

**FORGET WHAT YOU'VE HEARD OR READ ABOUT HEARING AIDS.
THE COMPUTER REVOLUTION HAS ARRIVED FOR YOUR EARS!**



A better way to hear.

Have you been ignoring your hearing difficulties because you thought conventional hearing aids just wouldn't work for you?

Just like a PC, our new digital hearing instruments are run by software. These algorithms convert sounds into computerized bits that are processed faster and with higher fidelity to recognize the

audio signal's key ingredients.

The software can continually divide sounds into high and low frequency channels. Preserving and emphasizing the high frequencies critical understanding voices and conversations over the distracting rumble of low frequency noise.

Digital better hearing has so much more to offer. Isn't it time you stopped ignoring your hearing problem and consider how this amazing technology may change the way you hear your world?



And because noise is more acoustically consistent over time, digital hearing software can instantaneously adjust the balance between distracting sounds and those you want to hear.



How **digital hearing technology** improve life's important sounds and conversations.

INCOMING SPEECH AND NOISE SOUNDS



Analog sound waves containing a mismatch of desirable and unwanted sounds.

DIGITAL CONVERSION



Sound is broken into binary "bits" - "1s" and "0s" for faster, more complex processing.

SIGNAL PROCESSING & AMPLIFICATION



Unique algorithms manipulate certain characteristics to achieve a better balance of sound

GENESIS

Digital technology to match your needs and lifestyle

We offer hearing technology from the world's leading custom hearing instrument manufacturer, Starkey Laboratories. We have a complete line of Genesis digital technology to match your hearing needs and lifestyle requirements.

This includes the highly popular, virtually invisible completely-in-the-canal (CIC). Now you can have all the sophistication of digital technology without anyone knowing that you're wearing computers in your ears!



The virtually invisible CIC

If you suspect you or someone you know may have hearing difficulties, call for an appointment.



YOU ARE INVITED TO A SPECIAL HEARING CONSULTATION

www.starkey.com

**THIS WEEK ONLY at
ABC Hearing Aid Center**

1234 Main Street • Anytown, USA 01234

(800) 123-4567 or 123-4567 Office Hours: 8 A.M. - 5 P.M.

FREE HEARING CONSULTATIONS • MANY PRODUCT SPECIALS • BATTERY DISCOUNTS

VALUABLE COUPON



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