

HEAR & NOW

Welcome to the 3rd issue of Hear & Now.

The long awaited hot summer is here and so is Hear & Now 3rd edition to keep you updated with latest news, technological advances, campaigns, special offers and forthcoming activities.

I hope you enjoy reading this; we're delighted to be bringing this issue to you and look forward to meeting with you very soon!



Adam Shulberg, MD, Cubex Ltd

Feel the difference with ConnectLine



With **Dual** and **Epoq**, speech will sound clearer and music richer. You'll be able to hear sounds naturally, so you can intuitively locate, separate and single out individual sounds and voices.

Dual and Epoq benefits:

- Enjoy natural sound quality
- Locate sounds with ease
- Hear clearly and comfortably in background noise
- Look good and feel confident
- Be fully connected



Hearing clearly and being heard is fundamental to our basic communication needs. As an experienced hearing aid user, you know that watching TV or talking on your phone can be difficult at times. But not anymore ... with ConnectLine, you can make phone calls, watch TV and listen to music with ease.

Simply plug in ConnectLine and ...

- Make phone calls and hear every word
- Watch all your favourite TV programmes
- Switch between both with ease

ConnectLine connects wirelessly and seamlessly to TV and landline phones, enabling effortless hearing with just the press of a button. The new "plug and play" ConnectLine TV adaptor and ConnectLine Phone adaptor complement and optimize the wireless capabilities of Oticon's RISE-based Dual and Epoq hearing solutions.

Thanks to wireless communication, hearing instruments like Epoq and Dual will provide you with a perfectly balanced and natural sound "scene" and provide a direct connection with your mobile phone, landline, TV and Music.

If you would like to experience a world of sound without compromise, upgrade your hearing aids to Epoq or Dual **before 15th August 2009** and you will receive a **FREE CONNECTLINE** system to complement your experience.

If you are already enjoying the amazing benefits of Dual or Epoq hearing aids and you would just like to purchase the ConnectLine TV (£110) and Phone adaptor (£80) you can acquire the complete ConnectLine system* for the **discounted price of only £150.**

* please note that your Oticon streamer may require an upgrade. If needed this will be F.O.C.



LACE – the art of listening



Lorna is the first LACE co-ordinator in the UK and we asked her to reveal the secret of its success.

1. Lorna, what exactly is LACE?

LACE stands for Listening And Communication Enhancement and it is an auditory training programme using exercises based on real life situations. It also includes useful advice and information on various listening tactics and strategies. Basically, it's brain training! Its purpose is to improve your ability to understand speech, whether it be quiet voices, rapid conversations or trying to communicate in background noise.

2. Why do you need a training program if hearing aids are so sophisticated?

Hearing aids are only the Technology that delivers sounds to the brain; the real challenge is exercising the brain and adapting to this stimulation.

3. Who should use it or who would you recommend it to?

Anyone who has a hearing impairment will normally get something from LACE; it's like giving the hearing part of your brain a good "work out". Sometimes even people with normal hearing people can find it difficult to hear clearly in some situations and have benefitted. New hearing aid users in particular benefit from LACE because it helps to speed up the rehabilitation process; it increases confidence in the path to better hearing and ensures expectations are realistic.

4. What does it involve?

The training course consists of **20 sessions** each lasting **20 – 30 minutes**. Exercises include rapid speech, following speech in noise and against competing voices. To obtain maximum benefit you should not leave more than 3 days between each session.

LACE can be done at Cubex, at home or a combination of the two. As long as you have a computer with internet access or a DVD player, **you can do it!**

5. Lorna, what did you mean by "LACE is therapy for your ears"?

Actually, it's exercising your brain. As you improve, the programme gets harder. This ensures that you are always challenged and will improve your skills. This is what makes LACE very different – **it automatically adjusts to your level of performance**. It's very important therefore, that you answer all questions truthfully to avoid the programme becoming too difficult or too easy.

6. What should people realistically expect?

After completing the programme everyone should find it easier to focus more on speech in what may have previously been impossible listening situations. Remember, even people with normal hearing may only be able to follow 75% of speech in difficult situations! LACE should help you listen with less effort and improve your confidence.

Please remember, hearing aids are only a means of accessing and stimulating the brain but when used in **conjunction** with LACE will improve your chances of listening success.

"I attend lectures and used to panic when the lecturer turned away from the microphone. I used to say to myself 'I'm not going to hear anything now'. After LACE, I have learned to stop this and to keep focusing on what the lecturer is saying. I'm now much more attentive and my confidence has improved... I know I am hearing more than I was before the training".

Adele Nicod



Cubex Hearing Healthcare Plan



Cubex is delighted to introduce you to its innovative **Hearing Healthcare Plan (HHP)** – a new complete-lifetime hearing healthcare plan that enables you to enjoy untroubled hearing, using state of the art hearing aid systems with full support, warranty and batteries included.

Our **unique** comprehensive **three-year** plan covers all your hearing needs and will also include six-monthly hearing health check.

With our **Hearing Healthcare Plan**, you can upgrade your instruments after three years, ensuring you always have the most up to date technology. With a small initial deposit* and a monthly fee** you will always enjoy trouble free hearing. Absolutely **no further cost's** during the Healthcare Plan and no high up-front costs either!

At the end of the 36 month period you can return your hearing aid to be used as a deposit to go towards your new state of the art replacement hearing instruments. This ensures you will always enjoy the best technology and unlimited consultancy support, so you don't have to worry about your hearing ever again.

Subject to status. Terms and conditions apply. The most appropriate hearing system will be determined once you have undergone a full hearing assessment and evaluation at Cubex. For illustrative purposes, the cost of a typical total hearing healthcare plan may be: Hearing aids' cost £5,000, *deposit £500, **monthly fee £150 per month inc interest (typical APR 12.9 %), 36 months contract, total amount paid £5,400. The Hearing Healthcare Plan only applies to our premium bin-aural systems.

Cubex Hearing Centre's Total Hearing Healthcare Plan is financed by Hitachi Capital Consumer Finance, 2 Apex View, Leeds, LS11 9BH. By signing up to this plan you will be entering into a three year Fixed-Sum Loan Agreement regulated by the Consumer Credit Act 1974

NEW

Cubex Hearing Healthcare Plan

- State-of-the art premium hearing aids
- Unlimited consultancy support
- Regular six-monthly hearing health checks
- Fine tuning and adjustments as required
- Free batteries

Enjoy the latest technology all the time

For more information on the plan, please visit www.cubex.co.uk or call us on **0333 123 2000** or **0207 935 5511** to schedule a review appointment.

(Calls from any network will cost no more than those to 01 or 02 numbers, and also count as part of any bundled minutes).

**All inclusive
3 year package**

“Journey to a full world of sounds”



Cubex are delighted to invite you to an exclusive “**Journey to a full world of sounds**” taking place at the Royal Society of Medicine owned, Chandos House, on **24th September 2009**.

The event promises to be greater than anything we have held before in the impressive surroundings of this delightful, fully restored and unique Robert and James Adam House.

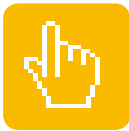
You will experience the new Cubex journey with live and **interactive demonstrations** featuring the latest technology from leading hearing aid manufacturers, entertainment and so much more!

Attendees will also have a chance to participate in a **prize draw** followed by refreshments and canapés and will receive a complimentary gift bag when leaving.

We look forward to you joining us at Chandos House and spending a magnificent afternoon and evening together.

Space is limited, so please reserve your place now by calling 0333 123 2000 or 0207 935 5511 or email maddy@cubex.co.uk by September 20th.

New Cubex website responds to all your hearing health needs



Cubex takes pride in announcing its new interactive, customer-focused website due to go live in **July 2009** with the aim of being an information, educational and resource for all visitors.

Redesigned with a fresh new look and content,

www.cubex.co.uk offers easier navigation, access to a considerably wider variety of subjects, useful links and topics tailored to clients and professionals’ interests.

Journey to a full world of sounds...

Designed to reflect impaired peoples’ needs, Cubex’s **new generation website** invites you to take part in a virtual journey to better hearing. It guides you through each step of the rehabilitation process, offers you detailed information on the Listening and Communication Enhancement (**LACE**) programme and will explain how our hearing aid specialists are always here to tailor-make the most appropriate hearing solution for you.

Latest News

Being a **news portal** for clients and referrals, the new site gives you access to photos, videos and testimonials on the latest services and technology available, keeping you up to date with the most recent events, research and activities in hearing healthcare.

“We are delighted to announce the launch of our new website which offers a range of new services for our clients and referrers. It is truly representative of our specialised and innovative approach to hearing care and reflects our long-term commitment to improving the quality of life of the hearing impaired. We hope all visitors will enjoy it’s fresh informative and ease of use.”

Adam Shulberg, Managing Director of Cubex



Write to us...

Do you have a **favourite place to eat** where you enjoy spending time with your friends and family and also really feel that you are in a hearing friendly environment?

Send us your recommendations and tell us why. We are looking for good value hearing friendly places to eat that also promote or pay special attention to individuals with less than perfect hearing. Examples may be places with good lighting, lower noise levels or “quiet” areas and friendly, considerate staff.

Write to us by post or email (maddy@cubex.co.uk) and win a dinner for two at our favorite restaurant, Getti. You will enjoy an amazing three courses meal and a bottle of wine in a traditional Italian style, where the quality of the food and the atmosphere is special every single day. The winner will have the opportunity to experience a remarkable Italian evening in London’s metropolitan heart. Good luck!



Win a dinner for 2

Nepal update



Digital Hearing solutions to the Himalayas

On a recent trip Adam and Jerusha Ramdhial (a highly skilled Audiologist, Oticon UK) initiated a schools/community screening program and introduced digital hearing instruments to the

Himalayas for the first time. The Primary Ear Care workers have now been trained in hearing aid fitting and maintenance, carrying out "in-house" repairs, establishing a fully sustainable hearing aid service. A small ear mould production facility is also in place.

The Primary Ear Care Programme has become a model of deafness service provision in remote rural areas and the Community Ear Assistants who are based in Nepal are now able to conduct audiometric testing, counselling, rehabilitation of profoundly deaf patients and computerised checking of hearing aid performance.

Adam says "it was always my aim to provide a fully sustainable program; that is the key. Nepali's are proud people and their only wish is to be independent. All they need now are the "tools" to continue this work. Educating and supporting the Nepal based team has been a great source of pleasure, reward and joy for me and I look forward to meeting our aims and objectives"

The charity is currently meeting the needs of nearly a million people. Your help so far has made an enormous impact on the lives of less fortunate hearing impaired people, many of whom are now able to hear for the first time. Adam would like to thank all of you for your support, and once again to remind you to donate your pre-loved hearing aids and join us in **giving the gift of hearing...**



Since 2001, Cubex has supported BRINOS help thousands of Nepalis achieve better hearing. Adam Shulberg, MD of Cubex initiated a hearing aid distribution programme and is responsible for facilitating, training and supervising seven Community Ear workers and over 700 volunteers.

***Our next team will depart for Nepal in November 2009, so please, send us your pre-loved hearing aids one or two months before, to give us enough time to check, clean and repair them.**



Did you hear that...?

Many animals hear a much wider range of frequencies than humans:

- Dog whistles vibrate at a higher frequency than the human ear can detect (ultrasounds)
- Bats emit sounds at typically 2 or 3 times higher pitch than we can hear to detect their prey detecting frequencies as high as 100 kHz!
- Migrating birds use naturally generated infrasound, from sources such as turbulent airflow over mountain ranges, as a navigational aid
- Elephants produce infrasound waves that travel through solid ground and are sensed by other herds using their feet, although they may be separated by hundreds of kilometers
- Whales, elephants, hippopotamuses, rhinoceros, giraffes, okapi, and alligators are known to use low frequency sounds (infrasounds) to communicate over distances—up to hundreds of miles in the case of whales



Independent Hearing Aid Audiologists since 1964

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