



Instead of hearing ALL the conversations...



understand the one that matters most.

Now there's a way to enjoy improved hearing in more difficult listening situations...

ABC HEARING AID SERVICES
123 ELM STREET
ANYTOWN, USA 00000

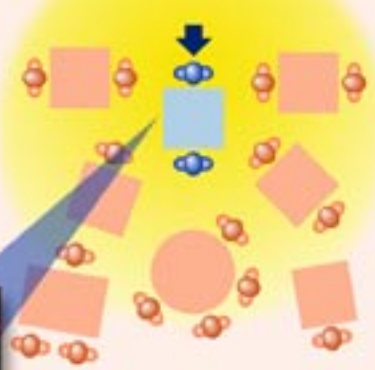
HOW PRECISION DIRECTIONAL IMAGING CAN IMPROVE HEARING IN NOISY SITUATIONS:

OMNIDIRECTIONAL

Conventional aids
amplify sounds from
all directions...



...making it more
difficult to understand
a conversation with
someone facing you.



PDI DIRECTIONAL

When activated, PDI
narrows the sound
reception area...



...reducing the inter-
ference of sounds and
conversations from
the sides and rear.



Precision Directional Imaging - Better Hearing In The Right Direction.

Places like restaurants and parties are full of sounds. But chances are, you're only interested in hearing the conversation in front of you.



In these situations, the sound reception patterns of conventional hearing instruments make the problem worse by amplifying sounds from all sides. Many more sounds that you don't need to hear rather than the few that you do.

That's why we offer better hearing with **PDI - Precision Directional Imaging** from Starkey Labs.

PDI's elaborate digital signal processor continuously monitors your sound environment. When noise levels

reach a consistently higher volume, the built-in microcomputer smoothly narrows the sound reception pattern to focus on the area in front of you,



where most conversations take place. When noise levels drop, PDI returns the reception to a wider configuration.

With fewer sounds competing for your attention, understanding in noisy places can be significantly improved, especially when compared to hearing instruments without this directional capability.

In fact, studies show that for every one decibel increase in the directivity index - a ratio of desired speech sounds to noise - can equal an approximately 14% improvement in

speech understanding.*

Depending on your individual listening requirements, PDI's directional recep-



tion can switch automatically, or controlled by your push of a button on the instrument. And PDI is just one of many features available as a part of Starkey's **Precision Audio Imaging (PAI)** family of digital hearing solutions. PAI offers a full complement of flexible high fidelity noise management and cancellation features to meet any hearing and lifestyle need.



www.starkey.com

* individual results may vary. See your Hearing Professional for details.

Ask us today how PDI - Precision Directional Imaging - can help you more clearly understand life's important sounds and conversations.

PRIVATE HEARING CONSULTATION Sept 13, 14 and 15

CALL TODAY FOR AN APPOINTMENT: 123-456-7890

ABC HEARING AID SERVICES

123 ELM STREET • ANYTOWN, USA 00000