



The Best
Value In
Better
Hearing.



Cierra with
Precision Directional Imaging

**sale
sale
sale
sale
sale**



Your decision to enjoy the benefits of better hearing with digital amplification will significantly impact your quality of life in countless ways.



And like many life-changing decisions, it also impacts your bottom line.

So naturally, you want to get the best value for your investment. And to be confident that you're paying for what you really need.

That's why we're pleased to offer **Cierra** From Starkey Laboratories.

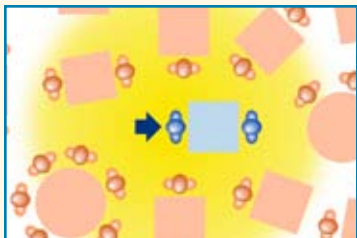
Cierra's combination of sophisticated, yet easy-to-use digital technologies is our best hearing value. Whether you're a first-time wearer or have worn hearing aids before, Cierra's versatility makes it an ideal digital solution for effective hearing in a wide variety of sound environments.

Unlike other basic or entry-level digital systems, Cierra offers Starkey's automatic Precision Directional Imaging. PDI is the key ingredient to help improve your understanding in life's more challenging sound situations.





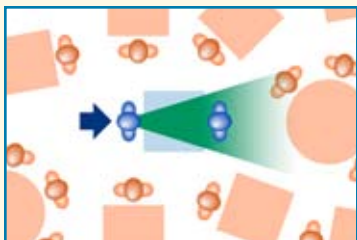
Conventional Hearing Aids



In high-noise places like restaurants, conventional hearing aids amplify sounds from ALL directions, making it more difficult to understand conversations.



Cierra with Automatic PDI



PDI automatically narrows the sound reception area and reduces the interference of noise from either side and behind you.



In places that are full of sound, like restaurants and parties, you're probably only interested in hearing your conversation with the person in front of you.

The non-directional sound reception pattern of most older and less-sophisticated hearing aids often made hearing more difficult by amplifying sounds from all sides.

PDI's digital signal processor continuously monitors your sound environment. When noise levels reach a consistently higher volume, the built-in computer microprocessor automatically and smoothly narrows Cierra's sound reception pattern to focus on the area in front of you - where most conversations take place. With fewer sounds to distract you, understanding in noisy places is significantly improved.

Until now, automatic PDI has been available only in our most advanced - and expensive - systems. Cierra offers this premium technology in an affordable solution.



PDI is just one of Cierra's many performance benefits available as part of Starkey's Precision Audio Imaging (PAI) digital technologies.



PAI is a series of highly flexible, high-fidelity features that can dramatically improve your listening experience.

Another of PAI's capabilities, Precision Frequency Resolution, provides extremely precise programming and adjustment to more accurately match your hearing requirements.

All together, PDI and PAI's sophisticated automatic characteristics not only improve your ability to understand words and conversations, they can also reduce listening fatigue. This keeps you fresh and alert to hear the sounds you want - and need - to hear.

As your authorized professionals, we are happy to discuss how Cierra's tremendous sophistication and value can improve your quality of life. We'll also help you determine the size and type of instruments that best match your listening needs and lifestyle.

Ask us today for more information about Cierra.



Your authorized **Cierra with
Precision Directional Imaging**
professionals:

Whether it is your first experience with amplification or you've worn instruments before, Cierra offers an affordable opportunity to enjoy the many benefits of premium-level digital hearing.

Can Cierra With PDI
Benefit You?

