



Cubex Newsletter

Summer 2004

Feelin' good everywhere



- **Be comfortable**
- **Be involved**
- **Be yourself**
- **Be free**
- **Be comfortable**



In Quiet - It is essential that hearing aids allow you to feel at ease in quiet as well as in noisy environments. Grassy fields waving in the wind, birds singing or a dog barking far away. These are just some of the sounds that contribute to an atmosphere of tranquillity. These sounds add nuances to every day life just as beautiful colours do.

These are moments everyone should be able to enjoy.

In Noise - A ball hits a bat and the ball flies through the air. The crowd cheer enthusiastically and players shout eagerly. Despite the shouting and noise the situation feels pleasant and not at all tiring.

Everyone should be able to enjoy all facets of life together with family and friends, even in noisy situations.

Senso Vita uses a system called **SoundShape**, enabling you to be part of the important moments in life – in a comfortable and natural way.

For many hearing aid users, comfortable sound quality and speech intelligibility are more important than complexity and leading edge technology is not as important as a flexible, stable, well tested, system that works!

This type of user is clear about what they expect from life and they know what it takes to fulfill their expectations. They want reliable hearing aids at a

reasonable price that will meet their specific needs.

Widex has developed a complete, new hearing aid series for this group of people.

With Senso Vita, we can help you towards four important goals of living with a hearing loss:

Being comfortable, being involved, being yourself and being free!



SoundShape continually balances the individual sound components to enhance wanted sounds and attenuates unwanted sounds.

SEE ENCLOSED INSERT FOR SENSO VITA SPECIAL OFFER!

Be involved

The ability to hear what is being said in all listening environments allows us to engage actively in communication and other activities. Speech enhancement is a critical feature in hearing aids. **SoundFocus** processes the incoming signals to ensure optimum audibility in various listening situations and attenuates, partially eliminates or shuts out noise whilst ensuring that speech signals remain clear and audible. This is not an easy task and the SoundFocus system in Senso Vita comprises several elements designed to emphasise speech and reduce noise. These include Sound Selector; Noise Manager with Speech Focus; Sound Stabilizer and Listening Programs.

Be yourself

No two people are the same. Our history, lifestyle, physique and attitudes differ. Meeting these needs requires a very flexible and precisely fitted hearing aid. Senso Vita is basically automatic, but can be provided with a volume control and a program button to further customise it for your specific needs. Available in all styles from very discreet CIC instruments for mild hearing loss, through ITE style (with directional microphones for further enhanced speech discrimination in background noise) and BTE for moderate to severe hearing loss.

Be free

To completely forget that one is wearing hearing aids they need to become part of one's life. The **FreeSound** system is a culmination of all Widex's efforts. Sound quality and battery life are very important factors. FreeSound also serves to eliminate internal noise, feedback whistling and cellular phone interference. Senso Vita is easy to operate and requires very little daily attention. In short, it feels natural and is easy to use.



 Senso
Vita™



This testimonial is from a VERY satisfied Widex Senso user who we hope may soon benefit from the further advantages of Senso Vita.

My Shift from an Analogue to a Digital Hearing Aid By Victor J. Friedman

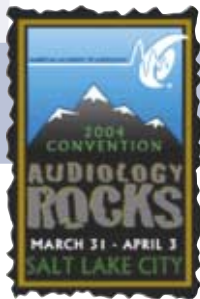
I have been using a hearing aid for approximately seven years and I immediately experienced a difference between the old one and the digital. On the way home from the audiologist, I noticed new sounds such as the blinker in my car and the birds singing outside.

The greatest change was the ability to distinguish between the human voice and background noise. During the trial period, I noticed that in the first few moments the hearing aid would amplify the human voice and diminish the noise.

I was extremely sensitive to this change and was very pleased by it. I took notice of the ability to distinguish between sounds in many different situations. The difference was particularly salient on public transportation, airplanes, and other places with a lot of noise. Sometimes the hearing aid would focus in on and amplify voices that I was not trying to hear. For instance, I found myself on a train in Finland clearly hearing the conversation among people sitting in the seat behind me.

In general the sound of the digital hearing aid was quieter (less amplification) than the analogue, but it was clearer and easier to distinguish the sounds. For the first time I was able to really hear a movie soundtrack on an airplane or to listen to a tape recorder with headphones. In those situations I think that the hearing aid was extremely helpful, perhaps even more than the ear itself, in distinguishing between voices and background noise, including the tape recorder itself. I also noted that I could hear the voices better when the tape recorder was adjusted at a relatively low volume.

One of the greatest differences is that the digital hearing aid is much less intrusive. The sound is more natural, since I don't need to adjust the volume. My feeling is that I hear much better than before and I am less dependent upon lip-reading. Nevertheless, I am not totally satisfied with my current level of functioning and want to do better. I also now intend to purchase a digital hearing aid for my right ear.



Audiology Rocks: Expo 2004

The American Academy of Audiology Convention 2004 was held in Salt Lake City, surrounded by the spectacular Rockie Mountains. The 5600 delegates enjoyed an action packed four days and wonderful spring weather. The two days I spent at the exhibition were interesting and productive. One day touring the stands and the other, attending lectures.

The Expo 2004 excited us with new technology and the educational seminars were stimulating not to mention many fun and challenging events to gel the proceedings and make it a memorable experience.

It was fascinating for me to observe and try to grasp an understanding of Audiology American style. This 'Brit' had no idea who Mike Eruzione (the guest speaker) was, however I learnt very quickly that he was a member of the American Olympic Hockey Team who had unexpectedly skated away with the gold medal. He gave a very inspiring speech which kept me going even when my feet were all 'exhibited out'.

This years themes seemed to centre around "open ear" hearing

aid fittings and noise protection. Several stands featured filtered noise reduction ear plugs for musicians and an amazing array of swim plugs.

Today's health and safety regulations try to ensure individuals who work or play in noisy environments are well protected. An interesting study looked into the bio chemistry created when there is a noise induced hearing loss and free radicals are formed which cover the tiny inner hair cells and cause them to degenerate. This research has produced a new drug that will eliminate the free radicals and protect the hair cells from damage. This treatment must be administered shortly after noise exposure which sadly is not a solution for those who already suffer but is hopeful for future generations.

All the hearing aid manufacturers were promoting their new products and it looks as if we have an exciting time ahead of us.

Expect future newsletters to be packed with new and exciting product information.

Mary Youngman RHAD, MSHAA



Valeo™
with SoundSelect®



Phonak have launched their new mid/upper range of hearing aids called Valeo. Some of you have been trialling this for us in the UK with fantastic results.

The Smartlink it is a FM system and remote control with Bluetooth technology for 1:1 conversations in noise. It also enables mobile phones to be linked linked directly with your hearing aid.



Oticon • Syncro

Oticon have announced the first hearing aid to include **artificial intelligence** which is a major stride forward in hearing aid technology. You will be hearing a lot more about Syncro later this year when we launch this phenomenal aid. Watch this space or contact us for advance information!!

Senso Vita™

Widex have improved their range to include the Senso Vita, incorporating all the benefits of the Senso plus multi-programs, directional microphones and many other exciting features. It also uses the new CAMISHA process for making computerised laser shells.



Cubex Christmas Card Competition

Hearing dogs...



Hearing Dogs
for Deaf People

Would you like to create a design for the **Cubex Christmas Card 2004**?

Cubex is adopting **Hearing Dogs for Deaf People** as one of its Charities and WE NEED YOU!

Cubex usually commission an artist to produce a festive design. This year that artist could be **you!** All that we ask is that you donate your imagination and creativity and the fee that we would normally pay (approx £250) will be donated to the **Hearing Dogs for Deaf People**.

Hearing Dogs for Deaf People does phenomenal work providing specially trained dogs to assist people who have a severe hearing impairment. The dogs are supported throughout their lives (in sickness and in health)

and always remain the "property" of the charity as their welfare is paramount. These working dogs can alert their human friends to the *ring of the doorbell, telephone and smoke alarms* but will be specifically trained to meet individual needs. They are also delightful companions.

At present Hearing Dogs aims to place 140 hearing dogs a year, and as each hearing dog costs in excess of £5000 to train and support throughout its life, raising funds is always a major concern. **(Please help us to help them).**

We will be looking for originality of design rather than artistic excellence. The underlying theme needs to be linked to the Charity and if possible Cubex and what it represents.

(We look forward to receiving your entries which must be in no later than 30th September 2004 please.)

Mike Sullivan and Flint



"I suffered a head injury in a car accident and gradually started to go deaf. Over time, I could no longer hear the telephone or doorbell and my confidence was nil. Flint now alerts me to everyday sounds and goes everywhere with me. She is a wonderful companion and assistant to take me out into the world."

Competition Corner

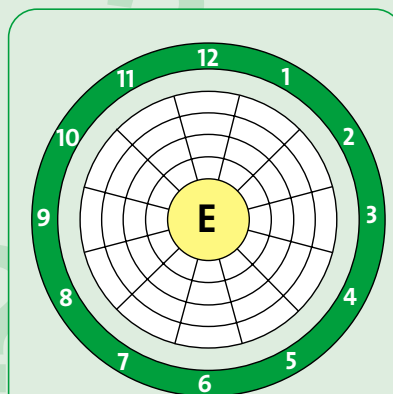
We thought we would 'play it safe' in this issue with a crossword-style puzzle. Test your skill and you may be the lucky winner of a night out for two at the theatre.

Here's what you have to do: The solutions from 1 to 12 are all six-letter words ending with the letter E in the centre. Moving clockwise from 1, the letters in the outer circle will spell out the name of a famous English actress.

The first correct entry drawn from the hat on 31st August 2004 receives a £50 voucher redeemable at up to 200 theatres nation-wide. Post, fax, e-mail or text us your answers, remembering to include your name and address.

Good luck!

Please note: We also invite you to send in your competition ideas to Richard. If yours is published you will receive your choice of a box of batteries or £25.00 John Lewis voucher.



- | | |
|-----------------|-------------------|
| 1 Appear | 7 Citrus fruit |
| 2 Bird | 8 Reason |
| 3 Glass ball | 9 Spot |
| 4 Rank of Shops | 10 Safe |
| 5 Sweet | 11 Decorative |
| 6 Lowly | 12 Stinging plant |

Apologies if we had some of you searching high and low for answers to last issues 'Shakespeare's Quiz'.

Well done to J. Marshall of Suffolk who receives a Sennheiser infrared television listener. Here are the corrected quotes with answers:

- Lend me your ears (Julius Caesar, Act 3, Scene 2)**
- And kiss thy fair large ears (A Midsummer Nights Dream, Act 4, Scene 1)**
- Had I three ears, I'd hear thee (Macbeth, Act 4, Scene 1)**
- Let the sounds of music, Creep in our ears (Merchant of Venice, Act 5, Scene 1)**
- Think you a little din can daunt mine ears? (The Taming of The Shrew, Act 1, Scene 2)**

A Gr8 Idea 2 Make U ☺

There may be occasions when you need to reach us but you are not able to do so by telephone or e-mail or you may be travelling and unable to reach us by "conventional" means.

Always at the forefront of technology and innovation we are delighted to introduce a new mobile SMS text service for you to contact us.

Now you can request and receive confirmation of an appointment, place an order for batteries and other accessories or simply send us a suggestion wherever you happen to be from your mobile phone.

Once you have composed your message just send it to **07963 835063** and we will respond to your request during normal office hours (Mon-Fri 9am-5pm). Please note: you can still text your message outside office hours but this will not be dealt with until the next working day.

For those who still prefer the traditional method, our friendly staff will be delighted to take your call on our usual number.

Ear Wax – the Solution?

Earwax is a persistent and significant source of problems for hearing aid wearers including:

- **Reduced hearing**
- **Cause of physical discomfort or pain**
- **Muffled sound or "echo"**
- **Greater likelihood of hearing aid failure**
- **Increased whistling from hearing aids**

Cotton buds are not recommended as these can encourage the formation of wax 'plugs' in the ear canal and push debris further into the ear towards the eardrum which can lead to impaction, pain and ear damage.

However, we are delighted to announce that we now carry a natural solution to the problem.

Audispray is a sterile seawater solution, rich in trace elements which dissolves wax and cleanses the ear canal, helping to reduce the build of earwax, improving hearing, aid performance and reliability

The easy to use spray comes with a



nozzle and should be used 2-3 times a week for good ear hygiene.

Available **now at an unbeatable price of £5.95 each** (normally £6.95) plus £2.50 P&P. Offer limited until 30th September 2004. Please contact us now to place an order.

Warning: The manufacturers, Diepharmex SA state that Audispray is not to be used if there is otitis; eardrum perforation or a foreign body in the ear canal. Cubex suggests that you always check with your GP first if in you are in any doubt



How often have you removed your hearing aids and put them somewhere 'safe' only to later realise you have misplaced them?

We hear about this all the time and unfortunately it can result in considerable frustration and great expense if the aid/s are lost permanently.

One of our clients came up with a novel yet logical solution; place a small dish or dehumidifier in each room at home so that when you remove your aids you have somewhere to put them until you are ready to use them again. Initially it will take some self-discipline, however, within a matter of days you will be so accustomed to the habit you will wonder why you never did it before!

Be sure...HearSure

Should the worst happen and you lose your aids, make sure they are insured either under your home contents or our HearSure plan.

Once we receive word from your insurer that they are happy to settle the claim, we will see to it that you have your new hearing aids fitted as soon as possible.

Please remember the Cubex repair warranty does not cover you against damage or loss to your hearing aid(s) so it is important that you consider hearing aid insurance and with coverage from as little as £2.99 per month it could be the best money you've ever spent. Contact us for details on our HearSure plan.

Namaste!



Thank you once again for all your support with my ongoing Nepal project, which I am delighted to tell you goes from strength to strength.

As I write the team of Cubex trained CEA's (Community Ear Assistants) are assessing and fitting needy patients with hearing aids supplied by us, manufacturers and you. We are between us making a huge difference to the lives of the Nepali people, I can personally vouch for that and convey my sincere thanks to you on their behalf. There may be a shortage of cash in Nepal but there are so many willing helpers and people keen to learn and contribute time.

We now also have 266 volunteers working in the outlying villages providing much needed help and advice, they are the first contact for most people.

Under the leadership of Mr Puran Tharu the CEA's are now able to conduct diagnostic audiometry and prescribe and fit hearing aids. A small ear mould production facility has been established but this needs to be further developed and is now a priority.

Another problem we have encountered is battery failures due to extreme weather and poor storage facilities. We are now hopeful we have resolved this.

The service is becoming established and well known which is making it hard now as there is now an increased expectation on us to deliver an improving service to a an increasing group of people. However, with your continued help and the support of some of the world's leading hearing aid manufacturers we are confident we can rise to the challenge.

Many thanks once again.

Adam Shulberg

Report from the Slopes



Thank you to those of you who came along to our 'ski-slope' open day in May.

It proved a great success with both new and familiar faces attending. Special thanks go to Joan McKechnie of GN Resound for her invaluable knowledge and support and for carrying all the display materials to our office!

The launch of Resound AIR sets new standards in quality performance and discreet design for people suffering mild to moderate high frequency hearing loss.

Fittings of the Air have proven phenomenally successful and have taken even us by surprise! Here's what some of you had to say about your experiences so far with Resound Air:

"Air lives up to its name, it's so lightweight I forget I'm wearing it."

"Far better than anything I have ever used before."

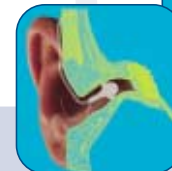
"Nobody knows I'm wearing it."

"I especially appreciate being able to use the 'phone as any normal hearing person would."

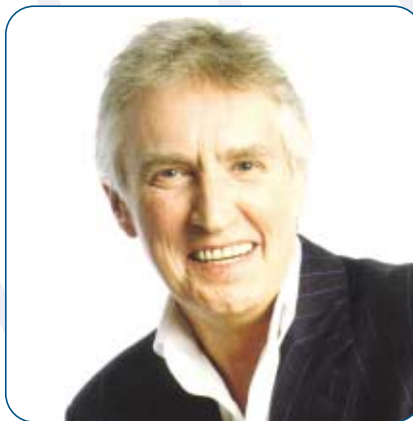
"Resound Air has quite literally changed my life. When I think of all the years of pleasure I will get out of wearing them I ask myself why I never did something about my hearing sooner."

If you haven't yet enquired about ReSound Air and think it may be suitable for you, then please contact us to book an appointment with your hearing aid audiologist who will be delighted to arrange for a free demonstration.

ReSound **AIR**™



AIR-waves



When Radio 2 drive time DJ Johnnie Walker started to experience problems with his hearing he turned to us for advice and help.

Says Johnny, "Following cancer treatment in 2000 I was aware that something wasn't quite right with my hearing, this turned out to be loss of high frequency sounds."

"I literally stumbled across Cubex whilst walking down New Cavendish Street and immediately thought that this was somewhere that could help me. Following a series of consultations it was recommended that I try the new **ReSound Air** hearing aids.

I have to say that the difference they have made has been truly amazing. I'm sure there are lots of people who would benefit from having their hearing checked – especially those who have suffered hearing impairment for many years and are probably unaware of the degree of their loss. I'm just so glad I took the plunge and addressed the problem, I would definitely urge anyone in a similar situation to do the same."



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