

CALIFORNIA EAR INSTITUTE

Hear For Your
Future!



HEARING DEVICE CENTER

HEADQUARTERS

Palo Alto

1900 University Avenue, Suite 101

E. Palo Alto, CA 94303

Phone: 650-462-3139

Fax: 650-462-3144



San Ramon

5801 Norris Canyon Road, Suite 200

San Ramon, CA 94583

Phone: 925-807-1140

Fax: 925-866-1699



THE HDC TEAM

Lisa Olson

Director Hearing Device Center
Palo Alto & San Ramon

Kelly Long
Audiologist
Palo Alto

Emily Hensarling
Audiologist
Palo Alto

Melodie Griffanti
Audiologist
San Ramon

Colleen Lafayette
Department Coordinator
San Ramon

Lindsey Hernandez
Department Coordinator
Palo Alto

WE'RE ALL EARS!

HEARING DEVICE CENTER EDITION



LET THEM HEAR FOUNDATION



MEDICAL/SURGICAL SERVICES



AUDIOLOGY



CALIFORNIA EAR INSTITUTE



CALIFORNIA SINUS INSTITUTE

Volume 4, Issue 4

April 2006

Hard to understand conversations when you're in a NOISY ROOM?

There are brilliant new technologies just for you.

You know what it's like. You're at a party and you just nod and smile because you can't make out what's being said. Or you're in a noisy lunchroom and you can't understand what your business partner just said. Or the TV's on and you can't understand your spouse.

You remember your grandfather and his clunky hearing aid. You do *not* want that! "I'm not deaf," you think. "I just can't quite make out what they're saying when it's noisy."

You're frustrated. So are the people around you. And you worry it may be impacting your professional and personal life.

You'd think the high tech world Baby Boomers helped create would be able to help the nearly 50% of people over 50 who suffer like this.

And you'd be right. We are devoting this issue of "We're All Ears" to some revolutionary new solutions for you.

It's when we reach fifty or so that we first may notice a subtle loss in our ability to understand what we hear. It's noticeable in

noisy environments – business meetings, family holidays, restaurants, train stations, even cars. You can hear the person talking, but you can't quite make out the words. That is called a loss of hearing acuity.

The tragedy is that many people resist doing something about the loss of acuity because all they know about is their grandparents' awkward devices. We Boomers are going to continue working, playing and being active for decades to come, and the loss of hearing acuity can make life a lot less fun. And we don't have to accept our grandparents' solutions.

I recently returned from an international conference in Europe on Baby Boomers and their hearing health where I was among the first to learn about the new Delta device from the Danish company Oticon. It's an exciting and revolutionary new concept in personal hearing devices.

It looks more like a fashion accessory than a hearing instrument, but that's only part of what makes it remarkable. First of all, it's nearly invisible when worn. More importantly, it has some of the most sophisticated and powerful

computer sound processing technology available. Two tiny microphones are mounted in-line to give wonderful selectivity. They can cancel out noise sources from different directions, giving you much better speech understanding.

The Delta is one of the most natural-sounding devices I've encountered, and it's extraordinarily comfortable and discreet. There is no reason now for those of us Boomers who are struggling to hear in noisy places to miss out on part of life. They're not for all kinds of hearing loss, of course, but these state-of-the-art beauties are going to be very popular with those who just can't hear their loved ones when the TV is blaring. And popular with the loved ones, as well!

Lisa Olson, MS
Director, Hearing Device Center



See how the size of the Delta compares to that of a paperclip?



**TWO PATIENT
EVENTS THIS
APRIL:
APRIL 13TH
AND APRIL 20TH
PLEASE SEE BELOW
FOR DETAILS.**

USE A BLUETOOTH-ENABLED PHONE?

Here's a great device to help you hear conversation clearly!

Okay. Here we are in the heart of Silicon Valley and everybody's either a techie or a techie wannabe. You've seen them on the streets. They've got this silver thing plugged into their ears like something from Star Wars and they're talking to thin air.

Now, the reality is that many of us are now past fifty, and about half of those past fifty have trouble understanding conversations when they're in noisy environments. But if you know what that silver thing is – and especially if you've got one – there's a new technology that may be perfect for you.

A new high-tech company – Sound ID – is using Bluetooth® technology to link to both your cell phone and a special microphone in a new device call the Personal Sound System (PSS). You wear the hands-free PSS earpiece, just like your

Bluetooth® cell phone earpiece. In fact, it works with your cell phone, enhancing the quality of your phone call audio, too.

The earpiece – called the Ear Module – also contains technology to amplify the sound around you. It uses a sophisticated model of inner-ear dynamics to process sound similar to the normal biological mechanisms of the ear. It amplifies sounds that may be blocked or distorted by background noise while not over-amplifying sounds that are already clear. The PSS has proprietary Adaptive Noise Compensation™ technology that helps to sort out unwanted background noise in places like airports, restaurants, stores and business meetings.

But the PSS also has a separate high-tech directional microphone that you can carry – it's about the size of your cell phone and it's called the Companion Mic. The microphone can be used to amplify

discretely your companion's conversation, allowing you to distinguish words even in the noisiest environment.

The PSS will be programmed by your CEI audiologist to suit your particular hearing needs and preferences. If you get a phone call while you're using it, the PSS automatically switches to phone mode! There are easy-to-use controls for volume, mute, voice dialing and call answer/call end. And the PSS will make your cell phone calls much clearer.

Both the Ear Module and the Companion Mic are rechargeable and provide hours of service between charges.

So, the next time you see a Silicon Valley high tech guru driving by with her Bluetooth® earpiece in place, you won't know whether it's her cell phone or her new PSS.

INNOVATIVE TECHNOLOGY: WHAT'S NEW?

Palo Alto

Thursday, April 13th 2-4pm

Please R.S.V.P. to Lindsey Hernandez at (650) 462-3139

1900 University Avenue, Suite 101

Light refreshments served

San Ramon

Thursday, April 20th 2-4pm

Please R.S.V.P. to Colleen Lafayette at (925) 807-1140

5801 Norris Canyon Road, Suite 200

Light refreshments served