



Newly arrived leading edge technology with "voice finder"

# ADAPTO ARRIVES AHEAD OF ITS TIME

The arrival of Oticon's Adapto marks a new milestone in the current hearing aid revolution.

Oticon are leaders in state of the art digital technology and the Adapto has evolved through listening to the needs of the hearing impaired.

As you would expect, Cubex leads the way as one of the first practices in the country to offer and fit, this highly advanced technology.

Adapto offers convincing solutions to three of the most important, unsolved problems faced by hearing aid users:

- VoiceFinder - instant speech understanding and a comfortable listening level. Adapto immediately recognises voice signals, when speech is present, and reacts as the brain would in prioritising them over noise (Speech mode). When no speech is present, it intelligently changes to a more comfortable listening mode, tuning out ambient noise. (Comfort mode)

- Open Ear Acoustics -occlusion (feeling "blocked up") and feedback (whistling) are two of the most significant reasons why people reject hearing aids. Adapto features the world's most effective system for overcoming these problems: OpenEar Acoustics.

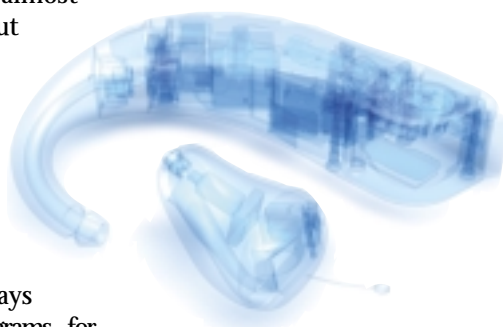
Occluding the ear destroys many of the characteristics of natural hearing and, until now, had to be accepted as it helps to avoid feedback and sound leaking from the ear.

For the first time ever it is now possible to have an almost open-ear fitting without risk of feedback. The result is a more natural perception of one's own voice and better overall sound quality.

- Client Focused Fitting - until now we have always had to rely on audiograms for programming hearing aids, however, this does not adequately take in to consideration the individual's lifestyle and needs.

Adapto's ingenious programming software, Genie, involves the user right from the start. First, it combines audiometric data with personal lifestyle needs and then, through audio and visual demonstrations, automatically adjusts to the most appropriate setting.

This ensures a much more accurate 'first fit' with a far shorter period of adaptation and acceptance.



#### Standard Features

Adapto is suited to those with mild to moderately severe hearing loss and is available in all styles ranging from CIC to BTE, all of which offer the following features:

- VoiceFinder
- Dynamicfeedback cancellation
- Low power consumption
- Fully automatic operation
- Excellent immunity to mobile phone interference
- A wide range of colours to blend in with hair/skin tone or to make a fashion statement



Witness the revolutionary Oticon Adapto at Cubex on  
Wednesday 6th & Thursday 7th February, 2002  
from 9.00am until 7.00pm

- Free demonstration of Adapto-be one of the first to hear it yourself
- Meet the people behind this amazing breakthrough in hearing aid science and have your questions answered
- Exclusively for those attending this launch we are offering a three year guarantee and a year's supply of batteries FREE with any Adapto order

CUBEX NEWSLETTER



# CUBEX NEWSLETTER

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## Product Update

This issue is dedicated to the latest innovations in hearing technology. We will be reviewing an exciting selection of hearing aids recently introduced, or about to be launched. We have solutions for all types of hearing loss, from mild to profound.

### 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."*

## Advance news January 2002 launch

### Widex Diva

**Launch date:** January 2002

**Fitting range:** from mild to severe hearing loss

**Models:** CIC, ITE & BTE

**Features:** 100% digital processing; fully automatic; telecoil; programming capability of up to 15 channels and bands; constantly self-adjusting directional microphones (BTE and ITE models only).

**Benefits:** optimum speech clarity;



improved feedback cancellation proven to work in even the most critical situations; occlusion manager ensures a more natural sound to the user's own voice.

### Cost effective digital clarity

### Widex Bravo

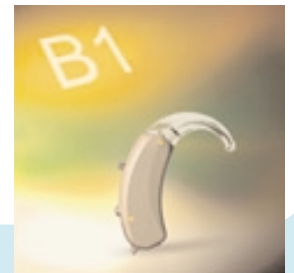
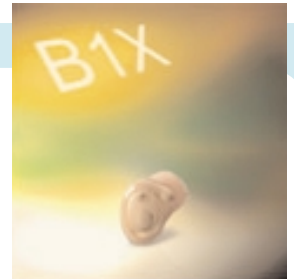
**Launch date:** July 2001

**Fitting range:** mild to moderate hearing loss

**Models:** CIC, ITE & BTE

**Features:** 100% digital processing; optional volume control and telecoil; low battery beep indicator.

**Benefits:** natural sound reproduction with emphasis on speech, general listening comfort and own voice; simplified fitting process reduces the need for fine tuning, and follow-up visits.



### Super Power digital BTE

INNOVATION THROUGH EXPERIENCE

### Oticon Digifocus II SuperPower

**Launch date:** September 2001

**Fitting range:** profound (mixed, conductive and fluctuating) hearing loss

**Models:** BTE

**Features:** 100% digital; high gain to suit even the most profound hearing loss; SPM (Sound Perception Management) offers three uniquely different settings based on the individual's remaining residual hearing; two separate sound processors, one for vowels and one for consonants; fully automatic with



manual override functionality; telecoil; FM compatible; superior immunity to interference from mobile phones; variety of colours.

## EasyTab

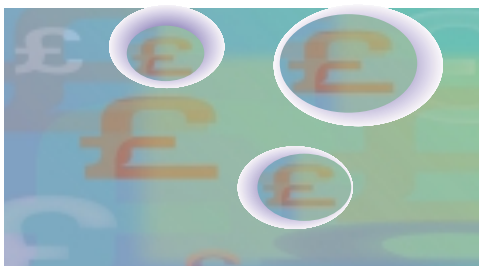
Gone are the days of difficult to handle hearing aid batteries. With EasyTab, replacing them couldn't be simpler.

The oversized tab not only makes it easier to remove the battery from the package, but also doubles as an insertion tool. Once the battery is in position you simply peel off the tab and close the battery door.

For quality that lasts, insist on EasyTab. Available NOW in conveniently sized packs of six batteries.



# Countdown to VAT



In our Autumn issue we addressed the issue of V.A.T. and how it is likely to affect the price of hearing aids early next year.

Many of you will be contemplating resolutions for the coming year. Taking a positive step towards better hearing should be one of them. With the impending V.A.T. charges to hearing aids, NOW is definitely the time to take action. It could save you a considerable amount of money.

## NEW Digital microphone in tiny CIC

### Phonak Claro 11 CIC

**Launch date:** December 2001

**Fitting range:** mild to moderate hearing loss

**Models:** CIC

**Features:** 100% digital; world's first digital microphone resulting in a fully digitised sound signal from microphone to receiver; ultimate shielding from electromagnetic interference (eg. mobile phones); super compact CIC aid sets new standards in miniaturisation.

**Benefits:** clear speech intelligibility, even in the most difficult listening conditions; world's first multi-program CIC hearing aid to feature remote control.



## Noise induced "ski slope" hearing losses

### Phonak Claro 111

**Launch date:** October 2001

**Fitting range:** mild and steeply sloping (ski slope) hearing loss

**Models:** BTE

**Features:** Phonak's unique DPP (Digital Perception Processing) system;

**Benefits:** compatible with an open ear mould lessening the blocked

up, occlusion effect; adaptive AudioZoom for optimum speech understanding in noisy situations; fine-scale Noise Canceler reduces high resolution noise (such as fans, and other annoying high frequency sounds outside the speech spectrum); integrated FM receiver if required; controllable by an optional remote control.



## CIC style for severe Hearing losses

### Starkey ITP-677 CIC

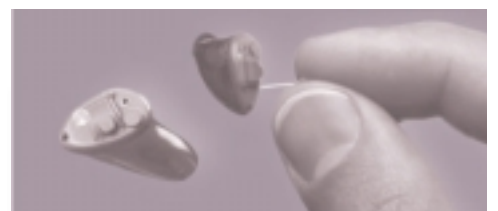
**Launch date:** January 2002

**Fitting range:** severe hearing loss

**Models:** CIC

**Features:** the world's most powerful CIC hearing aid covering up to 95 decibel hearing loss in the mid/high frequency range; extraordinarily low current drain ensures excellent battery life.

**Benefits:** CIC style suitable for severe hearing loss.

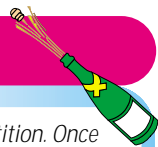


# UI OO

## Christmas Opening Hours

Please note that we will be closing for Christmas and the New Year period at 5.00pm on Friday 21st December, 2001 and will re-open at 9.00am on Wednesday 2nd January, 2002. We send all our readers Christmas greetings and best wishes for the year ahead.

### Competition Corner



Thank you to all of you who entered last issues competition. Once again, we were overwhelmed with the number of correct entries we received. Our winner comes from Kent and receives a bottle of champagne and a years' supply of batteries.

Here are the answers 1. Nerve 2. Pinna 3. Sound 4. Ossicles 5. Infection 6. Cochlea 7. Ear drum 8. Resonate 9. Speech 10. Microphone 11. Otowizard - And the bonus word is Compression



### Write to win

Living with a hearing impairment can be difficult. However, reading about the experiences of others who may share similar problems and difficulties, and how they have coped, can be helpful. At Cubex we like to hear your stories about the hearing difficulties that have affected your life, and the technology that may have made a difference.

We are always interested in publishing our patients' stories in the Cubex newsletter. If you would like to share your experiences with other patients, please send your letters to Richard Austin.

As a gesture of our appreciation, for any stories featured, we will send you a gift certificate for £25.



### 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.

## What is Hearing Therapy?

In this issue we ask Bunty Levene, hearing therapist to explain:

### What is Hearing Therapy?

Hearing therapy is providing support before, during and after the issue of a hearing aid. Working closely with a hearing aid audiologist, for example, a hearing therapist will identify the hearing concerns that have prompted the hearing impaired individual to seek help.



### What are you hoping to achieve?

The aim of hearing therapy is to enable an individual to experience an improved quality of life. To achieve this the therapist will need to utilise all the visual and auditory clues available. Hearing Therapy sessions can help overcome difficulties with speech discrimination.

### How does it work?

Well, for example, the importance of choosing the right conditions to listen in are discussed. These can be frequently overcome. Knowledge gained after a session can allay any fears that misunderstandings are not just the responsibility of the individual. Through mutual agreement a communication/training programme is devised which will be designed around the individual's needs.

### What might this program include?

- Counselling and practical advice about communication tactics
- Lip-reading training and raised awareness of visual clues as an aid to speech discrimination
- Auditory training which assists with speech recognition
- Stress management in difficult situations
- Advice about the latest technical equipment which will often work in conjunction with a hearing aid, helping to hear television better and on the telephone
- Tinnitus counselling and retraining to help overcome the effects of head noises.

### How does an individual get help from a Hearing Therapist?

If you are looking for a hearing therapist in your area you can contact Lisa Richards, information officer at the BSHT (British Society of Hearing Therapists) tel. 01823 342188.

### About Bunty

Until recently, Bunty Levene worked at the City Lit Centre for deaf people in Holborn (minicom 01823 342158), as a lecturer in hearing therapy and a course co-ordinator.

She is currently working as a freelance hearing therapist and will be offering her services at Cubex on the first Friday of each month from January 2002. Please call us for more information or to arrange an appointment.