

# Hear Better in Noise with Precision Directional Imaging™ (PDI)



VS



## CONVENTIONAL DIGITAL HEARING INSTRUMENTS

Conventional aids amplify sounds from all directions making it more difficult to understand a conversation with someone facing you.

## STARKEY LABS' PDI ENHANCED DIGITAL HEARING INSTRUMENTS

When activated, PDI narrows the sound focus area and reduces interference of competing sounds and conversations from the sides and rear.

### IMPROVED HEARING WITH PDI

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



**PDI ITC**  
from Starkey Labs



**PDI ITE**  
from Starkey Labs



**PDI BTE**  
from Starkey Labs

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.\*

\* Individual results may vary. See your hearing professional for details



[www.starkey.com](http://www.starkey.com)

### 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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