

Why Do I Hear... But Not Understand?

Study by Cambridge University in England Reveals Key Answer

Until recently, there was no practical way to identify dead regions of hearing cells in the ear. However, a new British-developed procedure using standard test equipment now allows for identification of dead hearing cell regions. The study suggests that the presence or absence of dead regions may have serious implications in the fitting of hearing aids.

This research reveals that amplifying dead cells is a mistake which will result in poorer speech understanding in noise. A new type of digitally programmable microcircuit is now being released from NuEar—the world leader in nanoScience technology—that can be programmed to bypass the dead cells. As a result, the patient's usable hearing cells receive amplification, thereby improving speech understanding in noise.

"We are employing a like method in our diagnostic sound booths using a sound field speech in noise procedure," said Al McLees of Hearing Aid

Institute. "This test simulates hearing in a noisy crowd. We are able to determine maximum speech understanding by frequency shaping this new hearing aid."

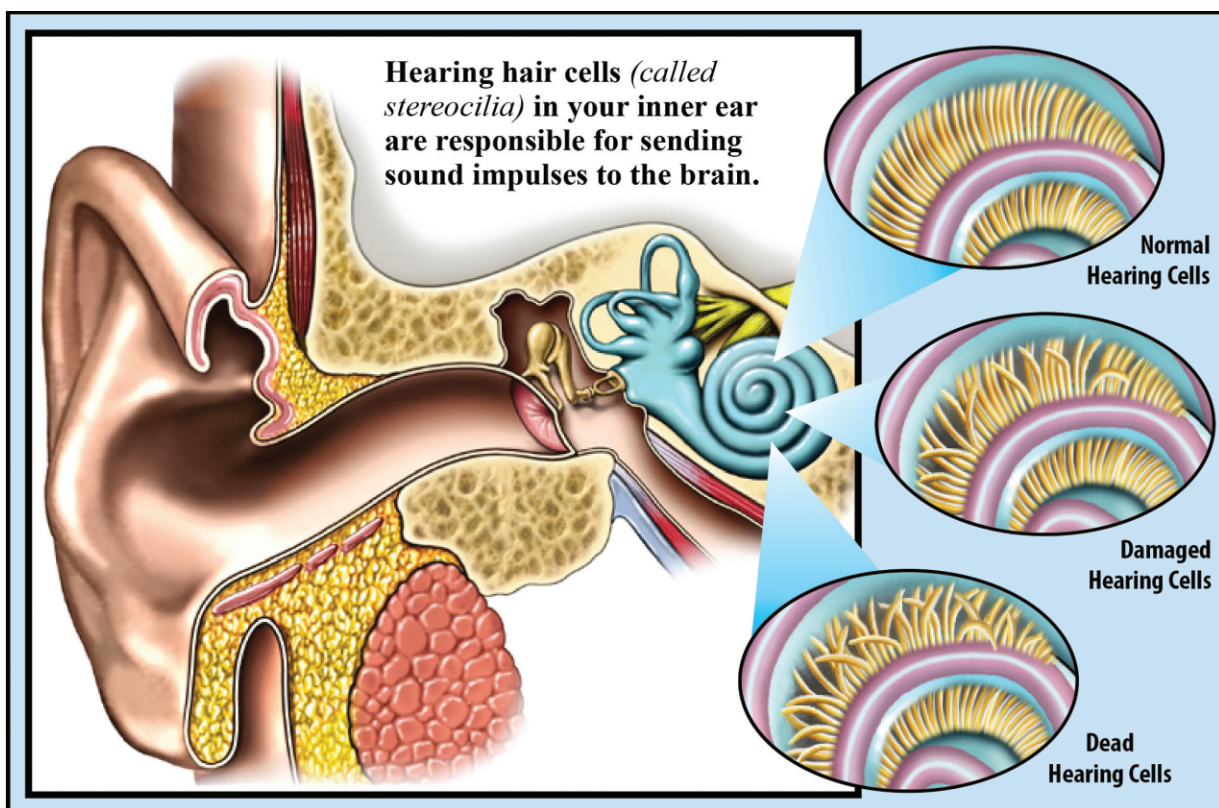
The results have been phenomenal. For the first time, a patient is able to actually realize the exact percentage of speech understanding improvement in noisy listening

environments.

These new products come in all shell sizes, including the smallest digital models, with prices starting as low as \$895. During its release, NuEar is offering this new frequency-shaping hearing instrument on a 30-day satisfaction trial. "Your satisfaction is absolutely guaranteed," McLees said.

Call Hearing Aid Institute for a no-obligation appointment: **406-545-5877**

For more information, visit: www.hearingaidinstitute.com



Hearing Computer Unnoticed in Ears

FREE Demonstrations This Week

Imagine a hearing aid that automatically adapts to your surroundings and reflects your specific lifestyle. Imagine a hearing aid that is so pleasant to wear that it gives a new mean-

ing to the phrase "customer satisfaction." Well, imagine no more - With this breakthrough technology from NuEar, the world's largest hearing aid manufacturer. Now comes the

first hearing aid ever developed to address your most important needs. Not only does it fit your individual hearing loss, it fits the way you live. If you hear, but are having trouble understand-

ing conversation, you owe it to yourself to take advantage of the free demonstrations offered next week. Call Hearing Aid Institute for a no-obligation appointment **406-545-5877**.

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