



# Audiology and Hearing Aid Center

3271 N. Civic Center Plaza, Suite 4  
Scottsdale, AZ 85251

Presorted Standard  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 522

## Inside...

- 🔊 The World's Smartest Hearing Aid™
- 🔊 Open-Ear, Open-Fit hearing devices
- 🔊 What's your hearing lifestyle?
- 🔊 New technology for 2006
- 🔊 Battery sale, Free check-ups

# You are cordially invited to an Educational Seminar...

To learn about the newest developments in 2006 hearing technology.

- Learn about the new Open-Ear, Open-Fit digital hearing devices
- Learn about the advanced "intelligent" Integrated Signal Processing feature of the new Inteo
- Learn about a breakthrough digital hearing instrument with advanced features but priced in the mid-range.

Our seminars are enjoyable and an interactive way for you, your family members and friends, to learn about the differences between low-cost digital hearing aids and premium high-quality hearing instruments. Please join us to learn how you can hear your best!

Attend a seminar, receive a **5-year Supply** of batteries  
**FREE** with a hearing instrument purchase.

*Offer expires July 15th, 2006 • Cannot be combined with any other offer, coupon, discount or insurance benefit.*

### Held at the

Civic Center Office  
3271 North Civic Center Plaza, Suite 4

### Tuesdays

- June 13th    June 27th  
11:00 a.m. to 12:30 p.m.

**Reservations, call:**  
**(480) 941-0519**

### Held at the

North Scottsdale Office  
9777 North 91st Street, Suite 101

### Wednesdays

- June 21st    June 28th  
11:00 a.m. to 12:30 p.m.

**Reservations, call:**  
**(480) 451-0220**

You may make an appointment for a demonstration the day of the seminar.

Please ask about a personal demonstration when you make your seminar reservations.

# HEAR & NOW

June 2006

Audiology and Hearing Aid Center News

The hearing care specialists preferred by doctors and patients alike.

*Learn more  
about ...*

**Hearing Loss &  
Hearing Aids.**

**Attend a seminar**

**Tuesday**

**June 13<sup>th</sup> or 27<sup>th</sup>**

**Wednesday**

**June 21<sup>st</sup> or 28<sup>th</sup>**

(details on back)

## Locations

### **Scottsdale**

**(480) 941-0519**

3271 N. Civic Center Plaza  
Suite 4

### **Phoenix**

**(480) 941-0519**

5040 N. 15th Avenue  
Suite 408

### **North Scottsdale**

**(480) 451-0220**

9777 N. 91st Street  
Suite 101

You may visit us  
on the Internet at  
[www.azhearingaid.com](http://www.azhearingaid.com)



**Cathy Kurth, Au.D., FAAA**  
Doctor of Audiology

## *Cathy's column*

*"An interesting feature of the Inteo (particularly for those with high frequency hearing loss) is the Audibility Extender. This feature works to help you hear certain sounds that you may not have heard in years (like birds chirping)."*

## HIGH DEFINITION HEARING

### Add More Life to Your Style!

When you think of all the distinct sounds you used to hear in everyday life, what comes to mind? Is it the voice of a child or your spouse, or special friend? Is it the sound of a bird chirping in the early morning? Is it the sound of a specific instrument in your favorite song? These may be just a few important sounds in your life that you may enjoy again with Inteo.

Inteo — The World's Smartest Hearing Aid™ — is equipped with Integrated Signal Processing (ISP), a new, advanced real-time sound processing system patented by Widex, the world leader in the development of digital hearing instrumentation. Inteo unites advanced technology with your personal hearing profile to help you to efficiently interact in the various environments you encounter each day. Inteo instantaneously manages multiple processes to help you hear better all the time. It is not only like having a computer inside to help you manage your hearing, it's also like having a 2nd computer inside that supports the first one, working to make the necessary adjustments no matter where you are.

### **Additionally, this new technology offers:**

- Clear and natural sound reproduction in various environments
- Maximized listening comfort and speech understanding
- Dual microphones for better performance
- High definition sound analysis
- Customized listening programs
- Unprecedented Widex noise reduction program works to preserve speech intelligibility while emphasizing speech over background noise
- Open fit option: nearly invisible size, with reduced plugged-up feeling and hollow sounding voice issues.

For those who appreciate the natural sound of a bird song, the clarity of an instrument such as a violin or electric guitar, or just the pleasure of conversation, Inteo is tailor-made for you. Now you can enjoy the sounds in life that are most important to you, in style.

**widex**  **Inteo™**  
Integrated Hearing Science



## Have you tried Open-Ear, Open-Fit hearing devices?

In our practice, open-ear, open-fit hearing devices have become very popular with many patients who want to keep their ear canal open but still enjoy the advanced features of today's modern hearing technology. Open-fit is ideal for individuals with high frequency hearing loss, as well as for those who have losses in the mild to moderate range.

When getting use to amplification, sounds can be louder than what you've been used to, as the brain adapts to processing new sounds. With open-fit, both amplified and natural sounds enter the eardrum while eliminating excessive volume.

### Open-Fit offers:

- Comfort, clarity and convenience
- Ideal for individuals who do not want traditional hearing aids
- Easy to use, no buttons or volume controls
- Listens, evaluates and keeps you connected to the sounds around you
- Makes intelligent decisions to deliver the best combination of sound quality and speech understanding
- Ideal for improving communication
- Provides 100% digital sound processing
- Improves hearing in noise, minimizes whistling
- No plugged-up feeling or echo-sounding voice issues.

Ask us about the comfortable  
**"Open-Ear, Open-Fit"**  
digital alternative!

## Oticon ♦ Delta



Virtually invisible,  
hides behind the ear.

It's sleek.  
It's cool.

It's Delta by Oticon.

## What's Your "Hearing Lifestyle"?

### If it's PREMIUM...

- You lead a very active lifestyle
- You encounter many different sound environments every day
- You are often in background noise like restaurants or social situations
- You are in meetings, work or volunteer situations
- You enjoy music
- You desire top-quality hearing with no compromises.



### If it's ADVANCED...

- You lead a moderately active lifestyle
- You encounter a few different sound environments during the week
- You are occasionally in background noise
- You are sometimes in meetings
- You enjoy music
- You desire very good hearing most of the time.



### If it's STANDARD...

- You lead a mostly quiet lifestyle
- You may encounter background noise a few times a month
- You would mostly like to hear your television or radio better
- You are concerned with hearing a few family members in quiet settings
- You desire to improve your hearing, but don't feel you need "the top of the line".



### If it's BASIC...

- You rarely encounter any background noise
- You require basic hearing amplification in quiet settings
- You are seeking a budget-friendly solution to a simple hearing loss need.



**A variety** of digital hearing instruments are available from **Premium to Mid-Range, Basic to Entry-level technologies**. Let us help you choose the right technology to fit your **"Hearing Lifestyle!"**

**Also available** at Audiology and Hearing Aid Center are **Assistive Listening Devices** and **Customized Hearing Protection** for both work and play.

# What's *New & Noteworthy* for 2006!

## A Report From the AAA Convention in Minneapolis

by Kristin Wells, Au.D., FAAA, Doctor of Audiology

This year's premier event for audiologists, the 2006 American Academy of Audiology's (AAA) Convention and Expo, was recently held in downtown Minneapolis. Each year, audiologists from our practice attend this important conference along with about 6,000 of our colleagues from all over the world.

In April, Dr. Kurth and I traveled to the Twin Cities, along with our husbands, to find out for ourselves what's new and noteworthy in our field. What we found included outstanding courses taught by top names in our field, as well as over 200 exhibitors displaying everything from hearing aids that look and act like a BlueTooth cell phone, to hearing aids that look like leopard skin!

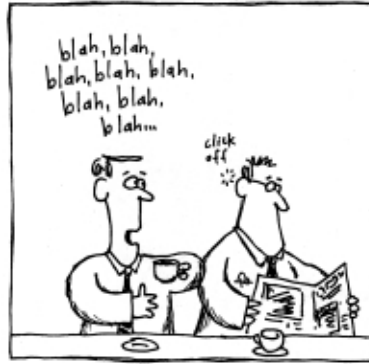
We spent four days listening, learning, sampling, and studying everything new that there is to know about ears, hearing, and all related devices and equipment. I should mention that we did get to squeeze in some fun and socializing too. Did you know there are over 400 stores in the Mall of America (including 31 shoe stores)? OK, that's a topic for another day.

But seriously, it's exciting to see all that's happened in the world of hearing technology since I fit my first analog hearing aids in 1990. Back then, the best I could do for you was to turn a tiny control on your hearing aid with a jeweler's screwdriver and ask, "Can you hear me now?" Today, I can't even imagine fitting and adjusting a hearing instrument without the help of a computer and some very sophisticated software!

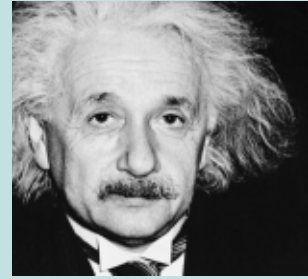
Today's new hearing instruments are sleek, high-tech, and very smart! I can now control feedback, background noise, occlusion (that "stuffed up" feeling), wind noise, reverberation, and the list goes on — all with a couple of keystrokes on my computer! And if your hearing should change in the future? We can just hook your hearing aids back up to our computer and change the programs!

While at the convention, the new "open-fit" hearing aids were all the rage! I got to meet Huey Lewis (of "Huey Lewis and the News" fame), who lost his hearing due to years of rock music. He wears, and loves, his new open-fit Oticon Delta hearing aids every day! I also met Albert Einstein (well, OK, maybe THAT one was an actor), but he was representing an exciting new hearing aid by Widex called Inteo.

Whatever you're looking for in hearing technology, I'll bet we saw it in Minneapolis. Come in and give us your wish list today!



## Presenting Inteo —



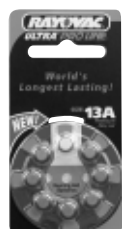
The World's  
Smartest  
Hearing  
Aid™

Widex, the world leader in digital hearing technology, presents the latest breakthrough in high definition hearing. Inteo, "the world's smartest hearing aid", has without question set the new platinum standard for all hearing instruments. As the most significant new advancement in digital hearing technology, Inteo achieves the highest precision and accuracy in sound reproduction. There has never been anything like it!

Inteo is the world's only hearing instrument with Integrated Signal Processing (ISP). This supertechnology allows all of the features to work together for optimal hearing in any listening situation. Until now, no hearing aid has ever been able to offer anything comparable to Widex's ISP. Inteo not only enables the wearer to hear better in background noise but also improves hearing in listening environments such as your home, your favorite restaurants, at church, while shopping, traveling, at family get-togethers, and in one-on-one conversation. Additionally, the intelligent design offers comfort and convenience in a variety of styles.



**BATTERY SALE**  
Buy 2 Packs,  
Get 1 pack  
**FREE!**



Present this offer at the time of purchase.  
Offer expires July 15<sup>th</sup>, 2006

**FREE** Hearing Aid  
Check-Ups!



Includes a hearing screening, hearing aid evaluation, in-office repair, cleaning and other adjustments as needed.

**A \$65 Value!**

Offer expires July 15<sup>th</sup>, 2006 • Appointment required

Try **Inteo Elan**  
"Open-Ear, Open-Fit"

by Widex.



**Open-Fitting Excellence™**  
with High Definition Performance