

These Are Not Your Father's Hearing Aids

By Dr. Kathy Mellott, Audiologist

Unlike anything that's ever been seen before, be by ReSound™ is the alternative to traditional hearing aids. So new, and so radically different, you need to see it for yourself. A unique design

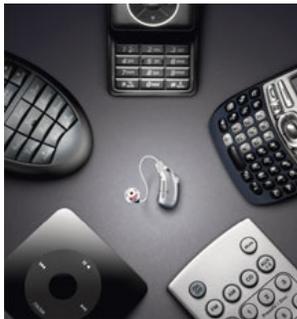


that's invisible in the ear, absolute comfort – in both wearing and listening, advanced elimination of wind noise and the most natural listening experience available. Thanks to its innovative shape and ergonomic styling, be by ReSound feels like no other hearing instrument. It's so light and comfortable, you'll probably forget you're wearing it. It sits naturally and comfortably in the ear, ensuring you can hear your own voice – and those of others – as naturally as possible. It fits inside the ear canal, appearing as a shadow and is virtually invisible.

You've never been afraid to stand out. So why choose a hearing instrument that's all about blending in? Vibe fits your personality — and your ear — in a radical new way. It's about as far from ordinary as it gets. And that's the whole point. It goes where no hearing instrument has gone before. Vibe's design is so unique it doesn't even look like a hearing instrument. Your ear canal is left open, for greater comfort. It's the first one that fits securely into the crest of the ear and there's nothing behind your ear. Vibe won't interfere with your eyeglasses or other devices. In fact, Vibe's fit is so natural, you'll forget it's there. With its totally new fit concept, Vibe is as simple as it is down. It's revolutionary. Wear it anywhere—it will never slow you down. It stays secure, even when you're on the move. And with a simple push button control, it's a snap to adjust. The fitting process is quick and easy too. Just tuck it in and go.



Now there's an easier way to connect with your mobile phone. Answer calls on the Tek Connect.



Get the signal directly in both hearing instruments. Leave your phone in your pocket. Enjoy optimum audio whether you're screening a DVD or simply watching TV. There's no disturbance. No feedback. With sound streamed directly to your hearing instruments, there's no need to fight over the volume control. Nothing will get between you and your music. Tek Connect streams stereo sound wirelessly from your audio system or MP3 player right to your hearing instruments. Tek Connect is wireless communications between your hearing instruments and your cell phone, your audio system, your TV, even your PC.

Turn your hearing instruments into a hands-free headset for mobile phones. sonicBLU uses Bluetooth technology to wirelessly send and receive calls from Bluetooth-enabled mobile phones. When a call is received, sonicBLU streams the audio from the phone directly into the hearing



instruments—no feedback, no interference. If you have two hearing instruments, sonicBLU streams audio to both devices simultaneously, providing greater audibility than ever before.

These are just a few of the new technological advances in hearing instruments. Discuss these and other options with your audiologist to Hear for the Holidays.