



Cubex Newsletter

Issue 1

Announcing



Open House

Thursday 10th March, 10.00am - 6.00pm at Cubex

**BUY ONE,
GET ONE FREE!**

* offered on any Starkey Arista model ordered before 31st March 2005.

You are invited to come along and meet Paul Lamb, Director of Technical Services at Starkey Laboratories, world wide supplier of hearing aids. Paul has spent 17 years with Starkey and will give you the benefit of his considerable experience and advice on Starkey hearing systems. Paul will be happy to answer any questions you may have.



We are delighted to present to you the Arista hearing instrument range which make ideal spare hearing aids.

Although the Arista is a 'mid-range' hearing aid, it combines many 'leading edge' features - (see below).

Take advantage **NOW** of our special offer available until the end of March.

When you purchase one Arista behind-the-ear (BTE), in-the-ear (ITE) or in-the canal (ITC/CIC) model, you will receive the second one **FREE!**

Never be without good hearing again.



Arista ADVANCED DIGITAL SIGNAL PROCESSING

- Sophisticated circuit design ensures maximum flexibility to fit your hearing loss
- Advanced noise reduction enables clear speech understanding and reduction of annoying noise
- Quiet operating performance - Ensures you don't hear circuit noise in extremely quiet surrounding
- Multi Program - Cubex can tailor Arista to suit your lifestyle needs. Up to three settings can be chosen for use in restaurant, music or traffic environment
- All styles and most losses - Arista is available in all styles and will be suitable for most hearing losses

Aspect OPEN EAR TECHNOLOGY

- Extremely lightweight miniature design
- Can be worn all the time
- Ideal for mild high frequency hearing loss
- Open ear acoustics ensure a comfortable fit, free from any blocked up sensation
- Battery change warning indicator
- Automatic noise reduction system ensures you hear comfortably in background noise



Call now to reserve a time or simply come along

Contents: • Starkey Open House • Small Talk • Defeating Deafness Needs You!
• Competition Corner • Let's Be Fair • Handy Hints • Hearing Dogs Update

Race for Better Hearing



Last year saw Phonak's cycling team in the Tour de France for the first time ever. The team accomplished a remarkable sixth place in the overall team standings. "Race for better hearing" is Phonak's slogan. As a leader in hearing aid

technology Phonak help eliminate the stigma which is still attached to the use of hearing instruments. They want "good hearing" to be victorious and are trying to be positive with their upbeat and positive attitude.

Patients Write...

Dear Jenny,

Ethel and I want to convey our sincerest thanks to you and Mr. Adam Shulberg for giving us an appointment to see you at such short notice while we were on holiday from South Africa.

If you recall you attended to Ethel's hearing loss problem (most professionally) and undertook an audio test as well as advising her with such amazing empathy and caring all at no charge.

Your recommendation that Ethel have the wax removed before a hearing aid mould be prepared prevented us from getting a hearing aid in London as we

were running out of holidays.

Nevertheless we again thank you for your expert advise which proved absolutely correct! All the hearing aid audiologists in Durban, S Africa didnt tell us this and Ethel had years of needless discomfort and hearing loss. If you ever visit South Africa Please contact us and if you find yourself on the Kwazulu Natal, South Coast/Durban we have a beach cottage in a golf estate that you can stay in for the same fees you charged us!

Our Best Wishes, Ethel & Robby

Hearing Dogs for Deaf People

Thank you to those of you who came along to our mulled wine day on 15th December and helped make it a great success. After a slow start we were later inundated with people dropping in for some festive cheer. We hope you enjoyed coming along as much as we enjoyed seeing you all.

Pictured below is Victoria Goodacre, Cubex Christmas card designer, presenting our donation cheque to Hearing Dogs trainer, Chris Alleeson and Crocker, a 9 month old puppy who has almost completed his training.



Let's be Fair

Our thanks go to Mrs A. Stewart for her contribution to this issue suggesting a 'realistic' approach to the benefits of hearing aids.

"Today's advances in hearing aid technology have certainly improved the lives of many of us with a wide range of hearing impairments and the arrival of digital hearing aids has taken matters another step forward. However, no machine, so far can totally replace normal hearing.

My current concern, therefore, lies with some of the advertisements we read and the Government's promises of digital hearing aids for all, resulting in many people believing that the possession of one of these aids, whether privately or via the NHS would solve all their hearing problems.

Sadly, this cannot be true and has resulted in frustration for many that find that going digital is not quite the panacea they had hoped for.

Lovely though it is to read that "Mr X" has heard the birds sing for the first time for ages or the voices of his grandchildren more clearly over the telephone, we are seldom privileged to learn of the degree or type of hearing loss suffered by "Mr X."

I, too, can boast that this spring, I heard the cuckoo for the first time in years, after being fitted with new digital aids. However, more recently I foolishly chose a pew in my church, which was further back than I would normally sit and suffered an hour of a mumbled service and sermon and overloud organ music. My fault

entirely, because I allowed myself to forget the limitations of my aids in relation to my severe hearing loss. So, I do think that it is important that companies advertising their wares are more straightforward about their new technology and that anyone who is writing in praise of their aids, digital or otherwise, gives a more balanced review."

Adam Shulberg adds, "Mrs Stewart makes some very valid points which we ourselves have taken up with laboratories on numerous occasions. A great deal of our time is spent with clients establishing and managing their expectations as we are always keen to point out the limitations of amplification particularly with certain types of hearing loss."

Small talk RNID

Many of us use mobile phones to keep in touch when on the move or in case of delays or emergencies.

If you're looking for a mobile phone with or without your hearing aid, either for reasons of comfort, convenience or to avoid interference, then please read on. RNID have researched some of the best available models. An extract of that article follows.

The following top six phones were tried and tested by volunteers with varying degrees of hearing impairment. All used a mobile phone on a regular basis and found the test phones to be better than their existing ones.



	LG 7100	MOTOROLA C350	NOKIA 3200	SAGEM my X-2	SAMSUNG E700	SONY ERICSSON T610
Price with contract	£0-£30	£0	£0-£70	£0	£50-£130	£0-£130
Price on pre-pay	n/a	£70-£80	£120-£170	£50-£70	£220	£180-£200
Weight	95g	85g	90g	80g	85g	95g
PERFORMANCE						
Earpiece volume	●●●●○	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
Earpiece sound clarity	●●●●○	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
Handsfree volume	●●●●○	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
Handsfree sound clarity	●●●●○	●●●●○	●●●●○	●●●●○	●●●●●	●●●●○
EASE OF USE						
As a phone	●●●●●	●●○○○	●●○○○	●●○○○	●●●●●	●●○○○
For text messaging	●●●●●	●○○○○	●●○○○	●●○○○	●●●●●	●●○○○

LG 7100

- Popular clam-shell design with stylish looks
- Large colour screen and large clear controls
- Simplified text sending
- Excellent loudness with side volume control
- Comfortable against the ear

Motorola C350

- Very compact design
- Small screen
- Buttons very close together
- Slightly lower earpiece clarity and volume rating

Nokia 3200

- Larger, well-shaped phone
- Large, clear screen
- Simple to navigate through menu options
- Not recommended for less dexterous users due to awkwardness of buttons

Sagem X-2

- Compact, lightweight and easy to use
- Comfortable listening
- Responsive keys although slightly too close together
- Good volume enhancement although controls a little tricky
- Excellent hands-free facility

Samsung E700

- Large, clear screen and well organised menu
- Another popular clam-shaped phone
- Easily adjusted volume control and very loud
- Not quite as easy to use as the LG7100 but nevertheless excellent

Sony Ericsson T610

- Large screen, volume control buttons on the side
- Easy to use toggle control for main functions
- Small number keys but well labelled and fairly easy to use
- Earpiece difficult to locate and place over the ear

A hands-free option?

Some mobile phones now have a hands-free 'speaker-phone' facility. This is particularly useful if you want to do something else at the same time as making a call and might be a good feature for someone wishing to use their mobile whilst wearing hearing aids.

Mobiles and Hearing Aids

Interference from mobile phones has long been a major issue for hearing aid users, but modern phones generally cause less disturbance to digital hearing aids. If you've had a bad experience with using a mobile in the past don't assume that they are not suitable for you. Try a newer model in a shop, you may be pleasantly surprised.

Defeating Deafness Needs YOU!



Defeating Deafness is a free information service for deaf and hard of hearing people.

If you have any hearing-related questions, issues or problems, a free information service offered by Defeating Deafness, the UK's medical charity for deaf and hard of hearing people, can provide the answer.

Supported by the UK's leading medical and scientific experts in the fields of hearing loss, tinnitus and other hearing problems, the Defeating Deafness Information Service provides up-to-date information and advice on the latest research advances,

treatments and technology for deafness and hearing impairment.

"Information is not a cure, but it can empower people and their families, enabling them to make the best treatment choices based on the very latest research evidence," says Head of Information Geraldine Oliver.

"For example, sudden onset of deafness or tinnitus can be very distressing, and people don't always seek immediate treatment or know the right questions to ask their GP. Our service can give people basic or additional information and reassurance," says Ms. Oliver.

Defeating Deafness also supports medical research into all forms of hearing impairment, funded entirely through voluntary contributions.

If you'd like to make a contribution towards their work, please send your donation to the freepost address below. Cheques should be made payable to Defeating Deafness.

The Defeating Deafness Information Service is accessible via the internet

www.defeatingdeafness.org
Freephone: 0808 808 2222
FREEPOST WC4938,
London, WC1X 8BR
Textphone: 020 7915 1412



Handy Hints

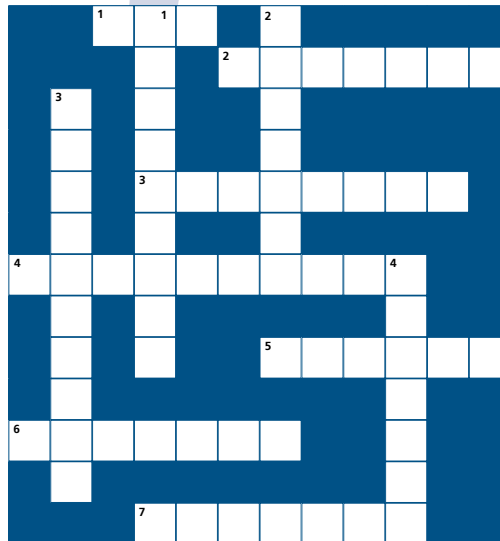
People often come to us with a hearing aid that appears to be “dead” or has reduced volume. You may be surprised to learn that 75% of failures are due to blocked wax filters. It is perfectly normal for filters to collect wax as they are designed to prevent unwelcome intrusion into the delicate workings of the hearing aid.

Next time your aid stops working for no apparent reason, try cleaning or replacing the wax filter, if appropriate to do so. This may do the trick and ‘revive’ your aid, saving you the inconvenience of bringing or posting it to us. As always we are here to help, so please don’t hesitate to let us know if you are unsure which is the best cleaning method for your hearing aids.

Don’t forget our repair warranty scheme is available for hearing aids less than 5 years old and takes the worry out of hearing aid maintenance and repair after the initial manufacturer’s warranty has expired. Prices start from as little as £72.00 per annum. Please call us today if you would like further details sent or an application form.

Competition Corner

We’ve decided to go back to basics with a (fairly) straightforward crossword. Test your skill and knowledge on hearing and send, fax or e-mail your answers to the usual address. The first name drawn from the hat on March 16th will receive a years supply of hearing aid batteries. Good luck!



Down

1. A graphic representation of hearing threshold at different pitches and sound levels
2. One of the five senses – the one that responds to sound pressure waves
3. A cast made of the contours within the external ear from which an earmould or custom shell is made
4. Measurement of the intensity or loudness of sound

Across

1. Organ of hearing and balance
2. Yellow or brown wax like substance (earwax) secreted in the external ear canal by ceruminous glands
3. The three tiniest bones in the body contained in the middle ear
4. An electronic amplifying device to make sounds audible to a person with a hearing loss
5. The hollow part of the external ear that resembles a shell in shape
6. Winding tubular cavity within the inner ear, shaped like a snail-shell
7. The alternative to analogue

Competition Winner

Congratulations to P. Mullis of Cornwall, who won a super seasonal hamper in the last competition of 2004. For those of you who are still scratching your head, here are the answers:

You’re under arrest

Repeat after me

Tennis shoes (not ten issues!)

Banana split

Won by a nose (nobody got this one right!)

Blanket

A friend indeed



As someone with a hearing loss you may be in a unique position and the first to notice when a

friend or loved one is suffering from hearing loss. You’ll be familiar perhaps with that tell tale quizzical look and uncertain smile?

Remind your friend that a hearing test is a simple and painless process and one which we at Cubex will gladly undertake.

So, if a friend or family member has been putting off doing something about their hearing, why not put them in touch with

us or ask for a free copy of our “Hearing is a gift.....to listen is a choice” booklet.

Furthermore, when your friend comes to see us we will send you a quality ‘thank you’ gift. Better still, if your friend subsequently proceeds with a hearing system then we will further reward you with your choice of either **a year’s supply of batteries** or a **£25.00 John Lewis gift voucher**.



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