



Finding the right solution

Introducing our range of hearing aids

 **Hidden Hearing**
Your hearing is our expertise

So your hearing needs improvement...

Where do we go from here?

If you're suffering from hearing loss, you're facing an important decision: which type of hearing aid will be best for you, both today and in the future?

Unlike years ago, when choices were limited, today's major advances in digital hearing technology mean you have all kinds of options to suit your prescription, lifestyle and budget.

Of course, choice is a good thing! But, on the other hand, too much choice can sometimes be confusing. This short guide will help you to understand your options.

And once you've made your appointment at your local hearing clinic, our registered hearing care professionals will be able to talk you through your options and help you further.



Claire Foster
Director



“Can I get by without a hearing aid?”

Possibly, yes. However, there's a difference between 'getting by' and quality of life. A hearing aid is designed to help you manage from day to day and give you back the pleasures that maybe you're starting to miss. Simple things, like enjoying the company of family and friends. Or taking part instead of relying on someone else to keep you involved, and staying active through work or leisure, with total confidence.

A hearing aid means more than coping. It's a better way of living.

Call us **free** today on **0800 740 8298** to book your appointment at your local hearing clinic.

Introducing

OTICON | More™



A new perspective in hearing care

Your brain plays the most important part in your hearing process. Your ears capture sounds, but it's your brain that organises and processes them. And it's your brain that identifies and locates each sound and decides which ones to listen to.

Oticon More™ gives you full access to your surroundings and supports your brain so you can connect with the sounds that matter most to you.



oticon
life-changing technology

Full perspective



The sounds around you are constantly changing in unpredictable ways, wherever you go. And those sounds are far more varied and intricate than just speech. Your brain recognises all of this complexity and creates meaning from it.

What makes Oticon More 'revolutionary'?

Oticon More features new Deep Neural Network (DNN) technology. This cutting-edge technology has been trained with 12 million real-life sounds, so Oticon More recognises how a sound should be interpreted.

This lets you hear all the sounds around you and supports your brain in hearing them, so you get the most natural hearing experience.

Oticon More delivers 30% more sound to the brain and 15% increase in speech understanding.¹

OTICON | More



Oticon More can help give you the most natural hearing experience yet, providing you with more detail about the sounds around you.

Ole Asboe Jørgensen, Oticon President, says:

"It is essential to give your brain as much sound information as possible in order to hear properly."

"Hearing aids should, put simply, help you to hear all you need, and comfortably."

"You can be cut off from other conversations around you. By helping the brain to process sound in the most natural way, we will help reduce problems associated with untreated hearing loss."

Next-generation connectivity to smartphones

With Oticon More, you can enjoy high-quality sound streaming from your favourite devices.

The Oticon ON app – control at your fingertips

The Oticon ON app lets you personalise your listening experience when connected to your device. You can adjust the volume, change the program, check the battery level, and control other Oticon devices.

Direct streaming from iPhone® and Android™ devices²

A full day's power. Every day.

The rechargeable Oticon More comes with a stylish charger that takes just three hours to give you a full day of battery life³ – including if you stream sound from other devices.

- No disposable batteries means less hassle and less waste
- A quick 30-minute recharge gives six additional hours of power
- Convenient, easy-to-use, and reliable

¹ Santurette et al 2020. Compared to industry-leading Oticon Opn S.™

² Android devices need to support Audio Streaming for Hearing Aids (ASHA) to allow direct streaming to Oticon More. Please visit oticon.com/support/compatibility for more information.

³ Lithium-ion battery behaviour varies depending on hearing loss, lifestyle, and streaming behaviour.

Hearing aid connectivity accessories

ConnectClip

Use the ConnectClip as a discreet microphone accessory that wirelessly connects to your Bluetooth® devices.

TV Adapter

Use the TV Adapter to stream sound from the TV directly into certain Oticon hearing aids via Bluetooth®.

Remote Control

Adjust the volume, switch programs, or mute the hearing aids with the touch of a button.



Book your free hearing consultation with one of our experts to find out whether the Oticon More is right for you. Just call **0800 740 8298**.

Spectacle Hearing Aids

Look after your eyesight and hearing at the same time

For all the advances in design and comfort, we know that you still might not like the idea of wearing a hearing aid – whether it fits behind the ear or neatly inside it. Spectacle hearing aids incorporate the latest hearing technology into your glasses – tucked away on the frame of your spectacles. So, for some types of hearing loss, spectacle hearing aids are a discreet, stylish and comfortable option.

How do they work?

A complex digital hearing instrument clips onto the arm of your glasses. You can control it with a small dial. Sound is picked up by a microphone, then passed on to the brain by bone conduction.

Bone conduction

If the hearing loss occurs in the outer or middle ear, sound can be passed on through bone conduction. This works by applying pressure to the head behind the ears, creating sound vibrations that you hear through your skull.

The result is a sharper, beautifully amplified sound.



Spectacle hearing aids will help you to:

- Improve your hearing and correct your vision all at once
- Hear better with little effort
- Control the volume with a simple touch, to suit any situation or need
- Discreetly manage your hearing loss
- Look your best – most frames are suitable

Years ago, a hearing aid was seen as a stigma. Ironically, today it can be a stylish accessory.



Are they right for you?

Spectacle hearing aids won't work for everyone, and your hearing care expert will tell you whether your type of loss can be treated this way. Undoubtedly though, if it's an option, you'll find that they're easy to use and will give you advanced sound quality, as well as design appeal.

Spectacle hearing aids offer you:

- Ease of use
- Authentic sound quality
- Automatic adjustment for listening comprehension
- High-quality listening even in noisy environments
- Wind and noise reduction
- Feedback cancellation



To find out whether spectacle hearing aids could be the right solution for you, **book your free**, full hearing consultation with one of our experts today. Just call **0800 740 8298** to make an appointment.

Better hearing starts with our exclusive hearing aid offer

An exclusive hearing aid offer has been introduced at Hidden Hearing. Get **£25 off** this easy-to-use hearing aid!¹



This high-quality hearing aid is equipped with proven technology that gives you crisp and clear sound. The effect is immediate. No fuss, no bother. You'll be astonished just how easily conversations, television or radio can be heard with such a small device.

Featuring unique **ChannelFree™** digital signal processing at the core of its technology, it delivers premium sound quality. You could once again appreciate the joy of freely and easily joining in on conversations with family and friends, even when there are distracting noises in the background. That's because this remarkable little device analyses incoming sounds – at an astonishing 20,000 times per second – and amplifies even the weakest and shortest elements of speech precisely, so the all-important soft speech sounds become audible.

Adapting automatically – totally hands-free – to your surroundings, in quiet or noisy environments, whether you are talking to one person or to a group, this hearing aid could make life so much better.

Many hearing aid owners say that they're less tired in the evenings, enjoy better social lives and even perform better at work. And 71% say that they wish they'd acted sooner².

Proven technology that gives you crisp and clear sound

Once fitted, you will find the instruments simple to use

Our hearing care professionals will help you get to grips with your new device and answer all your questions. We'll provide free follow-up aftercare – including annual hearing checks at home if necessary – to make sure you're getting the best possible benefit.

This hearing aid aims to give you an accurate reproduction of your surroundings – clear and natural sound – while being simple and easy to use.

There's bound to be a style that suits your preference and lifestyle

Other features include:

Adaptive Feedback Cancellation – This feature suppresses any whistling noises commonly associated with bigger, older hearing aids from years ago.

Dynamic Noise Reduction – This feature is designed to manage background noise so you can hear speech more clearly.

Sound optimizer – Helps in setting the hearing aid up for audio streaming.

7 styles available



To make the most of this offer, **book your free, comprehensive hearing test today. Just call 0800 740 8298.**

















¹ Offer relates to Bernafon Zerena 1.

² EuroTrak UK 2018.

Hearing technology options

Today's advanced hearing technology gives you plenty of models to choose from, depending on your hearing needs and lifestyle. However, we don't believe that one size fits all. It's best to make an appointment with one of our qualified hearing care experts who can tell you more, but here are the key features to look out for:

Call us **free** today on **0800 740 8298** to book your **free** appointment at your local hearing centre or clinic.

	 Invisible-in-Canal (IIC)	 Completely-in-the-canal (CIC)	 In-the-Canal (ITC)	 Half/Full-shell-In-the-ear (ITE)	 miniRITE (receiver-in-the-ear)	 Behind-the-ear (BTE)
 Things to consider	<ul style="list-style-type: none"> IICs are completely unseen and are easily retrieved by a long "pin." Smallest type of hearing aid, appearing almost invisible as working parts are in the earmould. Small switches and buttons could be difficult to use for some. 	<ul style="list-style-type: none"> Custom made, ensuring that they are both discreet and offer a perfect fit. ITCs are highly discreet, as the entirety of the hearing aid sits snugly in your ear canal. Easy to put in your ear and take out when needed. Unlikely to be suitable if you have regular ear infections. 		<ul style="list-style-type: none"> ITEs come in two styles – half-shell and whole-shell. Both sit securely outside the ear canal and fill either half or all of the outer part of your ear called the concha bowl. A customised, comfortable fit – well-matched for active individuals. 	<ul style="list-style-type: none"> The sound is sent via a discreet, hair-fine wire to the receiver (loudspeaker) seated in the ear canal, close to the eardrum. A small bud or individually moulded earpiece holds the loudspeaker in place. 	<ul style="list-style-type: none"> Attached to custom earpieces that fit snugly behind the ear. Sits on the ear for a comfortable listening experience. The sound passes through a tube to an earpiece that is perfectly adapted to your ear.
 Very discreet	✓	✓			✓	
 Bluetooth® connectivity				✓	✓	✓
 Long battery life				✓	✓	✓
 Easy to adjust volume/programs				✓	✓	✓
 Exchangeable battery	✓	✓	✓	✓	✓	✓
 Rechargeable battery					✓	
 Mild to moderate hearing loss	✓	✓	✓	✓	✓	✓
 Severe hearing loss				✓	✓	✓
 Profound hearing loss						✓



Call **0800 740 8298** to book a **free** appointment

Before you choose a hearing aid

It's vital to have your hearing tested at your nearest centre or clinic. One of our hearing care experts will make an assessment, review the results and get to know more about you.

Then they'll help you find a solution that meets your needs and is suited to your lifestyle.

Wax removal

We now offer ear wax removal using micro-suction. This treatment is quick, safe and available at many of our clinics nationwide. Our prices start at £70, call **0800 740 8286** for an appointment.*



*Price was correct at time of going to print. Price is subject to change.



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