

# Big and bulky is no longer a style option

Today's hearing aids come in a range of styles — beginning with small and discreet, all the way to invisible.



## ***Invisible-In-The-Canal Hearing Aids (IIC)***

Rest in the second bend of the ear canal, where virtually no one can see them.



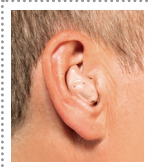
## ***Completely-In-Canal Hearing Aids (CIC)***

Only the head of a tiny plastic line shows outside the canal.



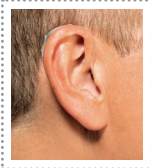
## ***In-The-Canal Hearing Aids (ITC)***

Custom earmold fits in the ear canal. Smaller portion shows in outer ear.



## ***In-The-Ear Hearing Aids (ITE)***

Custom earmold that fits within the outer portion of the ear.



## ***Receiver-In-Canal Hearing Aids (RIC)***

Small, discreet, and quick to fit. Perfect for many first-time wearers.



## ***Behind-The-Ear Hearing Aids (BTE)***

The world's most common style. Available in regular, mini or power.



Starkey Hearing Technologies  
6700 Washington Avenue South  
Eden Prairie, MN 55344

© 2014 Starkey Hearing Technologies. All Rights Reserved.  
85407-007 9/14 BRO0327-01-EE-SG

# What's New in Hearing Aids

A look at the latest technological advances.



# Hearing aids have come a long way

Like computers, smartphones and most other high-tech devices, hearing aids have advanced significantly in just the past several years. Thanks to more detailed research, faster processing speeds, new features and smarter design, today's hearing aids are definitely not your father's hearing aids.



## Today's hearing aids are like mini computers

The revolution in hearing aids occurred about a decade ago when the transition from analog to digital technology took place. Where analog technology amplified all sounds equally, digital technology made hearing aids much smarter — giving them the ability to amplify meaningful sounds (such as speech), while making background noise less important.

But increased precision, comfort and clarity were just the beginning of the benefits this digital revolution enabled:

### *Help with hearing in noise*

One of the biggest challenges people with hearing loss have is hearing clearly in noisy places like restaurants or at social gatherings. The best of today's hearing aids remedy that with directional technology that zeroes in on companions' voices while suppressing the cacophony around you. They also:

- Virtually eliminate feedback (buzzing and whistling)
- Adjust automatically to your listening environment
- Work effortlessly with phones



### *Wireless connectivity*

The latest advancement is wireless hearing aids. With wireless, sound from your TV, computer, MP3 player or phone is streamed right into your ears at the volume you choose and control. This direct connection results in more immersive, enhanced sound, as you're now able to listen at the volume you want without having to turn the volume up loud in the room.

### *Invisible devices*

Best of all, digital technology has enabled all these new features and benefits to fit in advanced hearing solutions that are getting smaller and smaller all the time — with some so tiny they rest completely in your ear canal, virtually undetectable when worn.



*To hear the latest advancements  
for yourself, talk to your hearing  
healthcare professional*