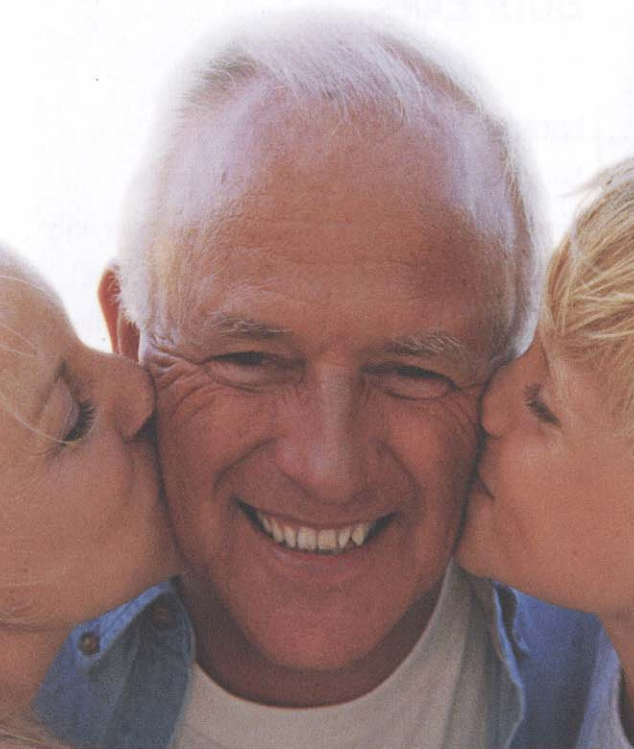


HEARING WITH BOTH EARS

the best way to
tune into life





ENJOY THESE ADVANTAGES WHEN YOU HEAR WELL WITH BOTH EARS.

LOCALIZED SOUND

Localization is the ability to detect the direction and distance of sound and can only be achieved with two ears. The sounds of a car horn or someone calling from another room, for example, will reach the ear they are closest to a few micro-seconds earlier than the opposite ear.

These differences are transmitted to the brain by each ear and enable you to identify the direction from which the sounds are coming. If you are only hearing correctly with one ear, the information will not be transmitted accurately to the brain.



BALANCED HEARING

Wearing two hearing instruments allows for a complete circle of hearing (360 degrees), rather than just 180 degrees. This “stereo effect” may help you more accurately and confidently respond to sounds on both sides. With both ears balanced, less volume from your hearing instruments is necessary to reach a comfortable listening level. As a result, balanced hearing may help reduce stress and anxiety, allowing you to relax and enjoy a full range of sounds.

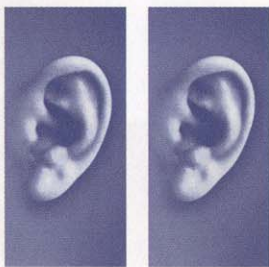
SUPERIOR SOUND QUALITY

Two hearing instruments require less volume than a single instrument and may provide you with more natural, clearer sound quality. The less you strain to hear, the greater your understanding of sounds around you can be.



BETTER SPEECH COMMUNICATION

Hearing with both ears may improve your ability to understand speech, both in background noise and in quiet situations. Binaural (amplification in both ears) hearing instruments use makes it easier to separate and understand individual voices, especially in noise. In quiet, a person with one hearing instrument may experience only minimal difficulty. But, in the presence of noise, the brain needs equal or balanced information from both ears in order to separate sounds efficiently and enhance its natural filtering ability.



YOU WERE GIVEN TWO EARS FOR GOOD REASON

Binaural hearing (hearing with both ears)

allows you to make fine
judgements about sound and to
focus on a specific sound.

Most hearing care professionals agree
that because gradual hearing loss
typically occurs in both ears,
it makes sense to *fit both ears* with
hearing instruments. Think of it
this way—to correct a vision problem
in both eyes, would you wear eyeglasses
with only one lens?



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