

Attend a Personal Presentation Featuring
GN ReSound's Budget & High-End Digital Hearing Aids

Sponsored by GN Resound & Hearing Aid Services of Hollywood

Wednesday, September 28th, 2005, 10:30 am

Hearing Aid Services of Hollywood

7083 Hollywood Blvd., Suite 302, Los Angeles

Attend this event and receive \$200 off the price of any 2 GN ReSound digital hearing aids, or \$400 off the price of 2 GN ReSound Metrix digital hearing aids

For reservations, call (323) 463-7109

**Hearing Aid Services
of Hollywood**

*preferred patient
newsletter
issue 11*

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Jeff Grama's Corner



One of my goals is to keep you abreast of advances in technology. The reason is simple: breakthroughs mean better hearing for those who choose to take advantage of them.

I am pleased to introduce you to the Metrix, GN ReSound's latest top-of-the-line

digital hearing instrument. I am every excited about this product... so much so, that I have invited a representative from GN ReSound to participate with me in a unique presentation that will be held at our office. In addition to the Metrix, we will discuss their budget-friendly digital hearing aids. All of these instruments

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Bring a friend or family member who may have a hearing loss to our open house and receive 3 months supply of batteries FREE. No purchase necessary.

Meet the Metrix GN ReSound's High-End Digital Product

"I hear better and it is like the hearing instrument isn't even there."

Imagine having improved hearing without being aware that you are using a hearing aid. This *high performance, fully transparent hearing* is available in the new Metrix, developed by GN ReSound. They have solved key challenges in sound quality, speech clarity, fitting accuracy and comfort.

GN ReSound's technology is designed to deliver unparalleled sound quality. Metrix wearers experience no artificial sound or distortion. The instrument's 17-band compression provides accurate resolution across all frequency ranges.

GN ReSound Metrix uses a new noise reduction method called *NoiseTracker™*. This system is the first to deliver precise noise reduction without any loss of speech reception or sound quality.

The Metrix not only reduces direct noise, but also reflected noise as one might experience in a meeting hall. It continually monitors the surroundings to track and minimize stationary

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completely eclipse the performance of any analog hearing aid ever developed.

There will be plenty of time to talk over your personal situation with the GN ReSound representative or me. We will gladly help you determine which digital model will best meet your needs.

For all who attend, GN ReSound is extending their discount for 30 days following the event. This is a wonderful opportunity to learn about these exciting new technologies.

We look forward to having you, your friends and family members attend this open house. Please RSVP at (323) 463-7109.

Jeff

or moving noise sources. What's more, it lessens wind noise.

Two chief complaints of hearing aid wearers are whistling and *occlusion* (the wearer's voice sounding too loud). The Metrix offers a feedback-free, non-occluded fitting with no compromise in functionality.

The Metrix is available in all styles and sizes, from the most inconspicuous completely-in-the-canal (CIC) to the high-powered behind-the-ear (BTE) models. If you have any questions about what the Metrix can do for you, give me a call. Be sure to join us at the personal presentation on September 28th.

Why Do Our Batteries Cost More Than Those You Can Buy Elsewhere?

Imagine this scenario: Mr. Watson arrives at my office with the complaint that there is something wrong with his new hearing aids. He claims that he is not hearing as well with those high-end digital instruments he purchased six months ago. I ask to examine them and notice that they have been well maintained. When I listen to the hearing aids, both appear to have lost some of their fidelity. Yet, the microphones and loudspeaker systems are unobstructed and clean.

After opening the battery compartments, I find that each instrument is fitted with a discount-priced battery that Mr. Watson obtained from a big-box warehouse store. The battery tester shows that both batteries have the proper voltage of 1.4 volts. What could be the problem? Are these defective hearing aids? Did Mr. Watson

waste his money?

I calmly open a new package of Rayovac Ultra Proline batteries and place one into each of the instruments. After Mr. Watson inserts the devices into his ears, I ask him, "How do they sound now?" His response: "They sound wonderful! What's going on?" I reply: "The explanation is really quite elementary, my dear Watson."

It is important to realize that amperage (current level), not voltage (the force that pushes the current), is what determines how well the computers in your hearing aids function. While the voltage of all the batteries is the same, the Rayovac Ultra Proline cells have higher amperage ratings than any of the other manufacturer's batteries. Experiencing the difference in the performance of your hearing aids will make you a believer.



The moral of this tale is that you should use the best power source available to you to maximize the benefit you receive from your hearing instruments. The little extra you spend will yield a big return. If you can't come into the office for batteries, simply call us, and we'll promptly mail some to you. Mr. Watson left my office with a new outlook on batteries and a package of Rayovac Ultra Proline cells tucked into his coat pocket. Another mystery solved.