro 4.0 is an amplified Bluetooth neckloop and listening system that maximizes the power & productivity of your hearing aid(s). Not a hearing aid user? No worries -- the stereo headset jack allows you to plug in your favorite headset or earbuds. The Quattro 4.0 is the ONLY neckloop that comes with a remote Bluetooth mic, which provides the ability to hear clearly in any environment, such as meetings and restaurants.



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- Four (4) tone settings

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- Amplifies outgoing speech up to 15 dB
- headset jack • Loud and clear handset • Hearing aid and
 - TIA-1083 compatible
 - 1 year warranty

of any cordless phone

handset and base

visual ringers in

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Includes belt clip and

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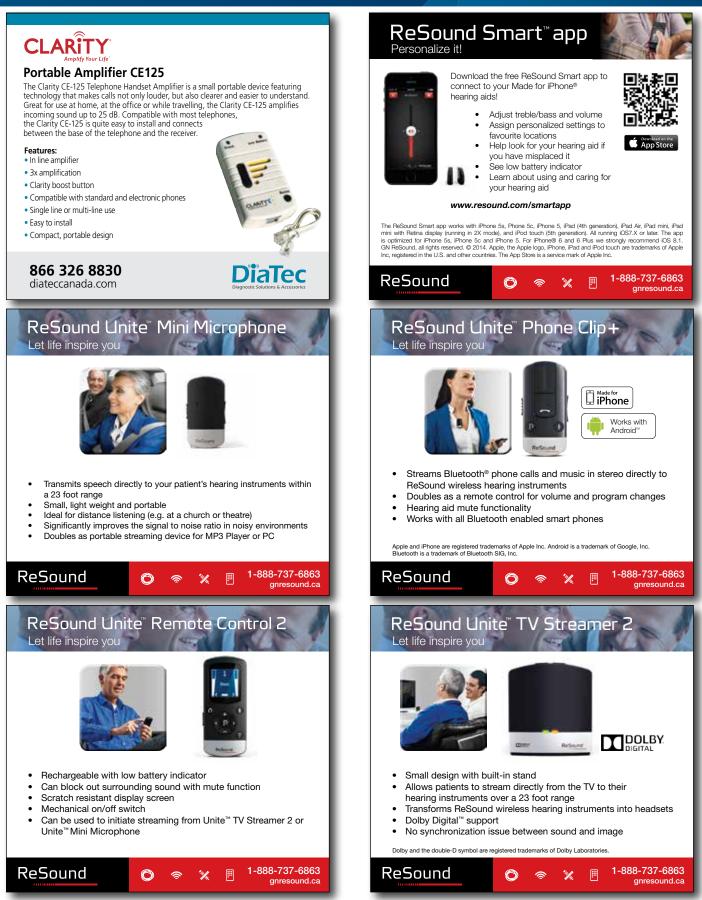
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Oticon Amigo

Amigo T5/R5

- Body Worn Transmitter and Receiver
- Can be used with headphones, Audio Shoe and DAI Cord connected to hearing aid, or telecoil of hearing aid via a neckloop
- Simple on/off switch
- Lockable Channel/Volume Control
- LED lights to confirm system is operational
- Cost conscious

www.oticon.ca

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Phonak ComPilot II

The Phonak ComPilot II is the all-in-one streaming and remote control accessory for Phonak Venture hearing aids. It can receive speech and music from all Bluetooth enabled audio sources (cell phones, MP3 players, TV streamers, tablets, navigation systems, etc.) and stream these sounds wirelessly to both hearing aids in stereo sound quality, resulting in better understanding and more enjoyment.

PHONAK life is on

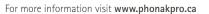
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life is on



The Roger EasyPen is an exciting product for clients who desire ultimate simplicity with full Roger performance and don't need Bluetooth functionality or manual microphone control.

Designed with discretion in mind, the Roger EasyPen microphone features premium speech-in-noise and over distance performance, adaptive wireless transmission, fully automated settings, TV connectivity and an audio input for listening to multimedia. It can also be used alongside other Roger Clip-On Mics, Roger Pens and Roger EasyPens in a microphone network.



For more information visit www.phonakpro.ca



This compact microphone uses adaptive wireless transmission to help people with a hearing loss understand more speech in noise and over distance. It is ideal for use by a partner or friend, plus it includes an audio input for listening to multimedia and TV connectivity. It can also be used alongside other Roger Clip-On Mics and Roger Pens in a microphone network.

For more information visit www.phonakpro.ca





ComPilot brings together the accessibility of wireless connectivity, the convenience of a remote control and features spoken messages (VoiceAlerts), all in one simple, attractive device. Together with the TVLink S and RemoteMic, ComPilot turns a myriad of communication challenges into sheer listening delight.

For more information visit www.phonakpro.ca



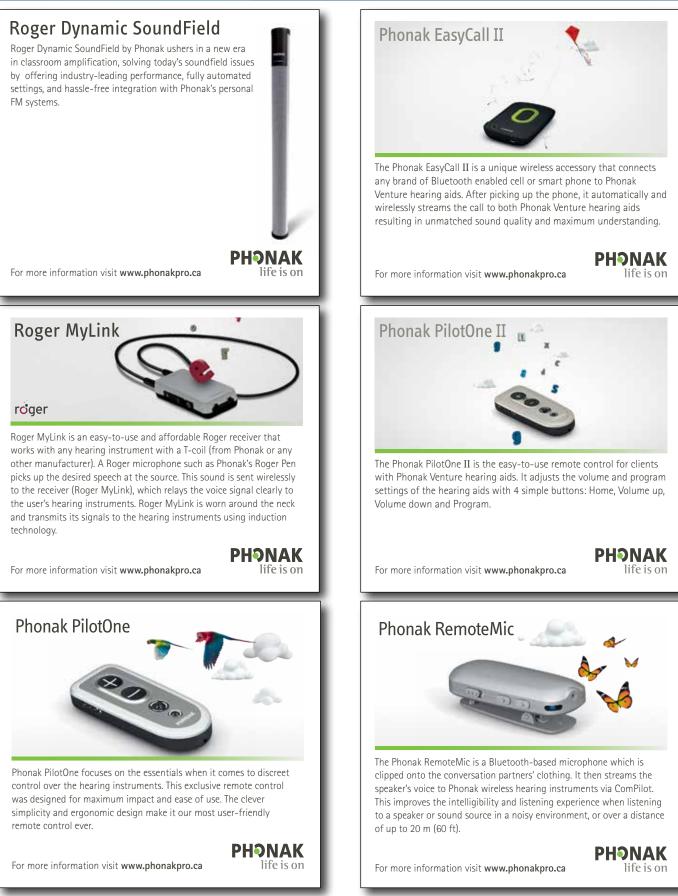


This advanced cordless phone is easy to use and includes essential features designed specifically for people with hearing loss. The main benefit of the Phonak DECT Phone is the simultaneous sound transmission to both hearing instruments, maximizing speech intelligibility.

For more information visit www.phonakpro.ca

PHONAK life is on

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The Phonak TVLink II basestation is a device that transfers audio signals (from a TV or entertainment system) wirelessly to a compatible streamer (ComPilot, ComPilot II or ComPilot Air II) in stereo sound quality. In order to connect to a broad range of TVs and other audio equipment, the TVLink II offers not only classic analog but, also digital inputs.

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Accessories



Our accessories integrate seamlessly to make the lives of your patients easier. Our remote control offers easy control of essential hearing instrument settings. Smart Control allows for a wide range of adjustments to settings. uDirect 2[™] adds the convenience of handsfree interaction with your cell phone and other audio devices. uTV 2[™] sends sounds wirelessly from your TV to your hearing instruments, via the uDirect 2. uMic[™] is a personal wireless microphone

uMic[™] is a personal wireless microphone system that lets clients hear their companions more easily in challenging listening environments.

unitron. Hearing matters



Phonak TV Link S is a dedicated TV solution. Combined with the ComPilot it offers a terrific listening experience.

The extremely fast transmission from your TV to your hearing aids in stereo provides excellent sound quality. Plus, its easy one-step set up means that the TVLinks S and ComPilot are ready to go in less than 60 seconds!

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WIDEX M-DEX

M-DEX is an easy-to-use Bluetooth streaming device and advanced remote control that offers real-time high quality sound with no delay or echo.



- Receives input through Bluetooth, audio input line-in or built-in telecoil
- 'Room Off' allows users to temporarily turn off the hearing aid's microphone to hear only the sound from the M-DEX
- Free Focus for control over listening direction (front, rear, left or right)
- 5 hours talk time/5 days standby
- · Compatible with all wireless models

Learn more at ca.widex.pro/mdex

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WIDEX TV-DEX WIDFX RC-DEX TV-DEX is a wireless streaming device for enjoying The RC-DEX is a stylish, compact and user-friendly distortion-free television sound directly in the users hearing aid remote control. hearing aids. • Simple and intuitive design gives your Real-time high quality stereo sound patients better control of the basic with no delay or echo hearing aid features 'Room Off' allows users to temporarily Volume up/down turn off the hearing aid's microphone to Program change hear the TV with no background noise Smart Toggle Volume up/down • Approx. 12 months battery life Up to 10 hours of streaming with • Compatible with all wireless models rechargeable battery Compatible with all wireless models COMING IN 2015: RC2-DEX Learn more at ca.widex.pro/tvdex Learn more at **ca.widex.pro/rcdex** ESHOP.WIDEX.PRO | 800.387.7943 ESHOP.WIDEX.PRO | 800.387.7943 WIDEX FM+DEX WIDEX PHONE-DEX FM+DEX converts signals from an FM receiver, telecoil PHONE-DEX streams crystal clear sound directly into or audio line-in and streams them to wireless Widex wireless Widex hearing aids without a streamer. hearing aids. Cordless, amplified landline phone Small & discrete Streams call directly to hearing aid(s) Clip on or neck-loop worn without needing a streamer or telecoil Up to 10 hours of streaming with Easy to use – hold the phone normally rechargeable battery Binaural phone when using two aids · Compatible with all wireless models Volume control **Expandable** up to 5 handsets Works as a conventional phone for non-hearing aid wearers Compatible with all wireless models Learn more at ca.widex.pro/phonedex Learn more at **ca.widex.pro/fmdex** ESHOP.WIDEX.PRO | 800.387.7943 ESHOP.WIDEX.PRO | 800.387.7943 WIDEX UNI-DEX UNI-DEX steams audio from mobile phones and audio devices, and it's built in microphone allows for easy, hand-free communication.



Neck-worn, plug and play solution

- Streams audio for up to 40 hours
- Fully recharges in 1 hour
- 'Room Off' allows users to temporarily turn off the hearing aid's microphone to hear only the sound from the UNI-DEX
- · Compatible with all wireless models

Learn more at **ca.widex.pro/unidex**

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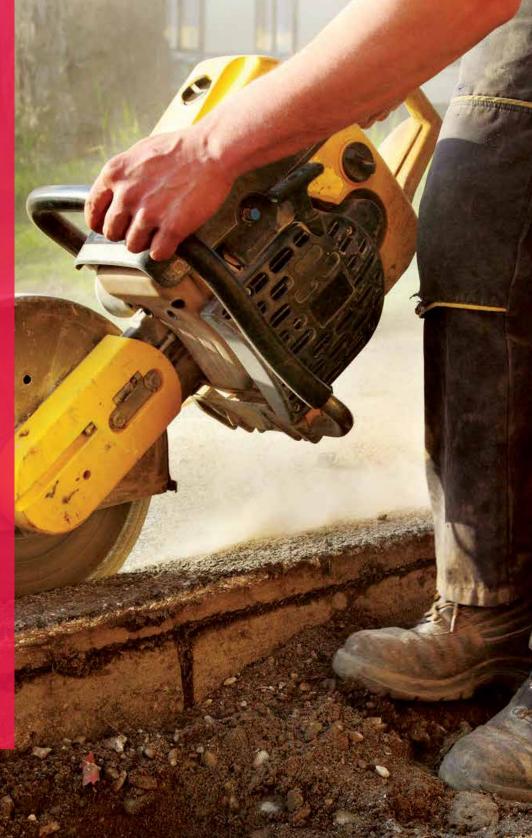


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At Bernafon, we know that every ear is unique. This is why we are passionate about superior performance, superior comfort and superior fit.

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PRODUCTS REVIEW 2015

ALL STAR SALES | Aqua-Earbands

Aqua-Earbands are colourful 3mm thick neoprene headbands that are recommended by professionals to help keep ears warm and dry. The Aqua-Earbands hold earplugs in, and keep water out. They are available in 4 sizes and 14 reversible colours. An earband for each member of the family! Receive a free gift on your first order.



All Star Sales 4 Vata Crt - Unit 15 Aurora ON L4G 4B6 905-727-9135 1-800-361-0072

AQUALEARBA www.allstarsales.ca

Physicians Choice Earplugs **ALL STAR SALES**

Physician Choice Earplugs are 100% medical grade silicone. They are great for sleeping or swimming. They reduce noise and repel water and are doctor recommended. The earplugs are available in 1 pair or 3 pair in a protective case.



NOISE BRAKER MAXIMUM bernafon[®] PROTECTION PLUGS





1.800.265.8250 bernafon.ca

ALL STAR SALES | Doc's Proplugs

Doc's Proplugs are preformed earplugs that help prevent Otitis Media. They are soft and comfortable and are available in 8 sizes, in solid or vented. 75% of ENT doctors recommend Doc's Proplugs because they are easy to fit, require no impressions, float and form an excellent watertight seal. Doc's Proplugs are inexpensive

for both audiologists and patients. Now available in a new clamshell package.



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ALL STAR SALES | Insta-Mold Kit

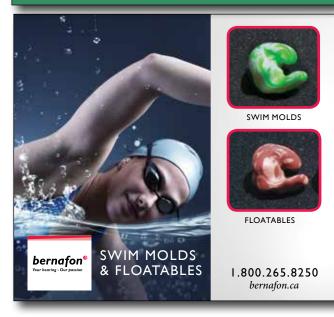
For the hearing health professional, everything your need in one low cost starter kit so you can get started using Insta-Mold Featherweight instant silicones to make custom Swim plugs. Can make up to 50 pairs. Receive a free gift on your first order.



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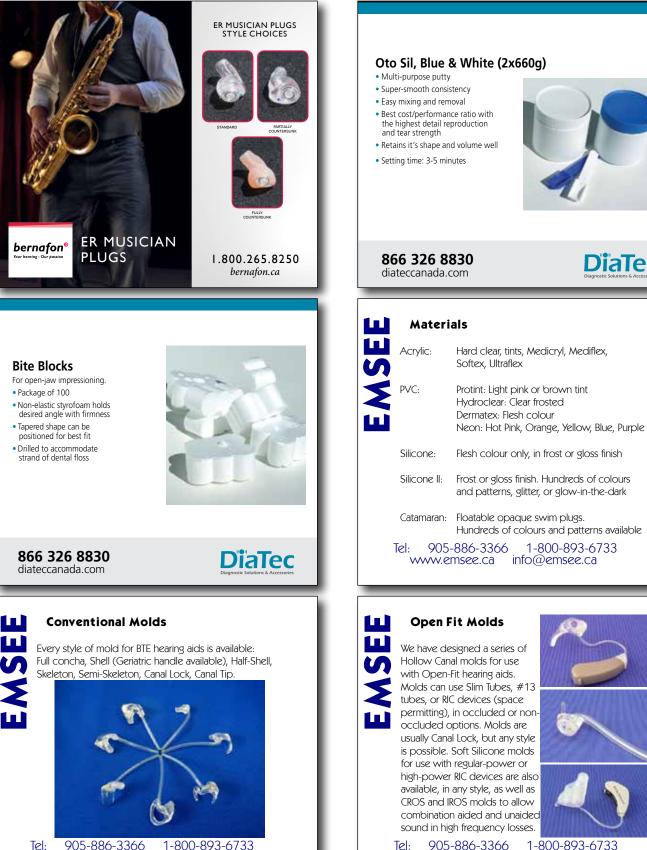


www.allstarsales.ca



CANADIAN HEARING PRODUCTS REVIEW 36

BATTERIES AND EARMOLDS



905-886-3366 1-800-893-6733 www.emsee.ca info@emsee.ca

Oto Sil, Blue & White (2x660g)



DiaTec

Hollow Canal molds for use Molds can use Slim Tubes, #13 tubes, or RIC devices (space permitting), in occluded or nonoccluded options. Molds are usually Canal Lock, but any style is possible. Soft Silicone molds for use with regular-power or high-power RIC devices are also available, in any style, as well as CROS and IROS molds to allow combination aided and unaided sound in high frequency losses



1-800-893-6733

info@emsee.ca



905-886-3366 Tel: info@emsee.ca www.emsee.ca





Swim Plugs

Plugs may be manufactured in any of our soft materials. Our most popular Catamaran floating plugs are available in hundreds of colours and patterns, including rainbow, camo, dots, or stripes. Select Silicone II for plugs that are transparent, translucent-tint, with sparkles, or glow-in-the-

dark. We include a handy carrying case with each order, and handles and cords are available by request at no extra charge.



Tel: 905-886-3366 1-800-893-6733 www.emsee.ca info@emsee.ca

Filtered and Vented Noise Plugs

In situations where a person needs to hear some sound while reducing unwanted noise, we offer two options.

Acoustic Filtered plugs provide minimal low-frequency attenuation, while reducing high frequencies up to 25dB,

preserving speech comprehension. Vented Tuned plugs come with a set of inserts to allow the user to change high-frequency attenuation as desired, leaving low frequencies unaltered. Both of these products are available with the

same options as the solid plugs.





Tel: 905-886-3366 1-800-893-6733 www.emsee.ca info@emsee.ca

Musicians' Earplugs™

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Etymotic Research Musicians' Earplugs™ are designed to replicate the natural response of the open ear. Sound heard with these earplugs has the same quality as the original, but quieter. The occlusion effect common to other plugs is entirely absent. This is achieved by combining an

interchangable filter with a carefully calibrated, custom-tuned silicone earmold. Attenuation is available with 9, 15, or 25dB filters.



Tel: 905-886-3366 1-800-893-6733 www.emsee.ca info@emsee.ca



Solid Noise Plugs

For the maximum attenuation with an in-ear product, select the Solid Noise Plugs, which reduce sound by approximately 28dB of constant attenuation when properly fit. These are the best choice for persons who regularly find themselves in very loud environments.

Usually made of Silicone or Sil II with a marker to indicate one side, any soft material can be chosen, with optional handles, cords, clips, or metal detector balls.



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Sleep-Eez

Similar to the solid noise plugs, but sculpted as a Shell to follow the contours of the ears. This is to enhance comfort while sleeping, permitting a person to lay on their side without pain. Silicone II is the standard material, but you can select any of our soft materials, in Shell, Half-

Shell, or Canal Tip styles. The same shape makes these plugs suitable for use under helmets for motorcyclists or on construction sites.



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MP3 Headset Buds

For true-to-life sound, our headset buds can be adapted to almost any headset, including such high-fidelity monitors as Etymotic Research and Shure. The precision fit provided by a custom plug will be more comfortable for extended wear, and with lower ambient sound, music

can be enjoyed at lower, safer sound levels, helping to preserve hearing. All headsets must be sent along with the impressions to ensure proper fit.



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BATTERIES AND EARMOLDS

EMSEE

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Sound Systems

Regardless of the application, we are capable of adapting almost any earpiece to increase comfort and sound quality. With hands-free calling required in most of Canada, the isolation of Custom Bluetooth adapters are of extra benefit while driving. Many specialised products such as IFB communicators for telvision, "ham" radio, or police use, as well as Pilot Hanger-Bars are available as well. In most cases, headsets must be sent to the lab to ensure a proper fit.





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Accessories

Tubing and venting supplies:

- •13 Medium, Heavy Wall, Double Wall, Dry; 3/4mm Horns
- Tube Locks: Gold, Plastic, Invisilock, Flexible Vinyl
- •Cement: Hard (Acrylics), Soft (PVCs), or Extra-Strength
- •SAVs (Small or Large)
- Bulk tubing by the foot (Med or HW)

Impression-taking:

- •MegaSil hand-mix
- •MegaSil "Solos"
- (Premeasured singles)
- Syringes and Earlights
- Oto-blocks (7 sizes)

Tel: 905-886-3366 1-800-893-6733 www.emsee.ca info@emsee.ca



Etymotic Research Consumer Products

We are proud to be partnered with Etymotic Research to distribute their consumer products in Canada. From the non-custom Ety-Plugs, which provide near-flat attenuation similar to the Musicians' Earplugs, through their lineup of headsets, Etymotic offers high-fidelity options for audiophiles and musicians. Multiple options exist for corded or wireless headphones and headsets.



GÉNIEACION MEDICAL ELECTRONICS Genie Audio proud distributor of the Power Plus Brand Batteries. A full line of mercury free, trusted quality batteries, with long lasting reliable performance that will exceed your expectations. For battery orders and all other enquiries, please contact us at:

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3

Earmolds, enhanced by AOV



The new Phonak Earmolds with AOV represent an advantage compared to conventional, manually produced earmolds. By taking into account the client's hearing loss configuration and the selected Phonak BTE hearing device, the Phonak Earmold with AOV delivers the ideal balance between gain, sound quality and occlusion management.

This perfect partnership between the mechanical aspects of the earmold and the innovative Phonak hearing instrument technology ensures the technologically optimized Phonak BTE solution.

For more information visit www.phonakpro.ca





Hearing Instruments























TURN A LITTLE TUNE INTO PURE HARMONY

The performance is on. The new Pico RITE, Bernafon's smallest receiver-in-the-ear instrument, is now available in the Juna premium hearing aid family.

Equipped with the latest Audio Efficiency™ technology, Juna Pico RITE will please audiences around the world.

LET JUNA PICO RITE BE YOUR TOP PERFORMER FOR 2015.

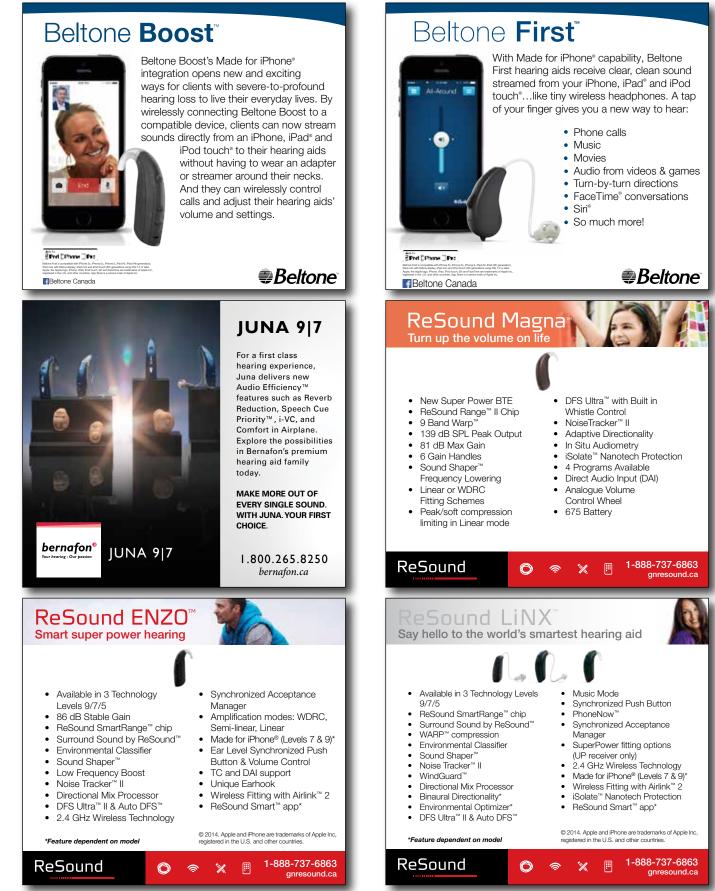


Bernafon Canada 500 Trillium Drive, Unit 15 Kitchener, Ontario Canada N2R 1A7

Phone 519 748 6669 Toll free 1 800 265 8250 Toll Free Fax 1 888 748 9158 bernafon.ca



HEARING INSTRUMENTS



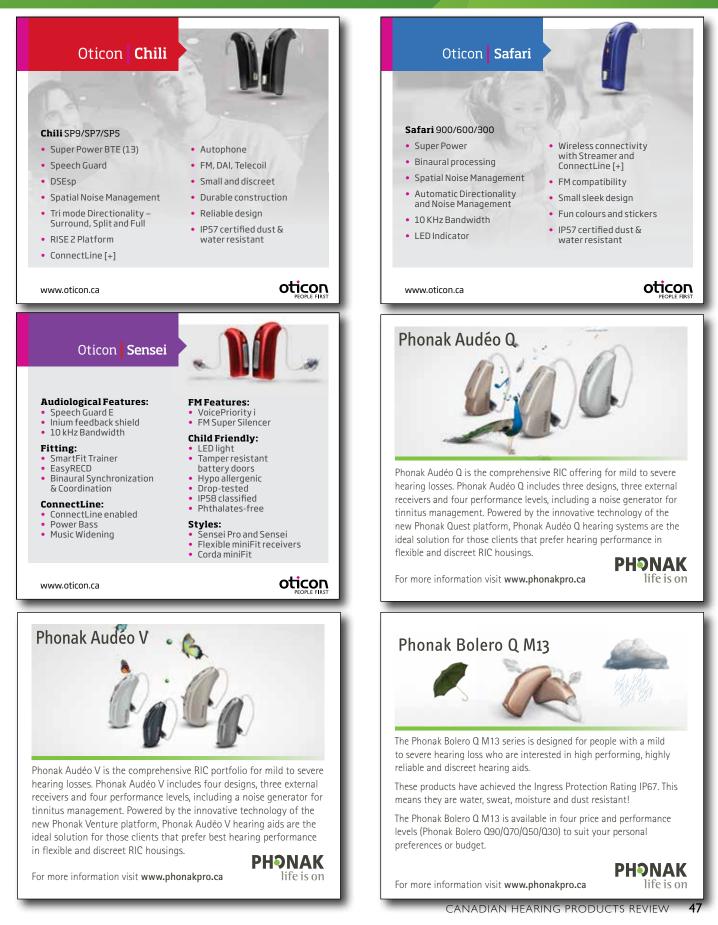


HEARING INSTRUMENTS





HEARING INSTRUMENTS





Phonak Bolero Q is the comprehensive BTE offering for mild to profound hearing losses. Phonak Bolero Q includes four models in four performance levels (Q90/Q70/Q50/Q30). Powered by the innovative technology of the new Phonak Quest platform, Phonak Bolero Q hearing systems are the ideal solution for those clients that prefer hearing performance in a hassle-free and easy-to-use BTE housings.

For more information visit www.phonakpro.ca



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life is on

life is on



Phonak Naída Q is the most complete, WaterResistant power portfolio covering mild to profound hearing losses. It includes three models, available in four performance levels. Naída Q introduces significant performance enhancements across all levels, offering a host of features, based on Binaural VoiceStream Technology[™]. The Naída Q portfolio is available in the highly attractive Phonak Quest colour range.

For more information visit www.phonakpro.ca



Phonak Virto Q nano is more than just a tiny hearing aid. It is custom crafted to fit entirely in the ear canal, using computer-aided design and the latest generation of advanced materials. Wearing comfort is guaranteed while consistently delivering outstanding sound quality.

The new MiniControl magnetic remote control allows you to easily adjust your Phonak Virto Q nano hearing aids.

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For individuals with unaidable hearing loss on one side and better hearing on the other, Phonak CROS finally provides a flexible and satisfying solution. Phonak CROS is superbly versatile. It can be mixed and matched with many wireless Phonak Quest or Phonak Spice+ hearing instumentsl. The choice for CROS/BiCROS has never been so extensive.

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Phonak Sky Q is the most comprehensive portfolio exclusively designed for children of all ages with mild to profound hearing losses. All four models are water resistant and dust tight. Tamperproof solutions are available when necessary. Phonak Sky Q introduces significant enhancements across the three performance levels, offering the unique benefits of Binaural VoiceStream Technology[™] for children. Enhanced fitting capabilities in Junior mode provide increased customization to meet listening needs while unique housing and ear hook colours enable children to Mix & Match so they can fully express their personalities.

For more information visit www.phonakpro.ca

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Phonak Virto Q is the comprehensive custom product offering for mild to profound hearing losses. Phonak Virto Q includes four models in four performance levels (Q90/Q70/Q50/Q30). Powered by the innovative technology of the new Phonak Quest platform, Phonak Virto Q hearing systems are the ideal solution for those clients that prefer the best hearing performance and a cosmetically attractive custom made hearing solution.

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HEARING INSTRUMENTS





san



SONIC charm Available in two technology levels, Charm 60 / Charm 40 Custom models, IIC, BTE, mini BTE & nano RITE Speech Variable Processina Speech Priority Noise Reduction **Binaural** Coordination Simple connectivity to wireless devices SONIC flip Available in three technology levels, Flip 100/80/60/40 Flip your expectations. Speech Variable Processing Size 13 battery Speech Priority Noise Reduction Impulse Noise Reduction Multiple directional strategies to improve understanding in noise Adaptive feedback canceller **Binaural** coordination Simple connectivity to wireless devices Halo i110/i90/i70 Hearing Aids BTE BEHIND-THE-EAR RIC RECEIVER-IN-CANAL Automatically adapting when patients are Enabling carefree conversations using traveling in cars • Delivering Starkey Superior Sound™ Allowing users to record, play back and email live sound sources and pristine audio streaming of any music or media played through their iPhone®, iPad® & iPod touch® Changing memories automatically based on personalized geotags Letting patients personalize and geotag memories to match what they do and Allowing Siri[®] to read emails and texts to patients through their hearing aids Letting them control their hearing aid volume and memories via iPhone © 2015 Starkey. All Rights Reserved. Halo and TruLink are compatible with iPhone 6, iPhone 6 Plus, iPhone 5s, iPhone 5c, iPhone 6s, iPad Air, iPad IAir, Pad IAir, Benerationi, IPad mini with Retina display, iPad mini, and iPod touch (Bh generation). Wade for iPod, "Made for iPod," Made for iPod, "Mate for iPod, "Bone," and "Made for iPod, "Bone," and "Made for iPod, "Bone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, or iPad mean there with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, or iPad mean starker of Apple Inc., registered in the U.S. and other countries. Appl Store is a service mark of Apple Inc. iPod iPhone iPad www.StarkeyCanada.ca



SoundLens 2 IIC INVISIBLE-IN-THE-CANAL SoundLens 2 is even smaller with a redesigned faceplate and advanced mechanical design. The result - increased fit rates and durability. Tiny but powerful, these advanced instruments are loaded with the features and advanced technology that you've come to expect from Starkey Hearing Technologies. **Starkey** www.StarkeyCanada.ca Mox^{i²} The Moxi you know and love just got even better with new styles, more flexibility and the most natural listening experience. Choose between the durable

THE BEST JUST GOT SMALLER

and functional Moxi² Dura, the award-winning, beautiful, and enticing Moxi² Kiss, or the tried and true Moxi²

Available with all the great features found in Quantum; Moxi² raises the bar in style.

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Power adaptation manager automatically and gently reduces gain

from the frequency response clients expect to the level that maximizes speech intelligibility and protects hearing.

Frequency compression shifts sounds away from areas where hearing is most damaged, compressing them into the audible range.

SmartfocusTM SP is optimized so that clients automatically experience the best speech understanding or comfort as the situation demands.

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SpeechZone 2 activates

listening situations.

maximum directionality to automatically zone in on

speech even in the toughest

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WIDEX DREAM

Performance levels: 440/330/220/110

WIDEX DREAM lets your patients enjoy rich and detailed sound quality with impressive speech intelligibility, even in noisy environments.



- Increased dynamic range of 113 dB SPL in all programs
- Proven to improve speech perception by an average of 6.3%
- Speech Enhancer 2.5 dB SNR improvement
- Zen clinically proven for tinnitus management
- Audibility Extender frequency lowering for high frequency hearing loss

Learn more at ca.widex.pro/dream

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WIDEX CROSTM

WIDEX CROS is a wireless CROS/BiCROS solution compatible with all wireless styles and technology levels in the DREAM hearing aid family.

- · Excellent sound quality with no echoes or distortion Proven to significantly improve speech intelligibility for people with singlesided deafness when hearing in noise. Discreet wireless transmission Ear-level volume control
 - Ear-level transmission on/off button 120 hour battery life
 - Adaptive directional microphone

Learn more at ca.widex.pro/cros

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Flexible MENU[™] hearing aids can be customized to meet your client's needs & budget.



- Basic MENU is a 3-channel hearing aid with impressive features at an entry level price Upgrade to 5 or 10 channels for improved sound quality and fitting precision
- Premium features can be added to meet the needs and preferences of your patients

Learn more at ca.widex.pro/menu

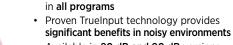
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WIDEX DREAM[™] CIC MICRO

Performance levels: 440/330/220/110

WIDEX DREAM CIC MICRO is a fully automatic, nonwireless model for patients seeking a discreet hearing aid with outstanding performance.





Available in 80 dB and 90 dB versions

Increased dynamic range of 113 dB SPL

- Fully automatic for a "fit and forget" listening experience
- Very comfortable, with large vents and active feedback cancellation
- Distortion free. natural sound

Learn more at ca.widex.pro/dream

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WIDEX SUPER

Performance levels: 440/220

WIDEX SUPER is a stylish RITE hearing aid with excellent sound quality for people with severe-toprofound hearing loss.



- Max output: 138 dB SPL (2cc coupler); Max gain: 78 dB SPL
- Wireless with a 675 battery, volume and program controls
- Speech Enhancer 2.5 dB SNR improvement
- Zen clinically proven for tinnitus management
- Audibility Extender frequency lowering for high frequency hearing loss

Learn more at ca.widex.pro/super

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Discover the next generation of BestSound Technology.



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Think **Brain First**

BrainHearing[™]

Sound is one thing, making sense is everything.

The conventional industry mindset is to compensate for damage in the ear. We call this ear hearing. By thinking brain first, we aim to help the brain make sense of the sound it receives from the ears.

BrainHearing[™] technology calls for a platform like no other. Our latest generation quad-core signal processing platform, lnium, facilitates our most stable and power-efficient binaural audiology ever. Making it possible for two hearing instruments to communicate continuously and seamlessly, Inium is the first platform that truly supports the brain's entire process of making sense of sound:

 Spatial Sound: organize sounds and orient oneself within its surroundings
 Speech Guard: hear better in challenging environments
 Free Focus: understand speech over other noises, engage in conversation and switch focus when necessary
 YouMatic: enjoy an enhanced, enriched listening experience according to his or her own sound preferences and tastes

Powered by Inium, BrainHearing[™] technology rewrites the rules of personalization.



TESTING, OUTFITTING, HEARING INSTRUMENT ACCESSORIES AND MISCELLANEOUS





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The Bionix Lighted Curette

Bionix has combined the safety of our single-use ear curettes with a powerful LED light source and a magnification lens creating visualization in what has typically been a blind procedure. This design gives you the ability to handle even the most difficult cerumen removal procedures with confidence and enhanced patient safety.



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Genie Audio provides sales, onsite calibrations and repair of these and other manufacturers of Audiological and Otoneurology instrumentation.



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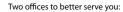
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Chris Wilson & Ed Poortinga 461 North Service Road West Suite B40 Oakville, Ontario. L6M 2V5 Tel (905) 469-0620 (905) 469-0629 Fax Toll Free: Ont./Que. 1(800) 363-0793 Toll Free: Canada 1(866) 455-4755 wilson@genieaudio.com ep@genieaudio.com Central, Western Ontario & Manitoba

MADSEN AccuScreen

The MADSEN AccuScreen is an easy to use, intuitive newborn hearing screening device allowing for any combination of OAE and ABR. It has a number of features that simplifies the screening process, including touch screen navigation, angled probe and a multipurpose docking station for charging, data transfer and storing the device.

Ontario Office

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Genie Audio is the proud manufacturer of our own complete range of audiometric rooms and suites. We offer 21 demountable standard models, 1 monocogue model and also custom make rooms to your specific needs to optimise your available space. For further information contact us at our 2 locations.



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MADSEN ASTERA²

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Aurical

The NEW Aurical is the future of fitting. With unique combinations of intuitive tools and features that enables you to clearly demonstrate the differences between hearing aids.

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TESTING, OUTFITTING, HEARING INSTRUMENT ACCESSORIES AND MISCELLANEOUS

ICS Impulse (HIT)

Proud distributor of Otometrics

ICS Impulse (HIT) provides quick, clear-cut ear specific assessment of the vestibulo-ocular reflex response to stimuli in the high-frequency range, the natural range of head movements, ICS Impulse from Otometrics is the world's first HIT device to combine gold-standard accuracy with unrivaled patient comfort, enabling you to perform head impulse testing with inarguable results.

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OTOCHECK SCREENER

Proud distributor of Otodynamics

OTOCHECK SCREENER simple to use handheld system with an intuitive interface, offered with either TEOAEs for newborn screening or DPOAEs for both newborn and pediatric screening. Automatic pass/refer, low cost consumables and long battery life all make it the ideal way to screen with OAEs. Soon to include ABR.

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SMARTEP

Proud distributor of Intelligent Hearing Systems

SMARTEP is the most complete and flexible platform for the acquisition of Evoked Potentials. A straightforward Control Panel allows for fast data acquisition, while the great variety of controls allow you to perform tests the way you want them.

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INTELLIGENT HEARING



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OTOPOD M1

Proud distributor of Otovation

OTOPOD M1 is a diagnostic audiometer. The OTOPOD M2 is unique in combining diagnostic audiometric testing and hearing aid programming in a single, portable device. The M2 can be operated within NOAH to provide a complete diagnostic testing and fitting procedure for Widex hearing aids

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Ulmer VNG

Proud distributor of SYNAPSYS

The Ulmer VNG system is very comfortable for the patients and easy to use for the clinicians. VNS3X: 2-Channel single camera system for a complete ocular motor and vestibular testing. VISION: 4-Channel binocular camera for high frequency recording of ocular motor tests.

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VisualEyes Firewire

Proud distributor of Micromedical

The VisualEyes Firewire system is designed to provide a comprehensive array of vestibular testing for your patients. The NEW comfortable full field goggles include state of the art cameras to guickly determine pupil centroid location. It has an intuitive Program to assist any clinician in evaluating the of abnormality origin. Two locations:

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125 rue Gagnon, Suite 102 St. Laurent, Qué. H4N 1T1 (514) 856-9212 Fax (514) 856-9002 Toll Free: Ont./Que. 1(800) 363-0793 info@genieaudio.com



Micromedical

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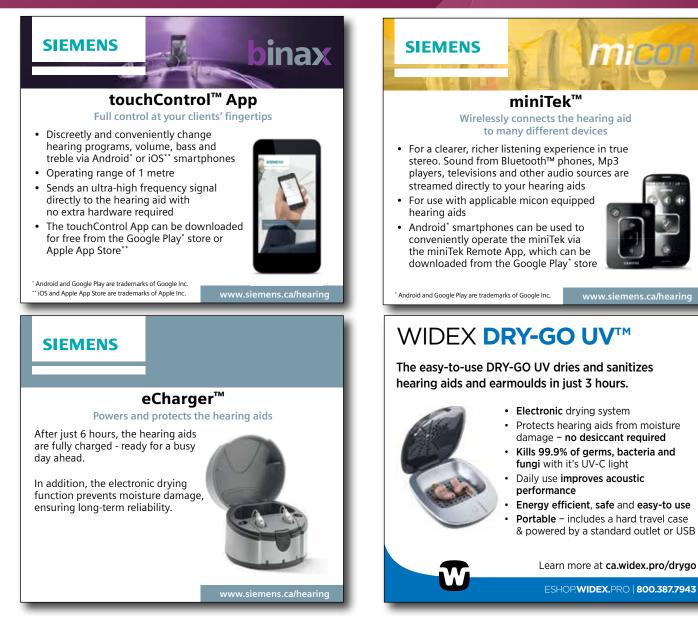


GÉNIEAUDIO





TESTING, OUTFITTING, HEARING INSTRUMENT ACCESSORIES AND MISCELLANEOUS



THE STARKEY EXPERIENCE

FOUR DECADES OF INNOVATION

From our humble beginnings as a hearing aid repair shop, Starkey has done things differently. Our focus is not just manufacturing hearing aids, it's improving the hearing lives of people around the world. To this end, we have created the most advanced Research and Development department in the industry and continue to make life-changing advances year after year. Starkey firsts include the first in-canal hearing aid, the first CIC hearing aid, the first hearing aid with nanotechnology and the first real-ear measurement integrated directly into a hearing device.

BREAKTHROUGHS COME IN ALL SHAPES & SIZES -ESPECIALLY SMALL

Our latest innovations in hearing aid design create an unparalleled listening experience while eliminating some of the most frustrating characteristics of older hearing aids. For the first time ever, hearing aids are virtually feedback-free. Our nanotechnology also allowed us to incorporate automatic telephone recognition across a full line of hearing aids.

RESEARCHING THE FUTURE

At the Starkey Hearing Research Center in Berkeley, CA, our researchers explore the medical and technological breakthroughs of the future. Research conducted at the Center is focused on two primary tracks: Auditory Perceptual Science (how the auditory system perceives sound) & Signal Processing Technology (how hearing aids can modify sound to enhance auditory perception). Working with leading researchers and universities around the world, Starkey continues to seek ways to better understand the science of hearing loss.

PATIENT PROVEN

At Starkey, our renowned evidence based philosophy ensures that product changes will always be based in solid research and patient needs. By incorporating both internal and peer-reviewed research into the development process we ensure that patient benefit drives every design. You won't see extraneous features or updates just for technology's sake. If it doesn't improve the hearing lives of your patients, or improve the fitting process for professionals, we don't do it.

ALWAYS WILLING TO BACK IT UP

We are committed to benchmarking all claims and product research. As the industry leader, we thoroughly test our products internally and then against other hearing aids. If we make a claim, we'll back it up and make our findings public.



Hearing Is Our Concern™

A Carefree Way To Connect To Your World

GLOBAL IMPACT

Starkey is an international hearing technology company. We employ more than 3,500 people, operate 21 facilities and conduct business in more than 100 markets worldwide. This uniquely positions us to deliver hearing aids to countries around the globe.

FOUNDATION EXPANDS STARKEY'S MISSION

Bill Austin built Starkey Hearing Foundation on the mission, So the World May Hear. The Foundation uses hearing as a vehicle to reflect caring and help people reach their full potential. Starkey Hearing Foundation fits more than 100,000 hearing aids to children and adults annually in the U.S. and around the world, and has committed to giving more than one million hearing aids to people in need over the next decade.

MISSIONS ALL OVER THE WORLD, ALL YEAR LONG

There's nothing like the tears streaming down a mother's face as her son is finally able to hear her say, "I love you," or a young girl's laughter when the world of sound opens to her. Hearing loss affects more than 63 million children worldwide, yet many do not have access to the hearing care that can help them. That is why Bill Austin and the Starkey Hearing Foundation team work tirelessly to give the gift of hearing and develop sustainable systems of care globally, having worked in more than 100 countries. PHOTOS TAKEN FROM STARKEY HEARING FOUNDATION MISSION IN THE WEST BANK 2014



PARTNERSHIP

When you become a Starkey partner, you have the expertise and resources of a world leading hearing technology company behind you. We have a long history of supporting individual practitioners. From comprehensive practice management and technology training to complete marketing programs, it is our goal to help you in any way we can. You'll also have available the most advanced intuitive software, Inspire® OS.

CUSTOMER REPRESENTATIVES WHO CAN ACTUALLY SAY YES

Whether it's a routine order or a challenge with a fitting, you need the kind of support that helps you offer the best solution for each of your patients. At Starkey, you have at your fingertips our Audiology On Demand service, providing online, real-time fitting support. Our customer support representatives are friendly, well-trained and empowered.

SIEMENS

www.siemens.ca/hearing

A world's first: The new Pure binax hearing instruments

The next generation of BestSound Technology. Clinically proven to exceed <u>normal hearing in difficult listening situations.*</u>

The new Pure[™] binax receiver-in-canal hearing instruments combine discreet elegance with cutting-edge technology: Equipped with binax[™], the next generation of BestSound[™] Technology, they offer a most natural binaural listening experience so wearers can easily localize sound sources, maintain spatial orientation and understand speech incredibly well.

Two independent clinical studies have proven that the new Pure binax allows wearers to understand speech in difficult listening situations like restaurants or parties even better than people with normal hearing.* This world-first advancement is a complete revolution in audiological engineering. Pure binax' binaural features can be automatically engaged whenever they are needed because it belongs to the industry's most energy efficient hearing instruments when it comes to binaural audio transmission. Your clients can fully enjoy all that Pure binax has to offer without having to worry about battery life.

The new e2e wireless[™] 3.0 technology is capable of data transfer rates that are up to 1000 times higher than before. This is the innovation that enables binax' exceptional binaural capabilities – and it also enables wireless connectivity, offering remarkable audio streaming and remote control functions.

The new Pure binax: Outstanding technological features that take binaural hearing to a new level.





Life sounds brilliant.

* Two clinical studies have shown that binax provides better than normal hearing in certain demanding environments (University of Northern Colorado, 2014; Oldenburg Hörzentrum, 2013): Speech Reception Thresholds (SRT) in cocktail-party situations improved up to 2.9 dB for wearers with mild to moderate hearing loss using Carat binax or Pure binax hearing aids with narrow directionality, compared to people with normal hearing.



Siemens Audiology is now Sivantos

Sivantos Group is a trademark licensee of Siemens AG, and will continue to develop, market and sell hearing aids under the brand Siemens.

Siemens has finalized the sale of its hearing aid business to the investment company EQT and Germany's Strüngmann family as co-investor. Siemens will remain invested in the new company and participate in future business development. The transaction, which was announced this past November was completed on January 15, 2015 after obtaining regulatory approvals. The new group name is Sivantos, and worldwide affiliates of the former Siemens Audiology Solutions will be renamed accordingly.

EQT and the Strüngmann family have outlined a growth strategy for further developing the hearing aid business. "EQT is fully committed to supporting the management team and employees to further develop the business. We want Sivantos to become the industry leader in technology and customer perception," says Marcus Brennecke, Partner at EQT Partners, Investment Advisor to EQT VI.

The change of control will provide Sivantos with additional entrepreneurial freedom and flexibility, while enabling it to continue its successful growth trajectory of the last few years. "Today begins a new and very exciting chapter in our company history. Ahead of us, we have great opportunities to propel our business and bring cutting edge innovation and premium service to our customers," says Roger Radke, CEO of Sivantos Group. "On the heels of the early success of binax[™], our latest technology platform, we are accelerating the development of smart products and applications that deliver practical benefits to people with hearing loss," remarks Radke.

Sivantos Group has several key hearing aid brands in its portfolio, including Siemens. As a trademark licensee of Siemens AG, Sivantos Group will continue to develop, market and sell hearing products under the Siemens brand over the medium term. Sivantos Group's roots go back to 1878, when Werner von Siemens developed an enhanced telephone receiver that led to substantial improvement in the patient's ability to understand conversations. Today, the group is one of the world's top manufacturers of hearing aids. In fiscal 2014, Siemens' audiology business employed over 5,000 people, generated revenue of € 690 million and a reported EBIT (earnings before interest and taxes) of €126 million. The global sales organization serves hearing care professionals and distributors in more than 120 countries. Product development is a top priority, with many "world's firsts" in the history of hearing aids, one of which was the first hearing instrument featuring wireless connectivity. In 2012, in collaboration with the University of Oldenburg, Siemens won the German Future Prize (Deutscher Zukunftspreis) for developing a so-called binaural hearing system that enables hearing aids in both ears to communicate. With ongoing innovation, this finally led to a breakthrough in hearing aid technology that is clinically proven to outperform normal hearing*.

Further information is available on the Internet at www.sivantos.com.

EQT is the leading private equity group in Northern Europe, with portfolio companies in Northern and Eastern Europe, Asia and the US with total sales of more than € 25 billion and over 500,000 employees. EQT works with portfolio companies to achieve sustainable growth, operational excellence and market leadership.

More information can be found on www.eqt.se

Unmatched accuracy, infinite precision, for every sound environment.

Phonak Audéo V hearing aids running on the new AutoSense operating system accurately recognize and automatically adapt to more listening situations than ever before. Featuring our new Venture chip and a smart new algorithm, AutoSense OS precisely mixes and blends elements from multiple programs in real time to provide a seamless listening experience.* Audéo V is just one of many ingenious solutions from Phonak.



www.phonakpro.com/audeo-v * www.phonakpro.com/evidence