

Hearing Aid Services of Hollywood

preferred patient
newsletter

Issue 16
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Jeff's Corner

Here we are, it's already spring. The 2006 holiday season has become a distant memory. We hope 2007 has been and will continue to be a year filled with happiness and good health for you and your loved ones.

Our annual holiday celebration took place on December 13th and 14th. We were forced to change the format a bit because the movie screening room we had used in previous years has been converted into office space. Thus, to ensure the comfort of our guests, we held the party over a two-day span and renamed it the *Holiday Get Together*. As always, it centered around good food and great conversation. I believe I speak for everyone when I say we all enjoyed the event.

2007 has become an exciting year for hearing aid wearers who are looking for better products. Last year we introduced you to the Widex Inteo[®],

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Introducing the Savia Art[®]... A New High-End Digital Hearing Aid from Phonak

by Jeff Grama, M.A.

The hearing industry has been expanding at lightning speed over the last 15 months. Now Phonak, with the **Savia Art**, is unveiling a new world of sound. This latest member of the Phonak family offers features designed to overcome many of the common problems that plague hearing aid wearers:

NoWhistle Technology uses a 20-channel feedback processor that virtually eliminates whistling.

Digital SurroundZoom is Phonak's most sophisticated directional microphone system. The adaptive 20-channel processor suppresses multiple noise sources in as many as 20 different directions at once. This gives you better separation of speech from noise in difficult listening situations.

EchoBlock removes reverberations when echoes are present, reinstating effortless hearing that other hearing aids would present as blurred and distorted signals.

SoundRelax suppresses impulse noises that interfere with sound quality and add stress to listening. These would include such sounds as turning the pages of a newspaper or the rattling of silverware on a dinner plate. SoundRelax ensures that the impulse sounds are intelligently reduced without affecting speech understanding or changing sound authenticity.

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Introducing the Phonak Savia Art®

An Event Sponsored by Hearing Aid Services of Hollywood

Presentation & Demonstration by Phonak representative Jodi Sasaki, AuD, FAAA

Attendance and Breakfast FREE to our patients and their guests

Tuesday, May 15, 2007 • 10 AM – Noon

Marmalade Cafe (at the Grove) • 6333 W. 3rd St., Los Angeles

RSVP: 323 463-7109

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the biggest leap forward in hearing technology in several years. In order to catch up, other leading hearing aid manufacturers have developed exciting new instruments. The Siemens Centra® and Phonak Savia Art® are two such products. In this issue of our Preferred Patient Newsletter, we are featuring the Phonak Savia Art.

We hope you accept our invitation to attend the brunch presentation of the Savia Art on Tuesday, May 15th. A manufacturer's representative from Phonak will be present to explain the features and benefits of this powerful instrument and to answer your questions.

I look forward to seeing you again, either at the Phonak breakfast or when you next visit my office.

Jeff

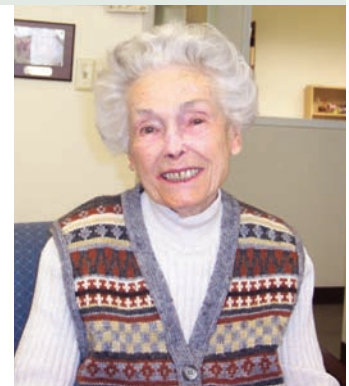
Savia Art: Continued from page 1

Real Ear Sound provides a natural sound experience by simulating the performance characteristics of the external ear. The result is improved sound perception.

For many clients loudness preferences vary in different listening situations. The **Self Learning** feature has the ability to separately log user preferences and apply volume changes for any of the programs created in the hearing instrument.

These are just a few of the features that make **Savia Art** a truly innovative hearing product. I invite you to attend the Phonak breakfast or, if you cannot attend, set up an appointment for a demonstration of this state-of-the-art technology.

We are pleased to announce that Olga Carvel was the winner of our Holiday Get Together's grand prize— a pair of Widex digital hearing aids.



2006 Holiday Get Together

