



SIEMENS

www.siemens.com/hearing

Hear better and live life to the fullest.

About hearing loss, the possible impacts, and solutions that can help.



Life sounds brilliant.

Information and solutions.



Life is intricate, showering us with experiences. Sight, taste, touch, smell, and hearing: our senses are woven together like a net that helps us capture the details. But what happens if one of the fibers wears or breaks? Can the net be mended?

If you or a loved one suffer from hearing impairment, you may find the answers you’re looking for in this brochure. The following chapters focus on hearing loss, explaining how hearing works, the possible impacts of hearing impairment, and also offer concrete solutions.

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Hearing
impairments
and the possible
impacts

What you need
to know about
hearing

Features and
benefits

Hearing
instruments –
Product Range

Getting to
know your new
hearing
instrument

Hearing – makes sense of life.

A grandchild's first words, the rustle of leaves in the wind, the clinking of glasses at the table or whispered secrets from a best friend: these are the moments we hold dear. It's these sensory experiences that enrich our lives. Hearing enables us to understand our fellow human beings and to interact with the world around us. These are all things that can be taken away by hearing loss.



Information
for hearing
impaired people

Hearing loss restricts the way we live.



Deteriorating hearing makes it increasingly difficult for us to converse with other people. We mishear things with greater frequency and have to keep asking people to repeat things. Outsiders can often react with miscomprehension. All this eats away at our self-confidence and can have a negative impact on our general well-being and our quality of life as a whole.

Hearing loss is not something to be taken lightly. It is important to do something about it, sooner rather than later – to maximize the enjoyment of life.

Possible impacts of hearing loss:

- Decreased attention
- Diminished understanding of speech
- Trouble communicating with others
- Diminished memory⁽¹⁾
- Less willing to embrace the unknown
- Declining job performance⁽²⁾
- Lack of acknowledgement by others
- Irritability, stress, depression⁽³⁾
- Withdrawal from social life, isolation⁽³⁾

Sources:

- (1) Arthur Wingfield et al., Brandeis-Universität, Waltham, Current Directions in Psychological Science, Bd. 14, Nr. 2
(2) Psychological Profile and Social Behaviour of Working Adults with Mild or Moderate Hearing Loss, Acta Otorhinolaryngol Ital., April 2008
(3) Ear and Hearing 2009, 30, 302–312, Lippincott Williams & Wilkins

Information
for hearing
impaired people



How to recognize the first signs of hearing loss.



Hearing loss generally develops slowly over many years; the effects become apparent only gradually. This makes it difficult for those affected to recognize that they are actually suffering from a hearing impairment. Relatives, friends or colleagues are often the first to realize that something is wrong.

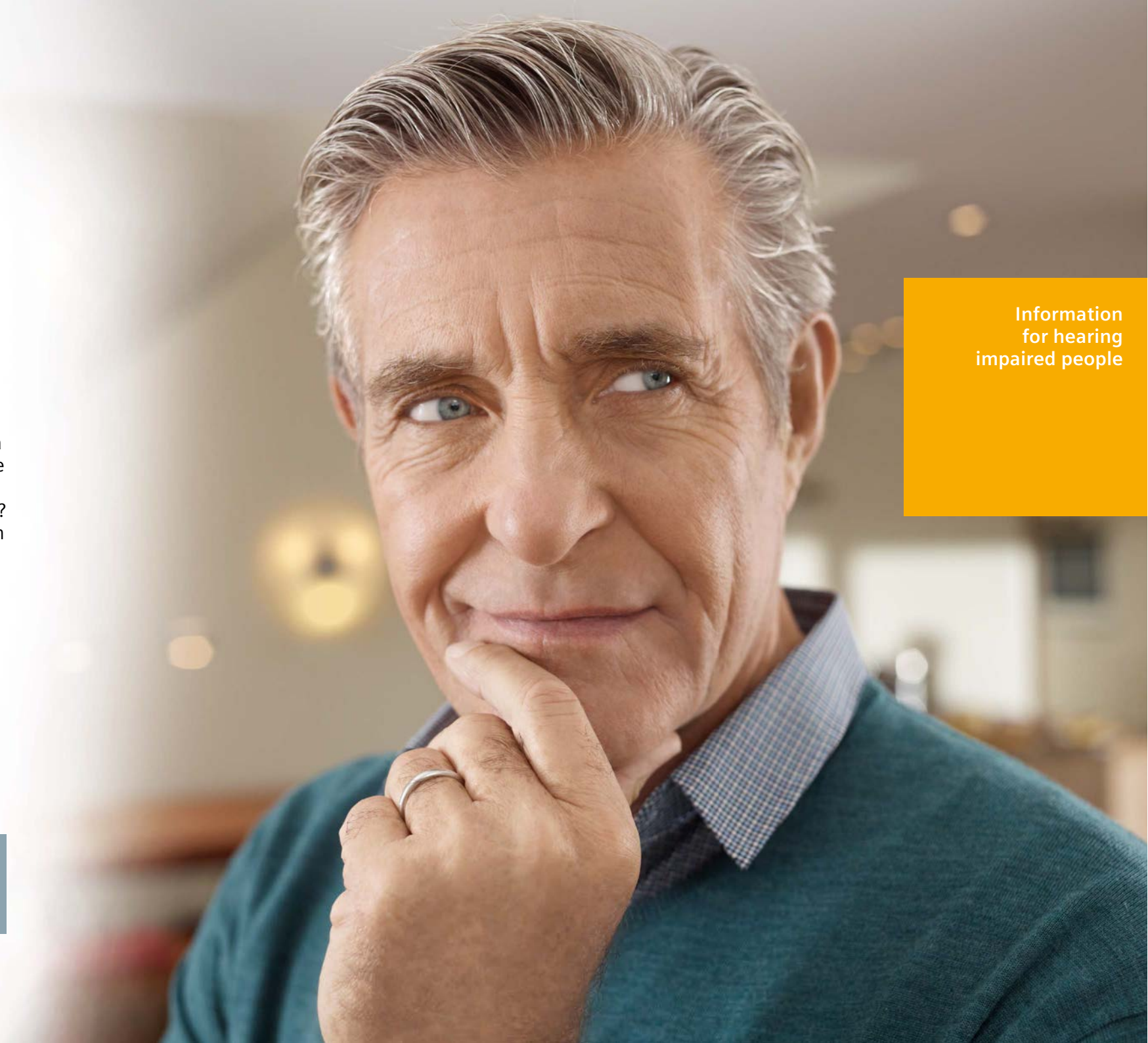
However, there are clear signs that your hearing is not entirely as it should be. Perhaps you find it difficult to understand the phone conversation clearly? Does your family complain about the volume when you are listening to the radio or television? Do you find it difficult to follow a conversation in a restaurant or when there is a lot of noise in the street around you? Do you often feel exhausted after family celebrations because listening is such an effort? Do you hear better when you are able to look at the person talking to you?

All these are typical signs of a hearing impairment. But don't worry; hearing loss is not something simply to be endured. You can – and should – do something about it.



If you are uncertain whether you are suffering from hearing loss, just take the Quick Test on page 15 of this brochure.

Information
for hearing
impaired people



Only old people have poor hearing? Not true!



It is not only older people who suffer from hearing loss. Poor hearing is widespread across all age groups. Today, young people increasingly have hearing impairments too – excessively loud music listened to via headphones, at concerts and discos is having a major impact. Construction workers, ambulance drivers, DJs and factory workers: these are all examples of professions where loud noise can have a lasting and damaging impact.

Hearing loss can, of course, also be caused by medical, genetic or simply unknown factors.

However, one thing is clear: you are not alone in suffering from a hearing impairment. Today, one in six people have some degree of hearing impairment.

Sources:

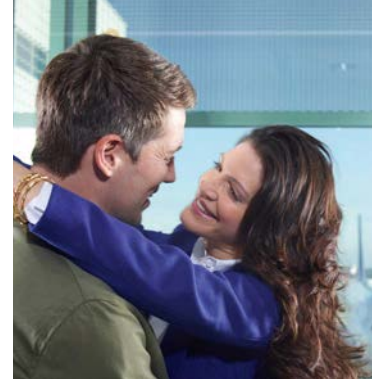
(1) Better Hearing Institute

(2) Global Burden of Hearing Loss in the Year 2000, World Health Organization (WHO, 2003);
Deafness and Hearing Impairment, World Health Organization (WHO, 2006)

(3) Better Hearing Institute

(4) American Johns Hopkins University in Baltimore, Maryland

(5) hear-it.org



Only 35 % of all people with hearing loss are over the age of 64.⁽¹⁾

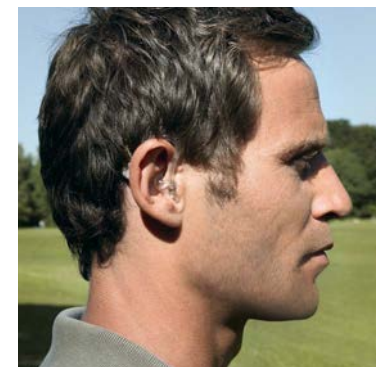


More than 700 million people around the world have a hearing impairment.⁽²⁾



Facts about hearing

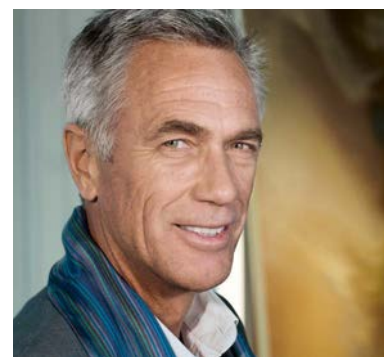
Only 5–10 % of all cases of hearing loss in adults can be treated medically or surgically.⁽³⁾



Worldwide 8,5 % of all people between the age of 20 and 30 suffer from hearing loss.⁽⁴⁾



Many people with hearing loss wait as long as 10 years before they do something about it.⁽⁵⁾



Hearing loss also affects friends and relatives.



Hearing loss is not only a problem for the hearing impaired individual, but also for friends and relatives. During conversations, they often receive incorrect responses or even no response at all. They feel ignored or that they are being deliberately misunderstood. This has a negative impact on the home environment and can lead to a bad atmosphere and conflict.

Even though hearing impaired individuals might not want to admit it, ignoring hearing loss and not doing anything about it is not going to solve anything. After all, poor hearing has farreaching consequences – both for the individual affected and for the people around him/her.

For example, the hearing impaired individual might not hear phone calls or the door bell, missing a chance to enjoy family or friends. Or they might not be able to fulfil work requirements because they did not understand the task instructions, causing trouble in their job.⁽¹⁾

What can you do if a family member or friend is suffering from hearing loss? Encourage them to do something about it and take a hearing test. And remember the rules for communicating with a hearing impaired individual.

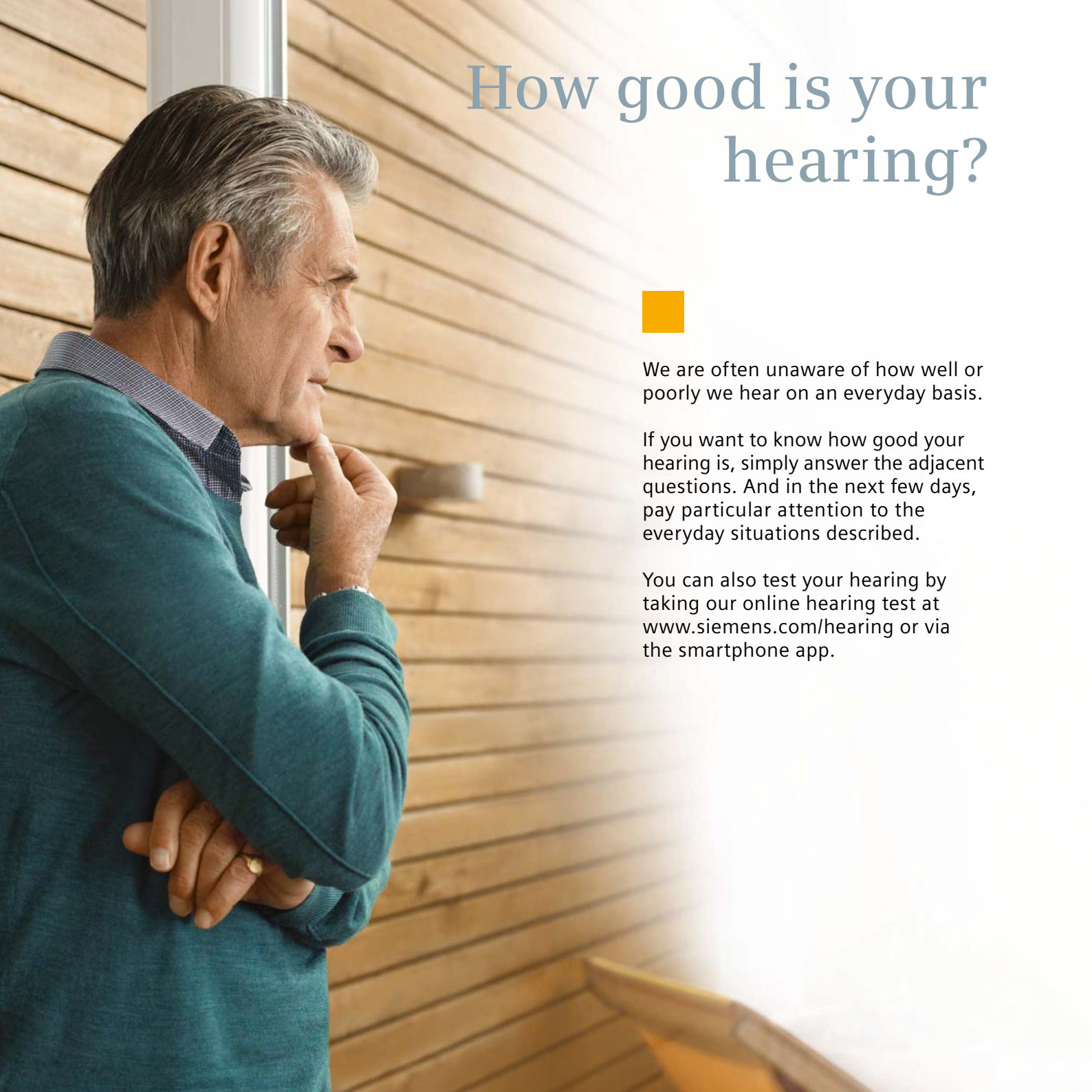
Information for
friends and relatives

Tips for communicating with a hearing impaired individual:

- Look for a quiet environment in which to talk.
- Take care to ensure that your dialogue partner is not distracted.
- Face the person to whom you are talking.
- Make it clear what you want to talk about.
- Take care to speak clearly.
- Do not jump from one topic to another.

Sources:

(1) Psychological Profile and Social Behaviour of Working Adults with Mild or Moderate Hearing Loss, Acta Otorhinolaryngol Ital., April 2008



How good is your hearing?

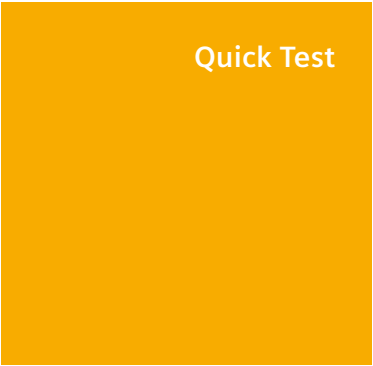


We are often unaware of how well or poorly we hear on an everyday basis.

If you want to know how good your hearing is, simply answer the adjacent questions. And in the next few days, pay particular attention to the everyday situations described.

You can also test your hearing by taking our online hearing test at www.siemens.com/hearing or via the smartphone app.

Ten questions to assess your hearing:	YES	NO
Do the people around you seem to mumble and not speak clearly?	<input type="checkbox"/>	<input type="checkbox"/>
Has anyone ever told you that they often have to repeat things for you?	<input type="checkbox"/>	<input type="checkbox"/>
Do you find it hard to understand when someone talks to you from behind or from the side?	<input type="checkbox"/>	<input type="checkbox"/>
Do you find it an effort if someone talks quietly or whispers?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have trouble hearing high-pitched tones (music, birdsong, children’s voices, etc.)?	<input type="checkbox"/>	<input type="checkbox"/>
Do you find it difficult to follow conversations in loud environments, for example, in restaurants?	<input type="checkbox"/>	<input type="checkbox"/>
Are you going out less because you find it hard to follow other people’s conversations?	<input type="checkbox"/>	<input type="checkbox"/>
Has anyone ever asked you to turn down the volume of your television or radio?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have difficulties hearing someone at the other end of the telephone?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have trouble recognizing the direction from which a car, for example, is approaching?	<input type="checkbox"/>	<input type="checkbox"/>



Quick Test

If you have ticked “YES” four or more times, we recommend you contact a Hearing Care Professional or otolaryngologist.

Only a professional hearing test can assess your hearing correctly.



Are you uncertain whether you have a hearing impairment? Do you want to have your hearing tested by a professional, just to make sure? If you answer “YES” to either of these questions, you should contact a Hearing Care Professional or otolaryngologist (ENT).

A hearing test examines your hearing – it is quick and painless and comes with no obligation whatsoever. It determines whether you are suffering from hearing loss and to what extent. It also carefully examines the ear to ascertain the possible reason for the hearing impairment.

If there is a medical cause, the otolaryngologist will treat the hearing loss accordingly. If a hearing instrument is necessary, then you should contact a Hearing Care Professional, who will offer you detailed advice and help you choose the best hearing instrument for your individual needs.

After careful adjustment of the hearing instrument and a brief adaptation period, you will enjoy all the sounds you’ve missed again.

Your Hearing
Care Professional



Hearing instruments help you hear well again.




Many people find it hard to come to terms with the idea of wearing a hearing instrument. They put off the decision and only do something about it when the problems associated with poor hearing simply become too much for them.

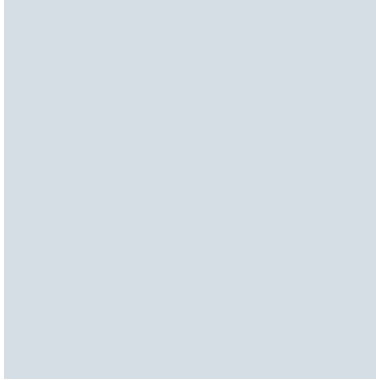
However, the earlier you do something about hearing loss, the better. Even when hearing is just starting to deteriorate, a hearing instrument helps to maintain neural pathways in your brain responsible for hearing all the sounds around you. The longer you put off hearing instruments, the harder it will be for you to get used to them when you do finally wear them, and more importantly, the more you'll miss out in life.

After all, hearing is no different to any other part of the human body: it requires exercise and stimulation. Hearing stimulates and trains the brain. If this stimulus is taken away, hearing not only gets progressively worse but the understanding of speech will also start to deteriorate at some point.

Last but not least, hearing instruments enhance quality of life. Wearers can again hear the positive sounds of life: the voice of the grandchild, birdsong, the rustling of leaves...

The technology of hearing instruments has advanced rapidly. Today's devices are capable of so much more than they were just ten years ago. Ask your Hearing Care Professional to show you the latest Siemens hearing instruments and you'll be surprised by their size, power, sophistication and design.

 You will find more information about hearing in general and about hearing instruments in particular in the following chapter, "What you need to know about hearing".



Hearing instruments are unattractive?

Fact: Hearing instruments are available today in countless fashionable colors and attractive designs.

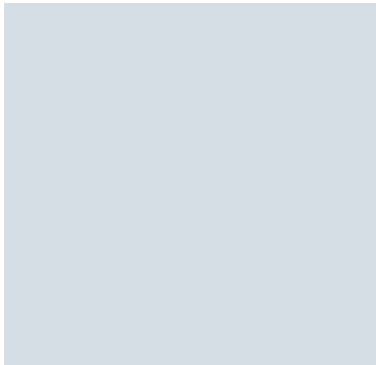


Hearing instruments are large and clumsy?

Fact: Some hearing instruments today are so small and discreet so that they go almost unnoticed.



Facts and misconceptions



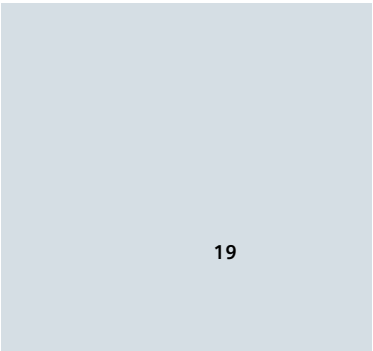
Hearing instruments are delicate?

Fact: Some hearing instruments are not only very robust but also waterproof.



Hearing instruments are complicated?

Fact: Modern hearing instruments are intelligent and automatically adapt to different hearing situations.



What you need to know about hearing.

Good hearing is so important in our everyday lives, yet most people with normal hearing don't even think twice about what it means to be able to hear well. Chatting with friends, listening to the sounds of nature, enjoying music or hearing warning signals – they take it all for granted.

It is only when hearing starts to deteriorate noticeably that we realize just how important good hearing is in our everyday lives. And how much we miss out when we no longer hear well.

Our hearing plays an important role in how we relate to our surroundings. It facilitates the forming of relationships, and opens up a wealth of sensory experiences. It is also very complex and extremely sensitive. So let's give it the attention it deserves...



The ear – a miracle of nature.

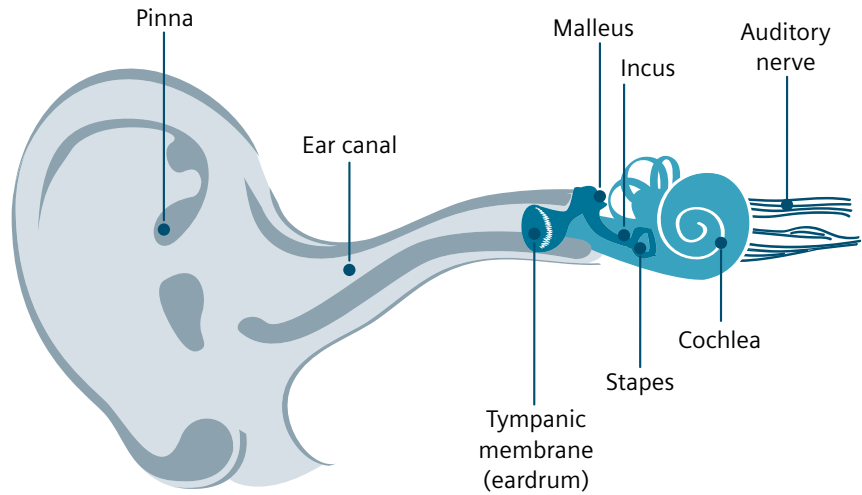


The ear is an amazing and incredibly skilled organ that performs the wonderful and highly complex task of hearing. It can distinguish between 7,000 different pitches and enables the brain to locate sound sources.

Outer ear

Middle ear

Inner ear

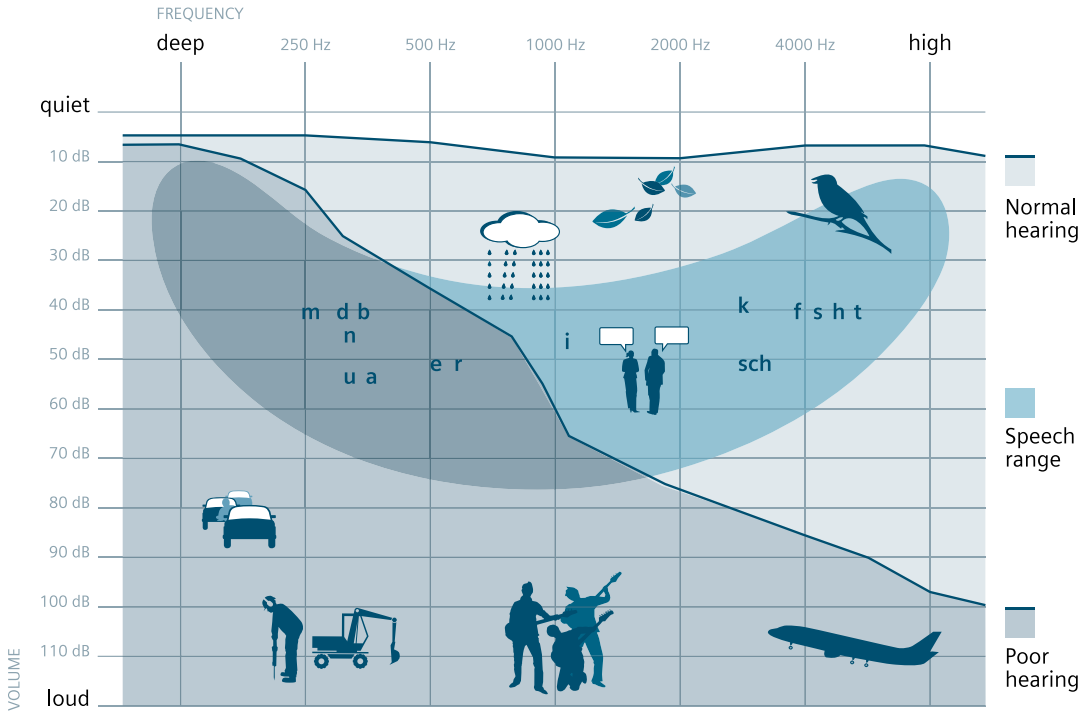


How hearing works:

Outer ear: The outer ear picks up sound and transmits it to the eardrum via the ear canal.

Middle ear: The sound makes the eardrum vibrate and is amplified by the ossicles (three tiny bones Malleus, Incus, Stapes).

Inner ear: The cochlea converts movements of the ossicles into electrical signals. The auditory nerve transmits the signals to the brain.



What does hearing loss mean?

No two cases of hearing loss are the same. However, most often people with a hearing impairment are unable to distinguish soft tones and high pitch sounds and have difficulties hearing sounds such as whispers, children’s voices or birdsong. The understanding of speech also suffers because, as the graphic shows, many of the sounds important for understanding speech, are soft, high pitch sounds such as “s” or “th”. These are sounds that help us determine the difference between “path” and “pass”. And, however paradoxical it may sound, increasing the volume is of limited help. Most likely, people with a hearing impairment need clarity, not volume.

Hearing impairments can occur in all parts of the ear; dysfunctions of the outer or middle ear can generally be treated with medication or surgery. However, a good 80 % of all hearing impairments are caused by dysfunctions of or damage to the inner ear. Today, modern hearing instruments can compensate for most inner ear damage.

What you need to know about the ear

Possible causes of hearing loss:

- Infections or chronic illnesses
- Injuries
- Genetic factors
- Medication that can damage hearing
- Exposure to ongoing or extreme noise
- General wear and tear

What are the different types of hearing instruments?



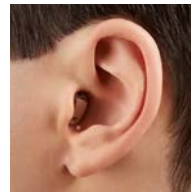
As a rule, hearing instruments are categorized according to type. There are two basic types: Behind-the-Ear (BTE) and In-the-Ear (ITE) systems. The type that is right for you depends on your hearing impairment and on the anatomy of your ear, as well as on your personal requirements with regard to technology and design. Your Hearing Care Professional will be happy to advise you.

BTE systems:



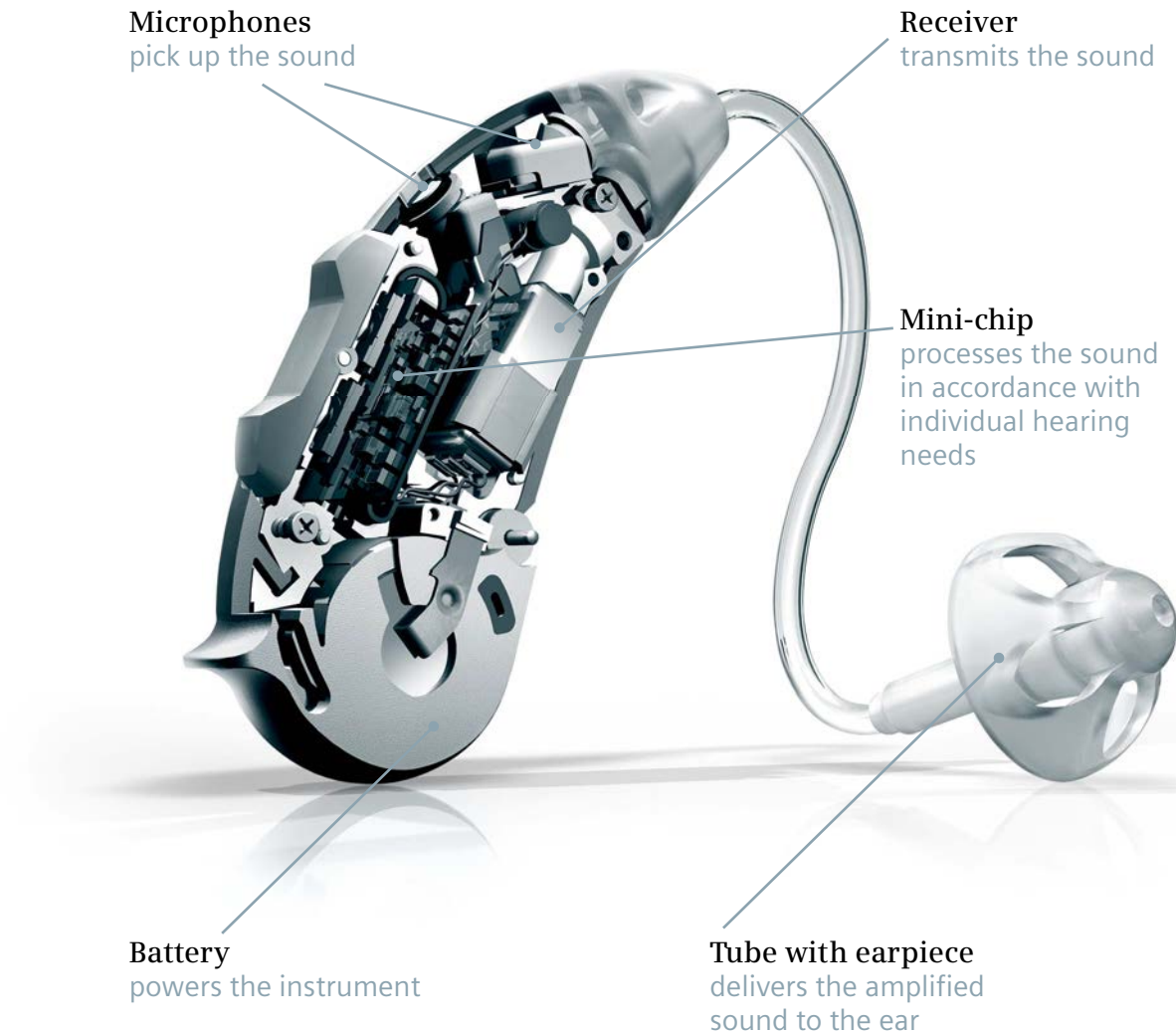
Behind-the-Ear hearing instruments are inconspicuous and comfortable as they do what the name says: they sit behind the ear. BTE hearing instruments are available in two variants: with a tube that delivers the sound from the hearing instrument into the ear, or with an external receiver that sits directly in the ear canal. BTE hearing instruments are available in different performance levels and in many individual colors and designs.

ITE systems:



In-the-Ear hearing instruments are worn directly in the ear. They are custom-made based on the anatomy of the wearer's ear. They sit either in the bowl of the ear or deep in the ear canal.

Components of a hearing instrument:



Hearing instruments – types and designs

Better hearing – in every situation.

Hearing instruments have come a long way in the past few years, and there is now a solution to compensate for almost every type of hearing impairment. Modern hearing instruments are not just small and inconspicuous, they are also extremely powerful and versatile. They can do much more than simply make sounds louder. Intelligent technologies based on microprocessors help to compensate for various forms of hearing impairments.

Type of hearing problem	How technology can help
You have trouble understanding conversations in loud environments, for example in restaurants or at parties.	In loud environments, speech is accentuated and ambient noises are suppressed.
People around you seem to mumble.	High pitches that are important to understanding speech correctly are amplified but low pitches (which add volume) are not.
You cannot clearly identify the direction from which sounds come.	Innovative microphone technology in the hearing instrument improves the localization of sounds and noises.
Music sounds very muffled and dull.	High pitches that the ear cannot detect are amplified and accentuated so that music sounds clearer and more brilliant.
You can only understand television and radio programs if the volume is high.	With suitable accessories, sounds can be transmitted directly and wirelessly to the hearing instrument from devices such as TVs, phones and MP3 players.



When listening to music





When watching television



Improvements experienced with hearing instruments today

In restaurants




When making phone calls



At parties



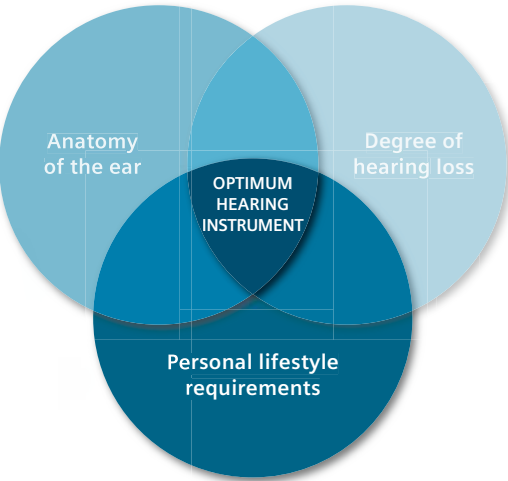
When taking part in sports and leisure activities



Important factors when choosing a hearing instrument.



There is no “one size fits all” answer to hearing loss. Each solution is as unique as the individual impacted. When choosing a hearing instrument, many factors have to be taken into account, particularly the degree of hearing impairment and the individual ear anatomy.



However, it’s not just restoring the hearing loss that is important. Other important considerations arise from your own individual lifestyle requirements. For example, do you want a particularly unobtrusive, discreet instrument, or are you more interested in an attractive design or fully automatic control? It is also essential to consider the situations in which you want to achieve improvements. Are you dependent upon good hearing at meetings or on the telephone? Do you go out a lot – to the theater or restaurants – or are you more the type to stay at home? These are all things to consider when choosing the type of hearing instrument that is right for you.

Your Hearing Care Professional will be happy to help you select and configure all aspects of your hearing instrument.

Things to consider



What do you need?



Wearing a hearing instrument can take some time getting used to, so it's important you feel that you've made the right choice from the outset.

To help you decide on the right hearing instrument, we have put together ten questions that you should ask yourself before visiting your Hearing Care Professional.

In which of the following situations do you wish you could hear better?

	very important	important	not important
During a one-on-one conversation in a quiet environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When talking in restaurants or at parties	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
At meetings or conferences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When driving	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When watching television, listening to music or in the cinema	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is particularly important for you in a hearing instrument?

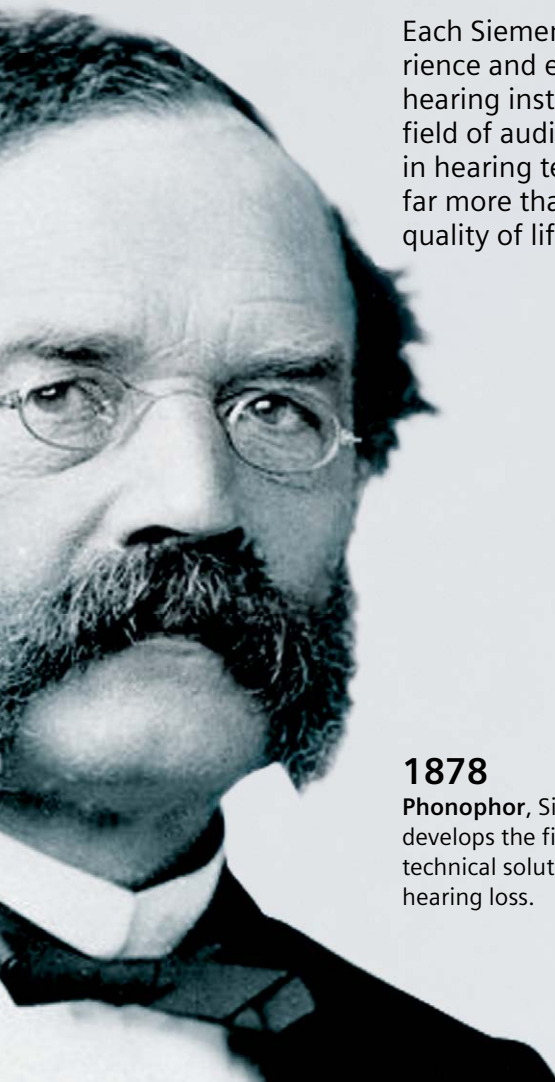
	very important	important	not important
Maximum discretion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ease of use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discreet remote control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compatibility with modern entertainment and communication technology, such as television, PC, mobile phone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Your wishes and requirements

Siemens has been helping the world to hear – for more than 130 years.



Each Siemens hearing instrument incorporates more than 130 years of experience and expertise. In 1878, Werner von Siemens developed the Phonophor hearing instrument and became a pioneer for many other innovations in the field of audiology. Today Siemens BestSound™ Technology sets new standards in hearing technology. We take a holistic view and our instruments aim to do far more than simply compensate for loss of hearing: our goal is to enhance the quality of life for hearing impaired individuals.



1878
Phonophor, Siemens develops the first technical solution for hearing loss.

1910
First line of hearing instruments, Siemens begins the first serial production of hearing instruments.

1949
Phonophor Alpha, Siemens presents the first pocket-size hearing instrument.

1959
Auricullete 326, Siemens launches its first Behind-the-Ear hearing instrument.

1966
Siretta 339, Siemens presents the first In-the-Ear hearing instrument.

1997
Prisma, the first digital hearing instrument featuring a TwinMic.



2004
Acuris, Siemens introduces the first hearing instrument featuring a wireless system, e2e wireless, small enough to fit in CICs.



2010
Siemens writes a new chapter in hearing instrument technology.



2011
Aquaris, the first truly waterproof digital hearing instrument from Siemens.

Siemens expertise



You can find further information about our hearing instruments in the chapter “Individual solutions” or on the Internet at www.siemens.com/hearing.

Prepared for any hearing situation.

Every good hearing instrument offers certain basic features. But optional features can improve hearing in individual situations to fit your specific needs, making life easier.

Siemens offers many helpful features for better hearing, improved sound comfort and individual preferences – as illustrated in the everyday examples that follow.

Features and
benefits



Start the day right.



For many of us, the day begins with a conversation over breakfast; maybe we make a quick phone call before heading out for the day. Even in these simple listening situations, a hearing instrument can ensure that we catch every little nuance.



Directional microphones >

A directional microphone focuses on sounds that originate in front of you, reducing noises from other directions, helping you to focus on your conversation partner.

Feedback management

Feedback management describes the process of suppressing feedback whistling within milliseconds. The latest feedback cancellation system is now more effective than ever. So you can forget about that irritating whistling sound once and for all.



Telecoil

The Telecoil, also called T-coil, automatically detects the magnetic signals from devices like landline phones and inductive transmission systems, e.g. in theaters and cinemas, and transmits them directly to your hearing instrument.



Features

Directional microphones

Feedback management

Telecoil



Carpe diem.



Each day is full of interesting conversations in the most diverse environments. Sometimes with many different dialog partners, like in a meeting. Other times, you cannot turn to face the person you're talking to, such as when you are driving. The right features ensure that you never miss a thing.

Multi-channel adaptive microphone

The multi-channel adaptive microphone can follow and fade out multiple moving sources of background noise – making sure you're well-equipped for meetings or gatherings.



Remote control option

Discreetly switch settings or programs and adjust the volume by using a remote control. The ePen™ won the renowned "iF" and "reddot" design awards.

SpeechFocus

With SpeechFocus, you can hear speech well in the presence of background noise, even when it comes from behind you or from the side. This is ideal when you're driving or cannot look at the person you are speaking to.

Automatic adaptive microphone

In noisy situations, the microphone switches to focus on speech in front of you, reducing the intensity of noise around you. Adaptive microphones can follow and reduce sources of noise as they move – for example, if a truck drives by the window during a conversation or conference – making it much easier to listen in noise.

Features

Multi-channel adaptive microphone

Remote control option

SpeechFocus

Automatic adaptive microphone





Making the most of midday.



The sounds we experience every day enliven and enrich our lives, but sometimes all these impressions can be overwhelming. The clatter of dishes at a restaurant, the rustle of paper while at the doctor’s office, the person crinkling a bag of chips when we watch a matinee: wouldn’t it be ideal if we could focus on only the sounds we want to hear? The right features can act as a filter – so you can concentrate on what’s really important.



Speech and noise management

Speech and noise management supports the directional microphone system and reduces the effort of speech understanding in noisy situations. Furthermore, it also makes listening in noisy situations more comfortable by dampening the general noise level.



SoundSmoothing

SoundSmoothing™ reduces sudden jarring noises like the sounds of clinking dishes, crinkling newspapers or heels on hard flooring.



Directional speech enhancement

Directional speech enhancement takes speech and noise management one step further and offers additional sound attenuation, filtering out ambient noise even more effectively.



Frequency compression

If your hearing loss is of a certain configuration, frequency compression compresses and shifts high-pitched sounds that you would otherwise be unable to hear to a lower range where residual hearing is better. This means you can still take part in the conversation, even in noisy locations like busy cafés.

Features

- Speech and noise management
- SoundSmoothing
- Directional speech enhancement
- Frequency compression



Out and about.



Window shopping in town can be especially challenging when you're constantly exposed to changing situations and sounds coming from every direction. It's good to know that you can rely on your hearing instrument. And a short conversation on your cell phone or listening to your favorite song is easy to do – even in the hustle and bustle.



Learning options

With this feature, a hearing instrument can “learn” how you like to hear in different situations within just a few short weeks. The result is an intuitive hearing instrument that automatically adjusts itself to suit your listening preferences, eliminating the need for you to manually change the volume after the learning period. Siemens offers learning with various levels of sophistication depending on the hearing instrument you choose.



Bluetooth compatibility >

Bluetooth connections make an impromptu cell phone call simple and easier to hear. Your hearing instrument can be wirelessly connected to your cell phone or other external audio and entertainment devices, receiving true stereo signals directly into both hearing instruments (accessories: Tek™/miniTek™).

TruEar

The TruEar™ feature simulates the function of the outer ear, helping you to localize sound sources from the front and back. This can improve your understanding in bustling environments and it refines your orientation, keeping you safe as you navigate busy streets with lots of traffic.



Features

Learning options

Bluetooth compatibility

TruEar

Afternoon adventures.



Longing for some fresh air? Whether you're simply taking a stroll or intensely involved in extreme sports, there are features that improve your orientation with refined directional hearing and hearing instruments that are equipped to handle wind and water.



e2e wireless 2.0

e2e wireless™ 2.0 synchronizes left and right hearing instruments, enabling better directional hearing. This is ideal for better orientation, for example, when you cross the street while jogging.



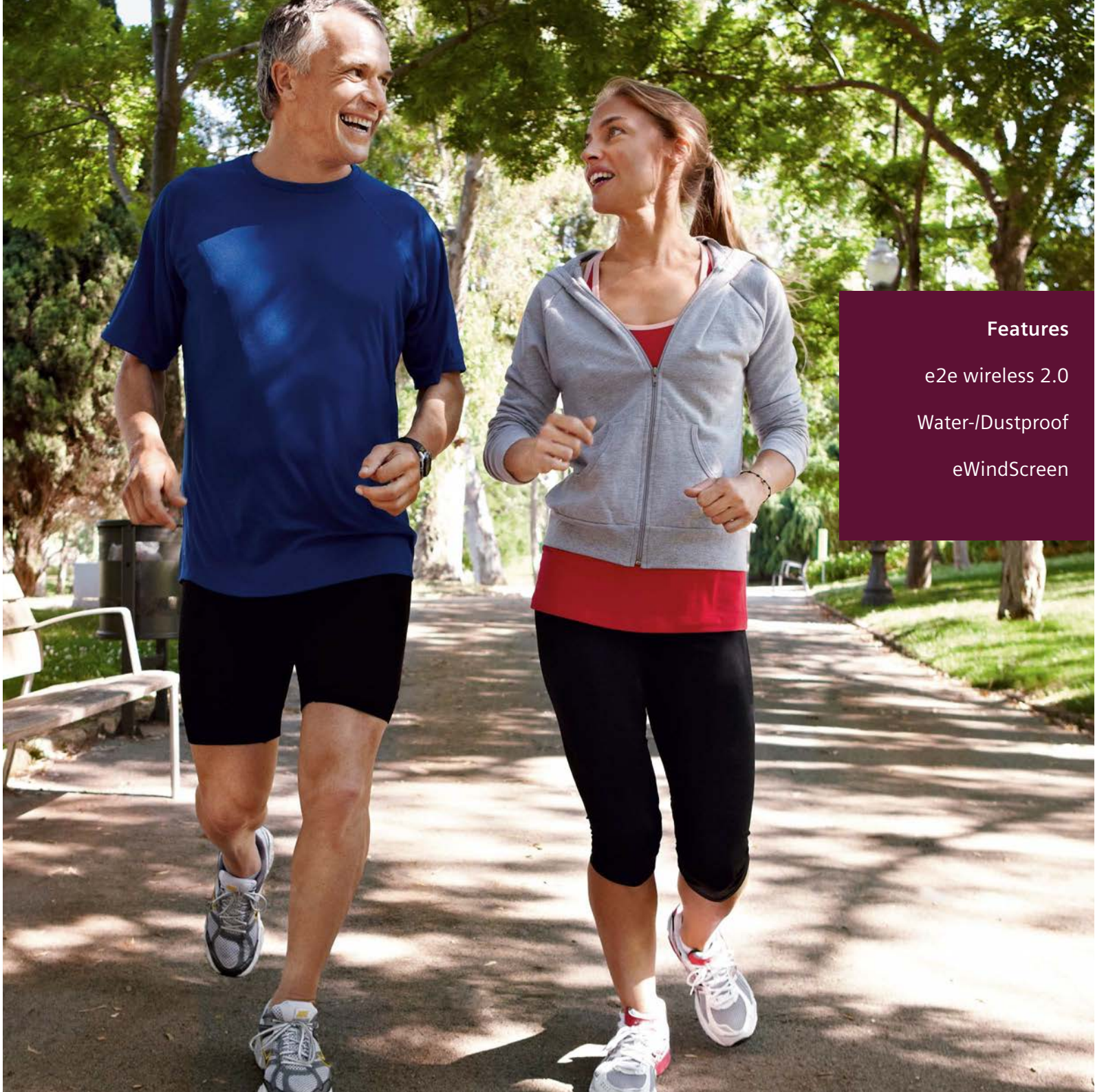
Water-/Dustproof (IP68 certified*)

If you're looking for a hearing instrument that can take a beating, Aquaris™ is the waterproof, sweat- and dust-resistant solution. It is the first truly waterproof hearing instrument from Siemens with a fully protected housing and is waterproof to a depth of one meter.

eWindScreen >

eWindScreen™ helps you to hear better when you're outdoors by detecting and selectively reducing wind noise – increasing comfort and making listening comprehension a breeze.

* Ingress Protection Rating 68:
- IPX8 Ingress Protection Rating for complete and continuous immersion in water
- IP6X full dust protection for uncompromising quality and safety



Features

e2e wireless 2.0

Water-/Dustproof

eWindScreen



Happy ending.



The right options make spending a quiet evening at home the ideal end to a busy day – maybe while listening to music – because with the right feature you can listen to your favorite songs to the fullest. And lying back with a good book or magazine becomes a true luxury with a hearing instrument that can reduce the annoying ringing of tinnitus.

< ■ Tinnitus noiser

If you are suffering from tinnitus, the optional tinnitus noiser function can help you relax and read with full concentration by reducing the effects of tinnitus.

■ SoundBrilliance

SoundBrilliance™ provides crystal clear sound at high frequencies so that you can enjoy every note of your favorite song.

■ Rechargeability

Siemens Pure™ and Motion™ hearing instruments are rechargeable, so there is no need to constantly change batteries. The eCharger accessory is easy to use and sustainable.

■ Extended bandwidth

When your hearing loss is mild or moderate, the extra bandwidth offered by the latest BestSound Technology allows you to hear ultra-high frequencies better. So when your favorite opera diva gives her best, you will be able to appreciate the performance.

Features
Tinnitus noiser
SoundBrilliance
Rechargeability
Extended bandwidth



Help from your Hearing Care Professional.



If you're wondering which features are right for you, a conversation with your Hearing Care Professional can help. With their expertise, they can offer you detailed advice and help you choose the right solution for your individual needs.

To help you decide which features are important to you, we have put together a checklist. Simply check the features that interest you.

You can use this checklist to prepare yourself for a conversation with your Hearing Care Professional.		important	not important
Directional microphones, page 36		<input type="checkbox"/>	<input type="checkbox"/>
Feedback management, page 36		<input type="checkbox"/>	<input type="checkbox"/>
Telecoil, page 36		<input type="checkbox"/>	<input type="checkbox"/>
Multi-channel adaptive microphone, page 39		<input type="checkbox"/>	<input type="checkbox"/>
Remote control option, page 39		<input type="checkbox"/>	<input type="checkbox"/>
SpeechFocus, page 39		<input type="checkbox"/>	<input type="checkbox"/>
Automatic adaptive microphones, page 39		<input type="checkbox"/>	<input type="checkbox"/>
Speech and noise management, page 41		<input type="checkbox"/>	<input type="checkbox"/>
SoundSmoothing, page 41		<input type="checkbox"/>	<input type="checkbox"/>
Directional speech enhancement, page 41		<input type="checkbox"/>	<input type="checkbox"/>
Frequency compression, page 41		<input type="checkbox"/>	<input type="checkbox"/>
Learning options, page 42		<input type="checkbox"/>	<input type="checkbox"/>
Bluetooth compatibility, page 42		<input type="checkbox"/>	<input type="checkbox"/>
TruEar, page 42		<input type="checkbox"/>	<input type="checkbox"/>
e2e wireless 2.0, page 44		<input type="checkbox"/>	<input type="checkbox"/>
Water-/Dustproof, page 44		<input type="checkbox"/>	<input type="checkbox"/>
eWindScreen, page 44		<input type="checkbox"/>	<input type="checkbox"/>
Tinnitus noiser, page 47		<input type="checkbox"/>	<input type="checkbox"/>
SoundBrilliance, page 47		<input type="checkbox"/>	<input type="checkbox"/>
Rechargeability, page 47		<input type="checkbox"/>	<input type="checkbox"/>
Extended bandwidth, page 47		<input type="checkbox"/>	<input type="checkbox"/>



Hearing Care Professional

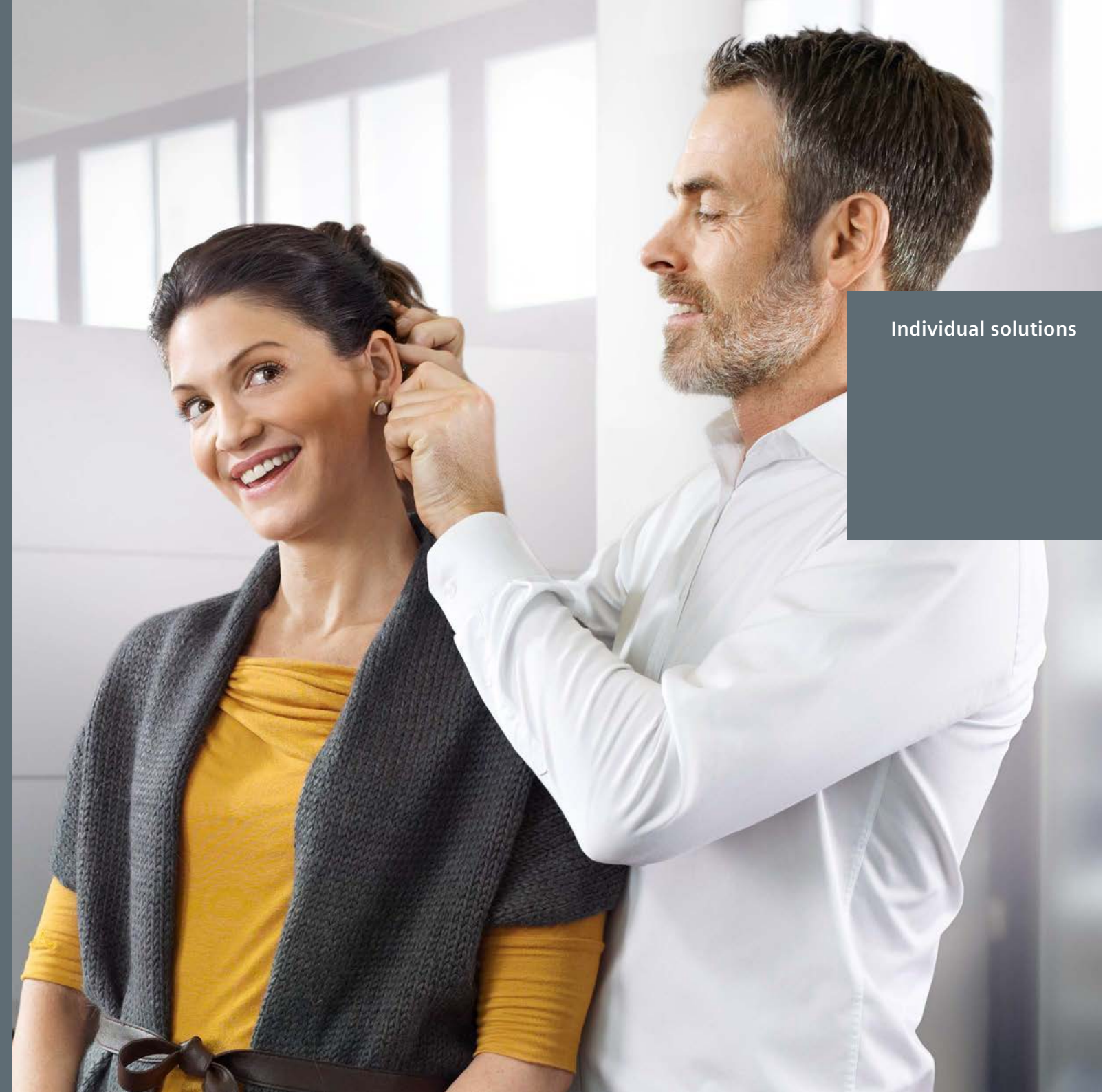
Checklist

Solutions for individuals. Siemens hearing instruments.

No two people's hearing needs or wishes are the same. Some wearers want as discreet a solution as possible, whereas others attach great importance to ease of use. The one thing they all have in common is the desire for better hearing, so hearing instruments need to deliver both from a technology perspective and in their design.

This chapter will introduce you to Siemens' comprehensive range of hearing instruments. Read on to find a solution that fits your individual needs.

Individual solutions



A broad selection for the perfect fit.



Thanks to our more than 130 years of experience in audiology, we understand exactly the wishes and requirements of our customers. Within the two “Discreet” and “Comfort” product segments, we offer a wide range of hearing instruments – in various performance levels and equipment variants. Whatever your requirements of a hearing instrument, Siemens has the right solution for you.

Discreet			Comfort		



iMini. Individually crafted to perfection.

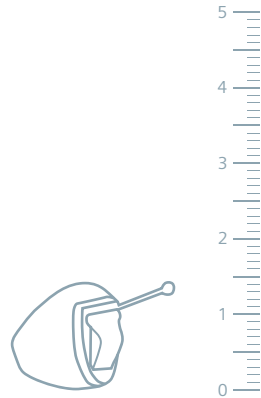


The iMini™ is up to 30% smaller than conventional CICs; each is individually crafted by hand. Featuring sophisticated technology, it enables excellent hearing in almost any situation. As it sits deep inside the ear canal, it is also virtually invisible. iMini combines high-tech with maximum discretion and exclusivity.

Style:
CIC
(Completely in the Canal)

Suitable for mild to moderate
hearing impairments

Actual size in cm





Style:
DeepFit CIC
(Completely in the Canal)

Suitable for mild to moderate
hearing impairments

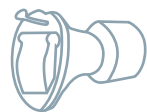
Eclipse.

Highest discretion, more natural sound.



Eclipse™ is deeply positioned in the ear canal, avoids the occlusion effect (a sensation similar to holding the ears closed) and offers a far more comfortable and natural hearing experience than a conventional CIC. Eclipse is easy to place in the ear and to remove. The flexible soft dome provides an extremely comfortable fit.

Actual size in cm



Ace.

Smaller. Simpler. Smarter.



The new Ace™ redefines discretion as Siemens' smallest, virtually invisible RIC solution. Offering a personalized tinnitus function, flexible fitting range for progressive hearing losses, and inconspicuous reliable functionality, it is the ideal immediate and long-term solution. Featuring the latest technology, Ace offers unprecedented clarity.



Ace is available in many different colors.

Style:
RIC (Receiver in the Canal)

Suitable for mild to
moderately severe
hearing impairments

Actual size in cm





Pure.

Consummate technology and design.

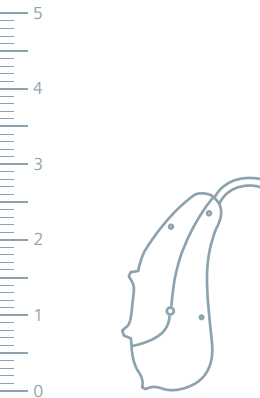


Pure™ offers exceptional hearing quality in miniature. As the earpiece sits directly in the ear canal, the instrument is particularly inconspicuous. Fitted with the latest hearing system technology, Pure automatically adapts to the respective hearing situation, and has personalized tinnitus functions and wireless connectivity for a customized hearing experience based on your needs.



Pure is available in many different colors.

Actual size in cm



Pure Carat.

A true all-round talent.

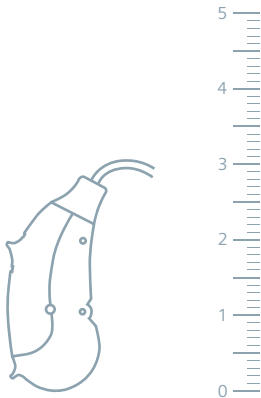


Pure Carat™ is among the smallest hearing instruments from Siemens. However, it's packed with extraordinary power and amazing possibilities. Meet Pure Carat and discover the great versatility of this device. It also has special tinnitus functions.



Pure Carat is available in many different colors.

Actual size in cm





Siemens Life.

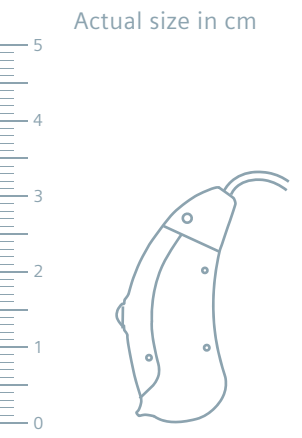
Hearing comfort meets elegance.



Siemens Life is the smallest conventional BTE instrument in our portfolio, combining accomplished design with state-of-the-art Siemens hearing system technology. Equipped with soft, flexible LifeTubes, it's suitable for all wearers and a great discreet and simple solution for those looking for an ergonomic, comfortable fit. It also has enhanced tinnitus functions.



Siemens Life is available in many different colors and patterns for your own personal style.



Motion.

A partner for life.



Motion ITEs



Motion P



Motion SX

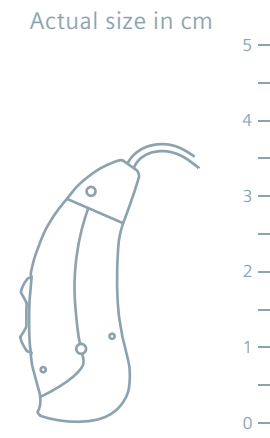
Motion is incredibly easy to use. The hearing instrument is available in different styles and sizes and can be configured with various control elements, depending on your individual requirements. Available in BTE and ITE style.



Motion is available in many different colors.

Style:
BTE (Behind-the-Ear),
ITE (In-the-Ear)

Suitable for mild to severe
hearing impairments





Style:
BTE (Behind-the-Ear)

Suitable for mild to
moderately severe
hearing impairments

Aquaris.

The waterproof hearing instrument.

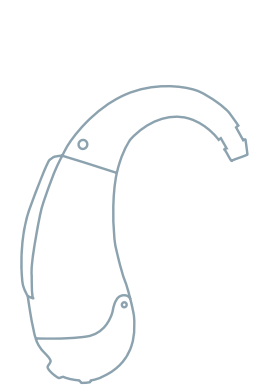


Aquaris is the most robust and truly waterproof hearing instrument available (IP68). Thanks to its special housing, it is suitable for continuous immersion in water and also efficiently repels perspiration and dust. Aquaris offers maximum audio quality, allowing wearers to pursue every aspect of life to the fullest. It also includes a personalized tinnitus function.



Aquaris is available in many different colors.

Actual size in cm



Nitro.

Power for every day.



Nitro™ is the ideal solution for people with moderate to profound hearing loss. With a maximum 81 decibels of gain, it supports the wearer in all areas of life – at work, during sports and leisure activities. Nitro is not only particularly powerful, it also offers great ease of use and high wearing comfort. Available in BTE and ITE style.

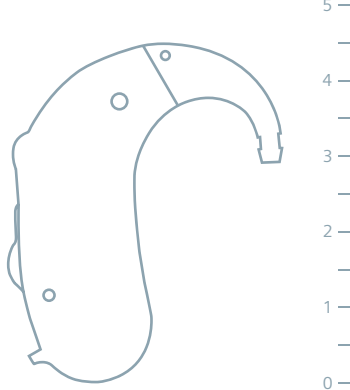


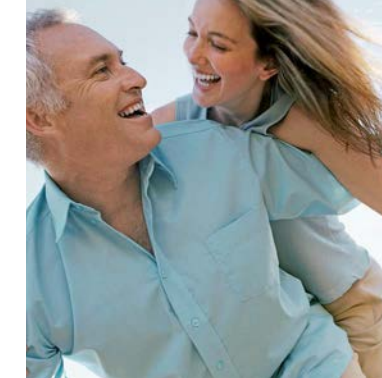
Nitro is available in many different colors.

Style:
BTE (Behind-the-Ear),
ITE (In-the-Ear)

Suitable for moderate to
profound hearing
impairments

Actual size in cm





Lotus.

The reliable solution.

Style:
BTE (Behind-the-Ear),
ITE (In-the-Ear)

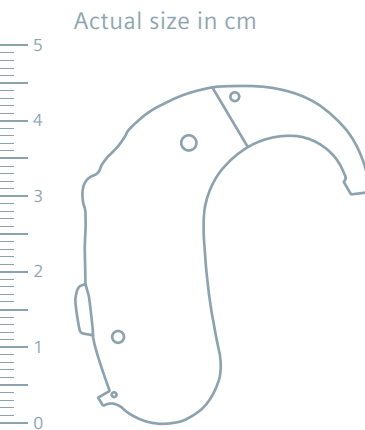
Suitable for mild to severe
hearing impairments



Lotus™ combines proven technology with ease of use and good audio quality – at good value for money. The housing is robust and particularly reliable in everyday use.



Lotus is available in three different colors.



Intuis.

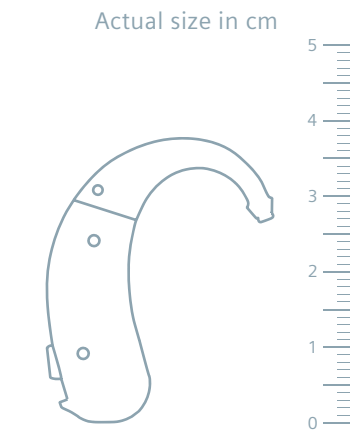
Understanding – made easy.

Style:
BTE (Behind-the-Ear),
ITE (In-the-Ear)

Suitable for mild to severe
hearing impairments



Intuis™ makes hearing simple on three levels: it is uncomplicated, comfortable and reliable – and available at good value for money. Its sophisticated hearing system technology can be operated intuitively and offers a variety of functions that ensure good hearing comfort in any situation.





Siemens Explorer.

Ideal for young adventurers.

Style:
BTE (Behind-the-Ear)

Suitable for moderate to
severe hearing impairments



Siemens Explorer P



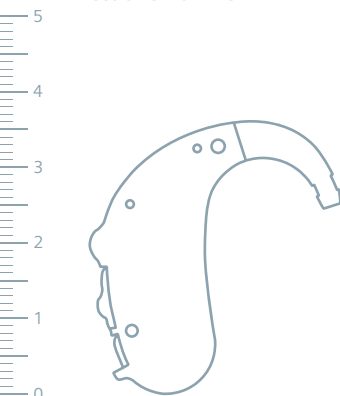
Siemens Explorer M

Siemens Explorer™ is the ideal hearing instrument for children and young people: it is easy to use and particularly robust. Thanks to the special earhook, it is easy to fit and sits securely behind the ear. The hearing technology is tailored to the needs of children; pediatric programs support them in their development.



Siemens Explorer is available in many different colors.

Actual size in cm



Accessories for every eventuality.

Accessories



eCharger

Powers and protects hearing instruments. Devices charge conveniently overnight.



VoiceLink

The VoiceLink™ microphone connects to miniTek as a useful aid for a wide range of difficult listening situations.

Siemens offers a range of practical accessories to supplement your hearing instrument and ensure greater comfort and discretion.



Tek and miniTek

Wirelessly connects audio sources to hearing instruments, transmitting audio signals in true stereo sound. miniTek was named winner twice at the "Bluetooth SIG Best of CES" awards.



ProPocket and ePen

Remote controls for convenient and discreet adjustments. The ePen won the renowned "iF" and "reddot" design awards.



reddot design award
winner 2010



product
design
award
2010

Getting to know your new hearing instrument.

Once you have chosen a Siemens hearing instrument, it will be a reliable partner to accompany you through every day. However, like everything new, it will take you a little while to become familiar with it and to adjust.

Take your time! This chapter will help you make the most out of the adjustment period. Even if you initially find it hard to get used to a hearing instrument, you will quickly come to appreciate the advantages and greater quality of life it offers.

Your new hearing
instrument



Learning to hear all over again.



The ticking of a clock, your car's engine, a dripping tap: your hearing instrument will enable you to hear many noises again that you might not have been aware of for a very long time.

Although this can initially seem strange, irritating or even downright unpleasant, it is completely normal. Hearing loss is generally a long, gradual process and the brain, in turn, has to readjust to the many new sounds you are experiencing. At first, you might perceive certain sounds as being loud: the fridge sounds like a freight train or flushing the toilet like a waterfall. Don't worry; this perception of sound is quite normal in the initial adjustment phase. After a while, the brain will learn to tune out the sounds you don't want to hear.

At the same time, you will rediscover many pleasant sounds, such as the rushing of a stream, birdsong or the rustling of autumn leaves. Lively discussions will become a pleasure once again and you'll be able to enjoy your favorite music in full. A whole new world of sounds will open up for you ...

Practical tips



Practice makes perfect...



Every wearer has a different experience of adjusting to a hearing instrument, however, a few useful tips will get you off to the right start.



The most important thing is to have the right attitude. Be patient with yourself and think positively. Make a conscious effort to enjoy the various sounds and noises that you can hear again. It helps to have realistic expectations. Unlike a pair of glasses that provides an immediate remedy, you have to relearn how to hear correctly. The adjustment period can take anywhere from a few days to several weeks.

Before long, you will be able to hear and understand much more in many different situations. You will progress quickly if you wear your hearing instrument all of the time and follow these recommendations:

- Start to use your hearing instrument first thing in the morning.
- Wear it all day until you go to bed at night.
- Do not take it off, even if you think you do not need it, for example, when reading in quiet. In this way, you will also hear the doorbell or telephone ring, and also learn how it is to hear with hearing instruments in quiet.

...even when using a hearing instrument.

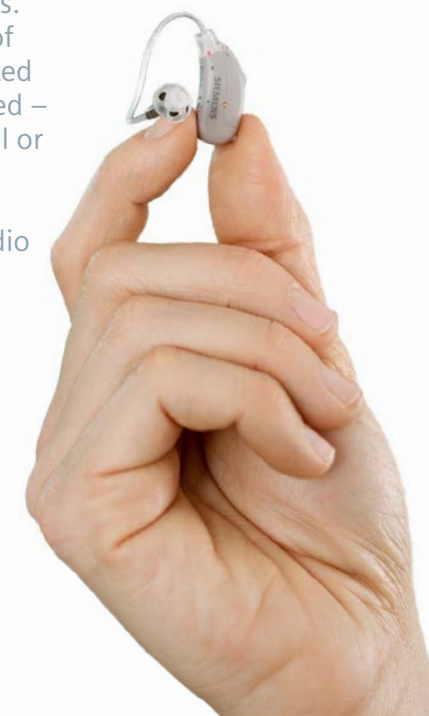


- Keep a hearing instrument diary in which you write down your positive and negative experiences.
- Listen carefully to the volume and quality of noises in different hearing situations.
- Tell your Hearing Care Professional about your experiences at your next appointment.



- Train your hearing by exposing yourself to various hearing situations.
- Especially after longer periods of living with hearing loss, dedicated hearing training is recommended – with a Hearing Care Professional or at home.
- For at-home training, use the Siemens eARena interactive audio training on DVD.

Practical tips



Hear and experience more and live life to the fullest.



After the initial period with your new hearing instrument, you will realize just how much your life has changed and how much more you get out of it.

Being able to hear well again has many positive effects. Studies show that the large majority of hearing instrument wearers are very or extremely satisfied with their hearing instruments. Experienced users report that their social contacts, as well as their physical and mental well-being, have improved markedly. They feel fitter and much more ready to take on new things.⁽¹⁾

Be open to your new hearing experiences. It will improve your quality of life.

(1) Source: Marke Trak VIII, Survey of Hearing System Users, conducted by Better Hearing Institute, Washington 2011, www.hear-it.org



Positive effects



Convenient:
automatic battery
charging and drying
of the Siemens Pure
and Motion hearing
instruments in the
eCharger.

The right way to use your hearing instrument.

Siemens hearing instruments are so robust that they will function reliably for years. It is, however, important that you take care of your instrument and observe a few basic rules which will soon become habit.

Practical tips on maintenance and use:

Hearing instruments are highly sophisticated technical masterpieces. For hygiene reasons and to maintain their functionality, clean your hearing instrument daily.

Clean your Behind-the-Ear or In-the-Ear hearing instrument according to the instructions, using only the recommended cleaning products. You will find further information in the instructions for use or contact your Hearing Care Professional.

Dry your hearing instrument overnight. Please use the recommended drying products.

After longer periods of non-use, store your hearing instrument with open battery compartment (and batteries removed) in an electrical drying system in order to prevent the penetration of moisture.

Take your instrument to your Hearing Care Professional at regular intervals for a more thorough professional cleaning.

Remember to have your replacement batteries on you at all times – just in case the battery expires while you are out and about.

Maintenance
and use

Family and friends can make a difference to hearing success.



The right support makes everything easier! Family and the social environment can help to make the adjustment period a success.

Encourage the hearing instrument user to wear the instrument on a regular basis.

You may notice your friend or relative participating more in the conversation, or attending more social events since they have been wearing hearing instruments. Tell them you've noticed and give them frequent positive feedback. Even if your friend or relative is wearing a hearing instrument, remember the rules for communicating with the hearing impaired mentioned on page 13.

Last but not least: remind him or her to go to the Hearing Care Professional for fine tuning of the hearing instrument.

Information for
family and friends



Always there for you: your Hearing Care Professional.



Whether service or aftercare, your Hearing Care Professional is there for you and will ensure that your hearing instrument is finely tuned and optimized for your needs.

The Hearing Care Professional also checks that the instrument sits correctly and checks your progress with a new hearing instrument. He or she will replace worn parts and, if necessary, carry out any servicing and repairs.

For more information about how Siemens hearing instruments can improve your quality of life, talk to a Hearing Care Professional or visit our homepage: www.siemens.com/hearing

Service and
aftercare



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The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

The required features should therefore be specified in each individual case at the time of conclusion of the respective contract.

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