



earing more naturally
with both ears





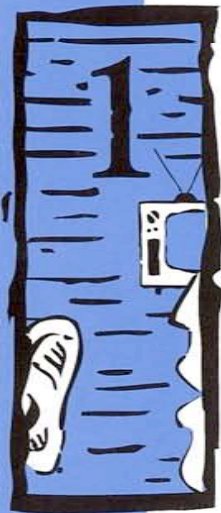
our hearing care professional and the manufacturer of your new hearing instruments have a common goal: to provide you with a better quality of life through better hearing.

One way to accomplish this goal and get the most benefit from amplified sound is to take advantage of your ear's natural ability to process sound. Obviously, the most natural way to hear is with two ears. We call this **binaural hearing**. Simply put, it means that you have sounds being received and processed in *both* ears.



notice **eyeglasses**. There are two lenses, right? The part of your brain that mixes sight gives its best performance when it gets messages from both eyes. And, the same holds true for your hearing system.

If you have hearing loss in both ears, then your hearing professional will probably suggest that you'll hear best with two hearing instruments.



Why is Binaural Best?

Here are ten benefits binaural hearing instrument wearers report:

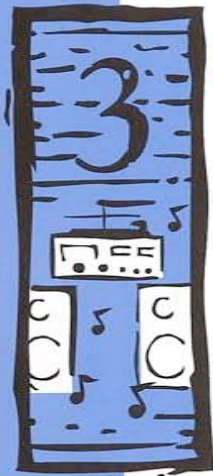
Better understanding in noisy places.

By wearing two hearing instruments, rather than one, **selective listening** is more easily achieved. This means your brain can focus on the conversation you want to hear and ignore the unwanted background noise more easily.



Binaural hearing allows you to better identify the direction of sound.

This is called **localization**. In a social gathering, for example, localization allows you to hear from which direction someone is speaking to you. Also, localization helps you determine from which direction traffic is coming or where your children or grandchildren are playing. Simply put, with binaural hearing, you will better detect where sounds are coming from in every situation.



Binaural hearing creates better sound quality.

When you listen to a stereo system, you use both speakers to get the smoothest, sharpest, most natural sound quality. The same can be said of hearing instruments. By wearing two hearing instruments, you increase your hearing range from 180 degrees reception with just one instrument to 360 degrees. This greater range provides a better sense of balance and sound quality.



Binaural hearing creates smoother tone quality.

Wearing two hearing instruments generally requires less volume than one. This results in less distortion and better reproduction of amplified sounds.

Binaural hearing creates a wider hearing range.

It's true. A person can hear sounds from a further distance with two ears, rather than just one. A voice that's barely heard at 10 feet with one ear can be heard up to 40 feet with two ears.



Binaural hearing allows better sound identification.

Often, with just one hearing instrument, many noises and words sound alike. But with two hearing instruments, as with two ears, sounds are more easily distinguishable.



Binaural hearing keeps both of your ears active.

Research has shown that when only one hearing instrument is worn, the unaided ear tends to lose its ability to hear and understand. Whereas, those wearing two hearing instruments keep both ears active.



Binaural hearing is less tiring and, therefore, makes listening a more pleasant experience.

Many binaural hearing aid wearers report that listening and participating in conversations is more enjoyable with two instruments, instead of just one. Thus, binaural hearing can help make life more relaxing.



Binaural hearing creates a feeling of balance.

Two-eared hearing results in a feeling of balanced reception of sound, also known as the "stereo effect." Whereas monaural hearing creates an unusual feeling of sounds being heard in one ear.

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Binaural hearing instruments are more comfortable when loud noises occur.

A lower volume control setting is required with each of two hearing instruments than with just one hearing instrument, resulting in better tolerance of loud sounds.



our Ears Deserve It

To quote one binaural hearing instrument wearer:

“I never guessed that two hearing aids would be so much better than one. I have had a hearing loss in both ears for several years, but I wanted to try just one hearing aid at first. My hearing care professional suggested I use two aids and I am glad that I followed his advice. There would be no way for me to have known the difference if he hadn’t given me his expert recommendation. I would tell anyone to get two hearing aids.”



ur recommendation?

If you have hearing loss in each ear and your hearing care professional advises binaural hearing instruments, then you owe it to yourself to invest in this better hearing arrangement.

For more information on this important subject, talk to your hearing care professional.



ongratulations.

By seeking professional hearing healthcare and wearing new hearing instruments, you've taken the first step toward a better quality of life.

