

**Intelligent companion for every day:
hearing systems can do more than many think**

Löhne, October 2017 – The technology of modern hearing systems not only offers impressive performance and functional diversity, but also optimum wearing comfort and individually fine-tuned auditory improvement.

Most people take good hearing for granted. Inability to hear or understand something properly, or at all, tends to be blamed on adverse ambient conditions – whether distracting sounds, background noise, a person who is speaking too softly or unclearly, or just too many people talking at once. But often this inability to clearly catch what is being said is down to the hearing loss of the listener. This is usually due to the natural wear and tear of the delicate hair cells in the inner ear, which generally only affect specific frequencies of the human hearing range. This leaves people with the belief that they still have good hearing, even though they find it increasingly hard to understand things.

Initial loss of hearing tends to be only minimal and goes almost unnoticed, but this loss will gradually increase. Depending on individual listening habits and lifestyles, this deterioration varies greatly from person to person. Which is why hearing experts recommend regular hearing tests – because becoming accustomed to poor hearing not only impairs communication, but will gradually affect orientation, traffic safety and, ultimately, general well-being.

Often underestimated: why good hearing is important

Our sense of hearing is so complex and diverse that it not only influences virtually every aspect of our daily lives, but also has a major impact on our overall quality of life. The perception and processing of sound is just one aspect. Key is also our brain's ability to analyze what we hear. It is the brain that distinguishes between what is important and what is not and, in just fractions of a second, decides if and how we respond to a specific sound. This may include avoiding an oncoming car, understanding emotional language or even just enjoying music.

It is therefore essential that we keep a check on our hearing in order to intervene at the earliest possible stage if there is any deterioration. Having to continuously strain to hear requires high levels of concentration and leads to premature fatigue. Constant uncertainty during discussions can produce stress symptoms. These problems are caused primarily by an inability to hear high-frequency sounds, which can make it hard to discern between voiceless and similar sounding consonants, such as g and k or f and p, or similar sounding words. Gate becomes Kate, or feel becomes peel etc., and distracting background noise increases this effect. This can lead to misunderstandings and constant requests to repeat what has been said.

Intelligent companion:

modern hearing systems offer so much more

One of the basic functions of hearing systems is the targeted compensation of these deficits. In simple terms, weak or missing areas are reinforced and speech comprehension is restored. But that is not all. Like the human ear, hearing systems must be able to recognize the direction of the individual incoming signals, as this enables the listener to focus on a specific conversation partner and block out any distracting background noise, even if that noise is louder. Modern hearing systems are extremely sophisticated high-tech devices that are able to execute such complex tasks. Furthermore, they are also able to connect to smartphones and consumer electronics,

thus offering users a wide range of additional useful functions which significantly improve their ability to hear and understand in many areas of daily life.

This high-performance technology not only offers impressive functional diversity, it is also elegant and comfortable to wear. Miniaturization enables small and attractive design solutions. The compact hearing systems adapt to the ergonomics of the individual ear and can be worn discreetly or are even completely invisibly. Depending on the design, the hearing system either fits snugly behind the ear or disappears completely from sight in the auditory canal. Generally speaking, there are two different types of hearing aid styles: behind-the-ear hearing systems (BTE) and in-the-ear hearing systems (ITE), both being fairly self-explanatory. Which design is most suitable depends on individual factors, and the hearing system specialist will be happy to advise and inform you on the benefits of each style.

A perfect partnership: hearing system and smartphone

The latest product innovations from Audio Service, the hearing system manufacturer based at Löhne, in North Rhine-Westphalia, are considered audiological all-rounders in the modern hearing system world. Since it was established 40 years ago, the company has been a major player in the development of pioneering hearing technologies. Now, its G5 devices deliver outstanding hearing quality and excellent speech intelligibility, even under difficult acoustic conditions. Coupled with the option to connect to smartphones and other consumer electronics, these hearing systems truly are multifunctional companions in work and leisure situations.

The hearing systems in the Sun 16 G5 series, for example, can automatically connect directly to an iPhone without any additional equipment, thus enabling direct transmission of telephone calls to the user's ears with outstanding signal quality, via both hearing systems. For other applications, such as listening to music or connection to a navigation app, the hearing devices act as stereo headphones. For this purpose, the user simply installs

the Smart Direct app, which also makes the smartphone a remote control for the hearing system. Connection to a TV or music system is via the Smart Transmitter 2,4, which enables quick and easy audio streaming so that users can enjoy films or music in stereo.

As diverse as life itself: hearing systems from Audio Service

In order to ensure the best possible hearing experience for each user, Audio Service deploys innovative audiological strategies, such as constant data exchange between left and right hearing system in order to optimize sound processing and make it as natural as possible. A further pioneering innovation of G5 hearing systems is their ability to evaluate the smartphone motion sensor. Whether the user requires 360-degree perception when cycling, jogging or driving, or is focused solely on a single, stationary person who is speaking to them, the hearing systems automatically apply the right mode for best results. Even in more complex listening environments – group conversations and background noise – the hearing systems automatically adapt to the situation, focusing on dominant signals, while also admitting other external influences. This allows the hearing systems wearer to concentrate on the conversation while at the same time registering ambient noises.

Hearing systems with the latest G5 generation technology reflect current research and development, true to the Audio Service company tradition of providing high-quality hearing systems that allow wearers to lead an active life, thus improving their quality of life. These innovative hearing systems are customized by hearing system specialists to suit the individual wearers.

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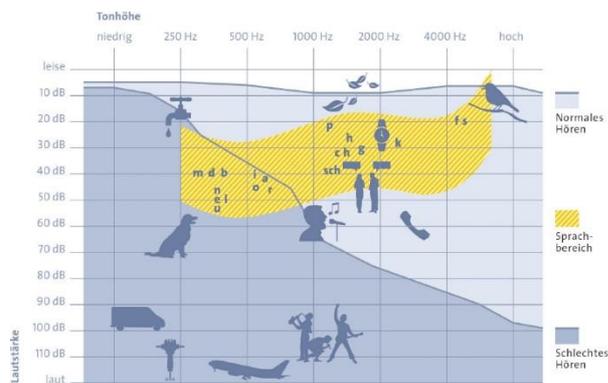
Picture caption 1 (AudioService_Hoertest):

A hearing test only takes a few minutes and offers peace of mind.



Picture caption 2 (AudioService_Rixx_gray_coin_ext):

Small, discreet and extremely powerful: Modern hearing system technologies



Picture caption 3 (Sprachbanane):

The focus of human hearing is the areas within which a person is able to understand speech.



Picture caption 4 (AudioService_Sun_G5_silver_ext):

Smart companion for every day: the latest generation of hearing systems from Audio Service.

Company profile:

AS AUDIO-SERVICE GmbH – improving life quality

Service focus, entrepreneurship and innovation are the key success factors at Audio Service, the Löhne-based hearing system manufacturer. To this day, the company has stayed true to its objective since it was founded in 1977: to help people to hear well with high-quality hearing systems, enabling them to lead an active life and improving their life quality. Audio Service products are available exclusively at hearing system specialists. Audio Service hearing systems are exported to more than 45 countries worldwide.

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