

## Today's hearing technologies: the future is now!

Did you know today's hearing instruments are the accumulation of some of science's greatest innovations? It's true. They have technology so advanced that some of it was first used by NASA.

Today's hearing instruments are basically lightweight minicomputers that you wear in or behind your ears. These minicomputers use advanced algorithms to align and work with your natural hearing. These algorithms enable the software that helps hearing technology integrate your environment with your natural hearing abilities.

As you move through the world during your day, you zoom past people, enter and exit places, and get in and out of your car. Those are all changes in your environment. And these changes used to be a challenge for hearing instruments. But today's hearing technologies are meeting these challenges, creating hearing systems that don't just work *sometimes* in *certain* environments, but that work *all* the time in *all* environments.

Digital hearing aids use precisely designed algorithms to analyze and categorize sounds, isolate speech from ambient sounds, code them, and cleanse them before processing and delivering the primary sounds to your ears. And here's the incredible part: this technology does this all instantly. Think about it: in microseconds, hearing aids analyze and process immense swaths of sound and then use an exact algorithm designed to accommodate your natural way of hearing. Better still, this type of technology no longer requires constant user manipulation.

Advances are now available that allow hearing algorithms to compensate automatically for environment and background noise changes. In fact, some hearing instruments can sense when you get home from a hard day at work. They won't make you dinner, but they will switch into the settings that make you most comfortable within your home environment.

Here at ***[insert practice name]***, we'd like to tell you more about these amazing technologies and even let you take a test drive of the equipment. Contact our office at ***[insert phone number]*** and our knowledgeable staff will set up an appointment that we believe will change your life for the better!