Today’s hearing aids are different

Hearing aid technology has undergone huge advances, providing sophisticated hearing solutions that meet the demands of active lifestyles. Today’s hearing aids are much smaller – some are virtually invisible – and some are able to integrate seamlessly with other technologies, such as Bluetooth® enabled cell phones and MP3 players. Talk to your hearing healthcare professional to learn more.

This information is brought to you in the interest of better hearing by:

Think you might have a hearing loss?

Check out uHear, a self-administered hearing screening test for Apple® devices. Find it at www.unitron.com or http://itunes.com/apps/uhear

At Unitron, we care deeply about people with hearing loss. We work closely with hearing healthcare professionals to make advanced, purpose-driven solutions available to everyone. Because hearing matters.

unitron.com
If your hearing loss is in both ears, then wearing two hearing aids is the best way to hear the most naturally.

Wearing two hearing aids — also called a binaural fitting — offers many advantages, including improving your hearing in noise, creating a more natural “stereo effect” and permitting better sound identification and localization.

We naturally process sound with two ears. So it makes perfect sense that if your hearing loss is in both ears, you’ll hear more naturally by wearing two hearing aids. Wearing only one can make it challenging to follow conversations and to know which direction sounds are coming from.

Improved ability to locate sound
Knowing which direction sounds are coming from relies on having two equally functioning ears. Sounds in your environment reach the closest ear a fraction of a second faster (and at a slightly higher intensity) than they reach the ear that’s further away. This tiny difference is communicated to your brain, which then determines where the sound is coming from and how far away it is. This is important — and potentially life-saving — information. Imagine that you heard a car horn honk: if you were wearing only one hearing aid, you might not know which way to move to get out of the car’s path.

Improved comfort and natural sound
Two hearing aids allow you to hear sounds more naturally because the human auditory system is designed to pick up sound signals using both ears. Many people also find that listening with two ears is easier than listening with one, because you don’t have to strain to hear with your “good” ear.

Improved hearing in noise
For people with hearing loss, it is even more difficult to hear conversation in noise than for those with normal hearing. When you take away the function of one ear it becomes almost impossible. That’s because your brain needs input from both ears in order to separate sounds effectively. With two hearing aids, your capacity to suppress unwanted background noise is improved, making it easier to hear conversations. Two hearing aids also allow you to keep the volume a little lower, so you hear less of the unwanted background noise.