

Opening clear blue skies for your practice

To service the needs of the hard of hearing requires **an able solution** that can **supplement hearing aids** in difficult listening environments, **attenuate hearing loss** and help **prepare clients for use of hearing aids**...

About **one in seven** of us live with a hearing disability. **Nine million** UK residents are thus hard of hearing sufferers. Yet, the hearing care industry caters for **less than a third** of that number and competition for customers is fiercer than ever.

Despite numerous hearing aid product launches full of arcane buzzwords, new devices give your clients **little marginal benefit** and fall short of their expectations. Yet, these products still require complex programming from you. Your customers remain **unprepared for hearing aids** and will need several subsequent counselling trips to your practice, **costing you and your customers, time and money**.

Is there a solution? Can hearing care professionals **crack the market open**?

An **ultramodern, flexible** solution that **breaks the mould**, providing the hearing impaired with **augmented hearing** at no peril to their social engagement, **enhancing human interaction**, yet allowing **potent connectivity** to their audio gadgets with **high fidelity** sound **devoid of feedback**.

The **Auriplex iEar**...



Back in the loop • Beyond the loop



Flexible • Portable • Versatile


- The iEar is so **flexible** that it will perform provably well both in different listening environments and on people of varying hearing loss. iEar will suit both very active users and more sedentary ones.
- The very essence of **portability**, iEar comprises of two elegant earpieces designed to outstanding ergonomics, and a small, ultra light FM transmitter seemingly moulded for the wearer's hands. The transmitter can be worn via a clip or neck cord or stationed up to 25 metres away to give long distance and remote listening capabilities.
- Whether used as a **low cost entrant stand alone system** or as an **add-on hearing aid boost** that will bring all the virtues of **wireless FM technology** to an existing hearing aid user, the **versatile** iEar can pick up sounds near or far, with variable and user defined directionality, and connect to audio equipment, be they their radio, television or MP3 player. The iEar is really **outstanding value**.


- Our design, manufacturing and testing centres on the users and their needs and wants. The result is **ease of use** that mirrors user intuition: a system that your customers will wear without fear of stigma and use instinctively to meet the needs of their hearing environment, minimising your cost of sale and multiplying the value of your time.
- The iEar is a truly **life enhancing** product: it will allow its users to immerse themselves socially and recover many of their forgotten pleasures of aural interaction.
- The iEar promises **clear sound delivery**, **wireless FM technology**, **feedback free sound**.

Easy to use • Life Enhancing

- For all the above and more, iEar **retails at lower than current hearing aids**.

Contact us to find out more about the iEar.

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 <http://www.auriplex.com/OurPartners>





**A worthy addition
to your portfolio**

iEar will nurture and grow your clientele

The Auriplex iEar wireless FM assistive listening technology is designed to meet the communication needs of the hard of hearing. Developed in Cambridge (UK) with the close collaboration of hard of hearing organisations and researchers, the iEar has evolved past rigorous clinical and usability tests to give the potent package we offer you.

The iEar will

- Cater to those who are not ready for a hearing aid.
- Augment T enabled hearing aids with FM technology, or
- Work as a standalone system.
- Help more active patients with their social lives.
- Will require minimal settings and time investment from you given its simplicity of use and ergonomics.
- Allow your business to expand at reduced a cost of sale.

Our users and our partners come first

You are an invaluable part of our ecosystem. Please contact us:



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