



spotlight on health

New Hope For Individuals With Hearing Loss

(NAPSA)—There may be good news for the 28 million Americans with a hearing problem.

Often, people with hearing loss find hearing aids do little to enhance their understanding of speech in noisy situations. This could explain why only 15 percent of hearing-impaired individuals wear hearing aids.

Research, however, indicates that a hearing aid using directional microphones can improve speech understanding for many hearing-impaired individuals in a wide variety of noisy situations.

That's why a company considered the world leader of hearing instrument technology—Siemens Hearing Solutions—has created a new hearing solution.

Called TRIANO™, the hearing aids were created to address two of the most significant challenges faced by hearing aid users.

The first is to reduce the effort it takes for people with hearing loss to hear in a noisy environment. Just as the pupil of the eye will adjust to the amount of light that enters the eye, TRIANO hearing aids are designed to automatically adjust to the hearing environment.

This means a person will be able to have a quiet conversation in one environment and then enter a noisy room without having to adjust their hearing aid. The second is to increase understanding of speech in a noisy environment.

TRIANO incorporates what is described as an innovative directional microphone technology. Called TriMic™, it is the only



A new type of hearing aid uses directional microphones to adjust to its environment.

hearing solution that uses a three microphone directional system to increase speech understanding in noisy environments better than any other hearing aid on the market.

TriMic is designed to automatically amplify sounds coming from the person in front of the individual wearing a TRIANO hearing aid. At the same time, this hearing aid will minimize competing sounds coming from behind or the side of the wearer.

Currently, the TRIANO 3 BTE (Behind-the-Ear) hearing aid is the only device featuring the TriMic technology.

If you suspect that you or a loved one might have a hearing problem and would benefit from TRIANO, visit www.siemens-hearing.com to locate a Hearing Health Care Professional in your area. Or for a free brochure on TRIANO, call toll-free 1-888-829-8168.