

Rediscover a world of sound



Australian researchers have invented a small, smart, self-managed hearing aid that outperforms most conventional devices for less than half the price.

It uses technology first developed for Australia's bionic ear, and is so simple to set up that most users can buy one over the internet and install it themselves for between \$1,000 and \$1500 (less than \$3000 for a pair).

The user can then easily tune it and switch the settings to suit the home, work, or the pub. So, is it time for you to get a hearing aid?

Most Australians will need a hearing aid one day

According to the Australian Government one in six Australians suffers from hearing loss – that's 3.6 million of us.

For many people – especially men – hearing loss strikes earlier due to the impact of workplace noise. Half of Australia's farmers for example, suffer from premature hearing loss.¹

The cost to the community is almost \$12 billion a year, with nearly 160,000 people not working because they can't hear well enough, according to Access Economics².

And most of us will be affected if we live long enough – seven out of 10 people over the age of 70 suffer hearing loss.

Will a hearing aid improve my life?

Do you often ask others to speak up? Do you struggle to stay in a conversation at the pub or a café? Do you family complain that the TV is too loud?

Ask your partner if they think a hearing aid will improve your own and their quality of life. And if the answer is yes, then try an Australia Hears device – it comes with a 14-day money-back guarantee.

Three steps to better hearing, without leaving home

1. Fill in the Australia Hears online questionnaire (there's just six questions) or send a copy of your last hearing test results to Australia Hears.
2. Choose your hearing aid and accessories, and buy them online.
3. Fit your new hearing aid and rediscover a world of sound.

¹ <http://www.hearing.com.au/upload/media-room/Hearing-loss-in-Australia.pdf>

²

<http://www.accesseconomics.com.au/publicationsreports/getreport.php?report=71&id=81>

Four steps to near perfect sound

1. Install the Australia Hears software onto your computer and plug in your new hearing aid.
2. Customise your hearing aid using the interactive software with the settings you want for home, the office, or out in the country.
3. Save your choices.
4. You will be able to switch between settings just by waving a small magnetic wand over the hearing aid.

Australian innovation delivered online

The new hearing aids contain advanced sound-processing software, called ADRO^{®3} for Adaptive Dynamical Range Optimisation. It was invented in Australia by a research team led by Dr Peter Blamey while working on the development of the bionic ear. The ADRO software, designed and manufactured by Dynamic Hearing Pty Ltd in Melbourne, is now used in the bionic ear and many of the high-end Bluetooth headsets sold worldwide.

Hearing aid manufacturers were slow to embrace the new technology, so Peter founded Australia Hears to bring the technology to hearing aids.



³ ADRO is a registered trademark of Dynamic Hearing Pty Ltd

“We wanted to build the world’s best software for hearing aids and deliver it direct to the public,” says Dr Elaine Saunders, a qualified audiologist and chairman of Australia Hears. “This means we can keep overheads low and cut the costs of state-of-the-art hearing aids.”

How does it work?

The ADRO processor analyses the whole spectrum of sound in 32 narrow bands and, using computer fuzzy logic, adjusts each one to keep sound frequencies within the chosen range of comfort—neither too soft nor too loud. This differs from conventional hearing aids which compress a wide range of input sounds into a narrower range of hearing.

Easy listening

The Australia Hears hearing aids also bring four other technologies into play.

Australia Hears uses a patented technology that provides the shortest delay in the amplified sound of any device in the industry. ‘Multichannel-noise suppression technology’ improves sound quality without affecting must-hear sounds such as speech. The hearing aids also silence the whistling sounds associated with feedback and include an adaptive directional microphone that automatically amplifies the sounds towards which the head is turned.

For more information

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Five innovations:

- **32 frequency channels for finer sound processing with less distortion;**
- **An adaptive directional microphone to improve hearing speech in noisy places;**
- **Advanced feedback cancellation to avoid whistling; and**
- **Ultra-low delay sound processing to avoid echoes.**
- **Multi-channel noise suppression.**

