



**SIEMENS**

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# Hear the whole picture.

How Siemens hearing instruments can help.



**Life sounds brilliant.**

# Hearing enriches your life.

A child's first words, the rustle of leaves, laughter at a family gathering, whispers from a friend – these are sounds and experiences that enrich our lives. Our hearing is integral to enjoying these moments and helps us interact with the world.

But what happens when these moments begin to lose their clarity because our hearing starts to fade?

In the following pages you will learn about the possible signs of hearing loss and how you can take action to improve your hearing so you can stay involved with the people you love. Hearing your best will help you enjoy life's precious moments.

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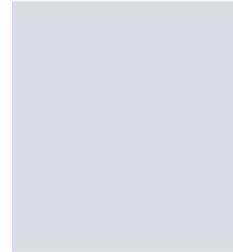
\*hear-it.org referenced on 02/04/2014



Only 35 % of all people with hearing loss are over the age of 64.\*



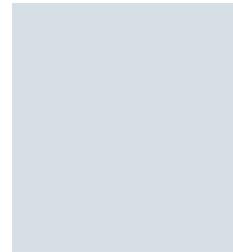
Hearing impairments and possible impacts.



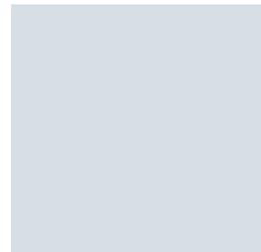
More than 700 million people around the world have a hearing impairment.\*



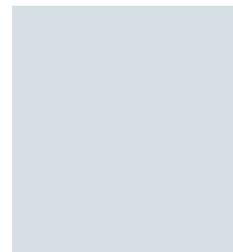
Only 5 – 10 % of all cases of hearing loss in adults can be treated medically or surgically.\*



Worldwide 8.5 % of all people between the age of 20 and 30 suffer from hearing loss.\*



Many people with hearing loss wait as long as ten years before they do something about it.\*



# Your hearing affects everyone.



Often, those around you will notice changes before you do. When your hearing begins to fade people may react differently to you and you to them. You may be embarrassed to ask them to repeat a question, or may simply stop participating in conversation, which can make you feel isolated and alone.

Hearing loss happens slowly over many years and, as a result, you don't recognize the change. So when symptoms start to become noticeable, you often blame others for mumbling or speaking softly – you may even find yourself avoiding loud environments like restaurants, shopping malls, or even family gatherings.

# When the world seems to change.

- It often starts with a simple question: “What?” You begin to ask people around you to repeat themselves more and more often.

- **Relationships change.**

You don't want to miss a word of the news so you turn up the volume – and are surprised when the family is annoyed at how loud it is. And you have trouble at work because you misunderstand instructions.

- **New social habits.**

You begin to avoid certain social settings, like restaurants, because it's so hard to hear in all that background noise. And you miss out on some get-togethers entirely because you don't hear the phone ring.

- **Facing the facts.**

When someone tells you that you may have trouble hearing it can often be a painful shock. It should be comforting to know that you can do something about it.

- **Taking the first step.**

A visit to a Hearing Care Professional can help you understand your hearing loss and how you can improve it. The sooner you correct your hearing loss the better you will feel because you will be able to participate in conversation and enjoy time with loved ones.

# Get back into the swing of things.

Once you decide to take action, you are on your way to improving your quality of life.

Today's hearing aids are tiny, high-tech solutions – nothing like the clumsy devices from the past. Their sleek design is stylish and many are so discreet they are barely noticeable.

There are options for nearly every lifestyle and accessories to help you answer your cell phone or listen to the TV right through your hearing instruments. If you are active, there are sturdy and waterproof options that keep out moisture, sweat, and dirt – you can even go swimming with your hearing instruments!



And there are even rechargeable hearing instruments so you don't have to fuss with tiny batteries.

The smallest hearing instrument in its class: **Ace** provides strong amplification and is practically invisible when worn.



# Your Hearing Care Professional can help.



Your Hearing Care Professional will be happy to give you a quick and painless hearing test and ear exam – without any obligation from you.

Once they analyze the results, they can help you take the next steps by finding a hearing solution that perfectly fits your needs, or by giving you a referral to a medical specialist. A Hearing Care Professional or trusted ENT doctor is the perfect partner to help you make your way back to a life filled with the sound of treasured moments.

► **Stay tuned.** Today, there are many paths to good hearing. If you would like more information, you can find it in our full catalogue or talk to your Hearing Care Professional.

The information in this document contains general descriptions of the technical options available, which do not always have to be present in individual cases and are subject to change without prior notice.

**Global Siemens**

**Headquarters**

Siemens AG  
Wittelsbacherplatz 2  
80333 Muenchen  
Germany

**Global Siemens Healthcare**

**Headquarters**

Siemens AG  
Healthcare Sector  
Henkestrasse 127  
91052 Erlangen  
Phone: +49 9131 84-0  
Germany

[www.siemens.com/healthcare](http://www.siemens.com/healthcare)

**Legal Manufacturer**

Siemens Audiologische  
Technik GmbH  
Gebbertstrasse 125  
DE-91058 Erlangen  
Germany

**Global Business Unit**

Siemens Audiologische  
Technik GmbH  
Gebbertstrasse 125  
DE-91058 Erlangen  
Germany  
Phone: +49 9131 308-0

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