



Digital hearing and beyond

Digital Hearing Aid Prices Slashed

# "BRAVO FOR BRAVO"



\* see details below for special offer (only available until 30/09/01)

It is already a proven fact that digital hearing aids give many hearing impaired people a big helping hand with effective communications in all sorts of situations.

However for some years the cost has deterred those that would benefit from digital sound processing. That is all about to change as Cubex, in association with Widex, make the 'digital dream' a reality for as little as £699.

Widex has taken two of the most common factors people desire from their hearing aid, speech discrimination and

listening comfort. The result is Bravo; through their own digital signal processing, optimum speech amplification is achieved, yet with comfortable processing of annoying loud sounds. In essence sounds are reproduced as naturally as possible.

They have even taken into consideration how one's own voice sounds, an often forgotten element in the communication process, resulting in a more natural reproduction - welcome news for new and experienced users alike.

Here's what you can expect from Bravo's performance:

- Clear speech intelligibility and listening comfort
- Discreet design
- Convenient volume control and telecoil options if you so desire (CIC excluded)
- Private beep-tone indication when battery is low
- Minimised internal amplifier "hiss"
- Considerable reduction of feedback (whistling)
- Quick, precise and easy fitting procedure ensuring a sound that's exactly right for you
- Behind-the-ear models also available in grey, beige and brown as well as five bright colours.

If you are considering upgrading your current analogue hearing aids to digital, or would simply like to have a spare set, NOW is the time to take action.

**Clearspeech intelligibility and listening comfort**

**Behind the ear from £699**

**Within the ear from £895**

**Trials without obligation to purchase**

\* Exclusively for those who purchase their bravo hearing aids by 30/9/01, we will include two years free extended warranty and a years supply of batteries.

CUBEX NEWSLETTER



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# 13th Annual American Academy of Audiology Convention



April, and it was time again to head towards America to the biggest yearly convention for audiologists in the world. This year Adam and I travelled to the famous port of San Diego, sunny California... except it wasn't all that sunny!



The American Academy of Audiologists however, did not let us down, with one of the largest conventions we have ever seen. At the 2-hour opening ceremony guest speakers included American Congressman, Tommy Thompson, and the Rock singer Huey Lewis.

With the formalities out of the way, the convention was declared open and we headed towards the exhibition hall where all the leading hearing aid manufacturers and product suppliers were keen to exhibit and demonstrate their latest developments. The theme once again was digital sound processing, striving towards better speech understanding in an increasingly noisy environment.

With the latest technological advances, we are now achieving dramatic improvements in speech recognition using digital sound processing with directional microphones such as those found in Phonak's Claro, and just released, the new Canta from Resound.

### *So where are we going next?*

Well, as far as Oticon, one of the world's leading hearing aid manufacturers is concerned, there are no limits.

In keeping with the no limits theme, they encouraged Adam and I to climb

In keeping with the no limits theme, they encouraged Adam and I to climb the "wall". Before long I found myself on top of the exhibition hall with trembling knees but what really worried me was the abseiling down! Adam did not attempt the climb but he did thank me for providing a good picture for this newsletter...

Other manufacturers demonstrated new software developments and Widex allowed us a glimpse of their new product to be launched in autumn, called DIVA.

We also had a closer look at the Songbird disposable hearing aid, which we will give further comment on in our next newsletter.

We are at last seeing the first signs of improvements in custom shell manufacture, using laser technology. The next step, hopefully, will be to use laser scanning in the ears without the need for any kind of impression materials.

All in all it was a full three days, during which we felt we had seen, heard and learned everything there is to know about the latest technological advances. We then prepared for the long 11-hour flight back to sunny London, leaving the Californian rain behind. It was a very successful trip!

*Selma Becker*

# Making a Difference in Nepal

On the 16th March, 2001, Adam Shulberg flew out to Nepal on his first exploratory visit, to see how he and the Cubex team could assist with the setting up of a hearing aid audiology service in mid western Nepal. Having only agreed to go in January there was little time to prepare for this "adventure into the unknown".



*With bags filled with audiological equipment and hearing aids (and room for precious little else) Adam left for Kathmandu with the rest of the BRINOS team on March 16th.*



BRINOS (Britain-Nepal Otolaryngology Service) was founded in the UK by two eminent ENT surgeons and has since run 21 ear camps, performed hundreds of operations and treated thousands of patients. Currently based in Nepalgunj, (approximately 12 hours from Kathmandu by road) they visit twice a year for two weeks at a time. All team members are voluntary, with many funding their trips themselves or from donations.

A typical team from Britain will include surgeons, theatre nurses and an anaesthetist. However, this trip was somewhat different as it also included a hearing aid audiologist, for the first time!

Based at the Fateh bal eye hospital the team set up "camp" for two weeks of very intense work.



Nepalgunj is a major town in mid western Nepal, on the border with India the nearest City is Lucknow. This remote part of Nepal is extremely poor with most families totally dependent on farming and subject to very low incomes of roughly 2000 rupees per month, less than £20. Nevertheless, all treatment and medication must be privately funded. Registration at the hospital costs 75 Rupees (65 pence) but will include treatment and surgery, if required.

The new "hearing aid department" saw roughly 70 patients and fitted 34 hearing aids, a great achievement, bearing in mind the exploratory nature of this trip. There is now a small local audiology team in place, conversant in basic audiology, ear anatomy, impression taking, earmould manufacture, counselling and rehabilitation techniques, checking and first line repairs of hearing aids and earmoulds.



In addition to this, Cubex have supplied all basic equipment to examine ears; take impressions; manufacture earmoulds and trouble

shoot hearing aid problems. A large quantity of batteries, dehumidifiers and spare hearing aids have also been provided.



Objectives for the next trip in November include the supply of specialised computer equipment, hearing aids, other consumable items and a diagnostic audiometer. Further training will be given on hearing aid selection techniques and fine-tuning to maximise performances.

Long term objectives are to establish a network of support Centres throughout the region and to encourage and promote self-sufficiency.

**You can help this project by donating any unwanted post aural (behind the ear) hearing aids or body worn hearing aids to Cubex, Project Nepal, 25, New Cavendish Street, London W1G 8LP. Tel. 020 7935 5511 or e-mail [adam@cubex.co.uk](mailto:adam@cubex.co.uk)**



# Handy Hints

If you are experiencing difficulty with inserting your hearing aids, then make a note of the following tip from Selma Becker.

"Simply pulling back the ear, just above the earlobe, when inserting your hearing aid causes the ear canal to open wider. Doing this ensures the aid fits 'home' easily. If this still doesn't do the trick, try applying a tiny drop of Otoease lotion onto the hearing aid before insertion."

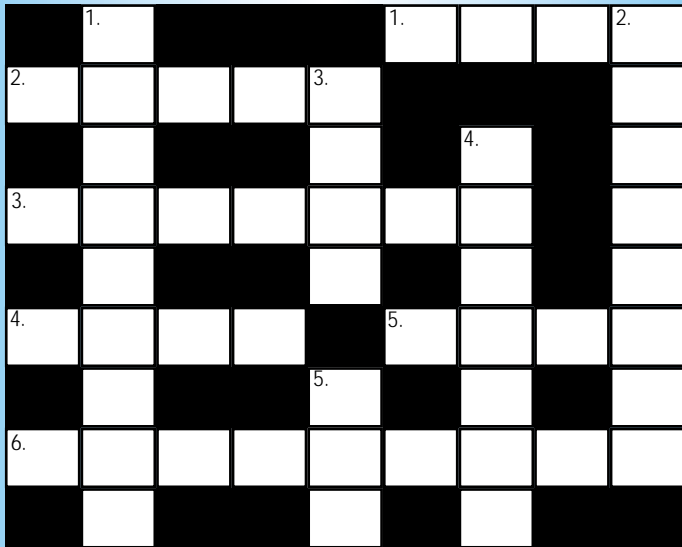
Otoease lotion is available for half price until 30th September. See our special offers section for details.

## Competition Corner



*Congratulations to the winners of last issue's word search competition. They are N. Berwick, M. East, J. Rose, S. Burns & C. Lynn all from London and J Boughton from Suffolk. Our international winner was P. Sud from India. The response to the competition was overwhelming and we thank all of you who took the time to enter.*

This issue's brainteaser is a crossword compiled by Richard. The first correct entry drawn on 6th August 2001 will receive a Mini Tech digital television listener worth £79.95. We will also award five runner-up prizes each receiving a box of batteries and digital keyring battery tester. The deadline for receiving entries is 31 July 2001. Please mark your envelope 'Competition'. Good luck!



### Across

1. Sound \_\_\_\_\_ (4)
2. Venice has many (5)
3. Perceived hearing loss (7)
4. Non- \_\_\_\_\_ coating, ladies undergarment (4)
5. In place (4)
6. Revolutionary hearing aid fitting device (9)

### Down

1. Visible part of in the ear hearing aid (9)
2. Behind the ear aid must have this (3, 5)
3. You may use this in the theatre or church (4)
4. \_\_\_\_\_ revolution (7)
5. Abbreviation for world's smallest hearing aid (3)

## Special Offers from Cubex

You'll be pleased to read that our popular battery special offer is back. This is an ideal opportunity to make terrific savings. We now stock both Rayovac Ultra and Activair batteries, so please remember when ordering to let us know if you have a preference for either type.

Battery Size	Usual Price	Special Offer Price
10,13,312,675	£35.00	£25.00
5 only	£70.00	£60.00

Otoease - eases insertion of hearing aids and ear moulds. Safe, non toxic	Usual Price	Special Offer Price
	£6.50	£3.25

Please note: offers only available for orders placed until 30 September, 2001.

### Cubex Mission Statement

“ We are committed to providing you with outstanding service.

Our staff are knowledgeable, friendly and dedicated to providing total support for all your hearing difficulties. Through the use of leading edge technology, combined with our expertise and experience, our goal is to improve your hearing.



### RECOMMEND A FRIEND

Do you have friends who suffer from hearing difficulties, knowing that things could be better for them? You can help them experience the same benefits you have received - whether it's being recommended the right hearing aids or being given independent, unbiased and confidential advice.

In appreciation for introducing a friend, Cubex will send you a year's supply of hearing aid batteries when they are eventually fitted with a hearing aid.

