

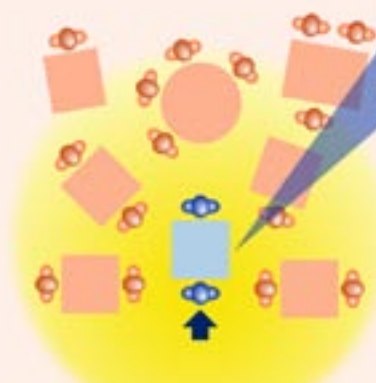
PRECISION DIRECTIONAL IMAGING™ (PDI) FROM STARKEY LABS

Understand the most important conversations with PDI Hearing Technology



CONVENTIONAL INSTRUMENTS

Conventional aids amplify sounds from all directions...



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

Enjoy improved hearing with PDI

Exclusively from Starkey Laboratories –

PDI's digital signal processor continuously monitors your sound environment. When noise levels reach a higher volume, the built-in

computer narrows the sound pattern to focus on the area in front of you, where most conversations take place. When noise levels drop, PDI returns to a wider configuration.



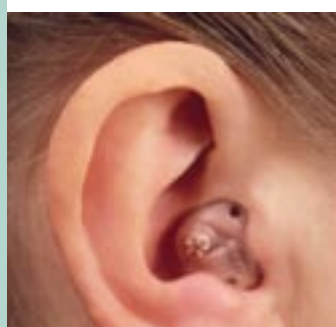
www.starkey.com

PDI ENHANCED INSTRUMENTS

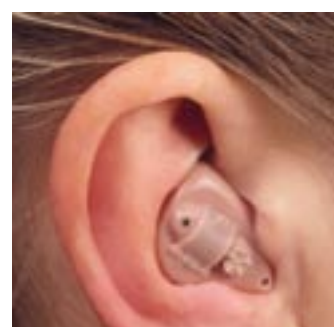
When activated, PDI narrows the sound reception area...



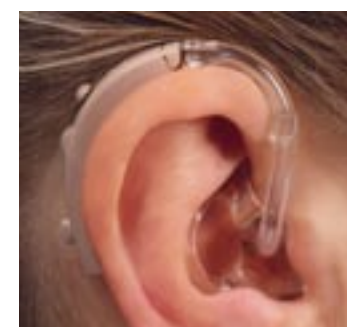
...reduces interference of sounds and conversations from the sides and rear.



PDI ITC
from Starkey Labs



PDI ITE
from Starkey Labs



PDI BTE
from Starkey Labs

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

In fact, studies show that for every one decibel increase in the directivity index, approximately 14% improvement in speech understanding can be obtained.*

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

PDI HEARING INSTRUMENTS ARE MORE AFFORDABLE WITH SOUNDCHOICE



Financing From **SoundChoice** – enjoy low monthly payments and rates with no annual fee. **Start hearing better today** with our fast credit approval that allows you to finance up to 100% of your instrument costs.*

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DEALER IMPRINT AREA