

# Your Personal Hearing Guide

Welcome to your journey to better hearing!



This personal hearing guide will answer different questions you may have about your hearing, and explain the necessary steps to finding the most suitable hearing aids all in the comfort of your home.

Hearing aids should be tailored to your individual needs and adapted to your personal lifestyle. As modern hearing aids come with a variety of settings and functions, you will be assisted by your personal hearing consultant and also your audiologist. Together we will guide you through the process of learning about hearing aids and explain the differences in styles and technology.

We hope this hearing guide will answer some of your initial questions. For more information, please do not hesitate to contact us. We promise to provide you with superior customer service – nothing less!

You can reach us at **+603 8408 1044**, from **Monday – Friday, 9:30am - 7:00pm**

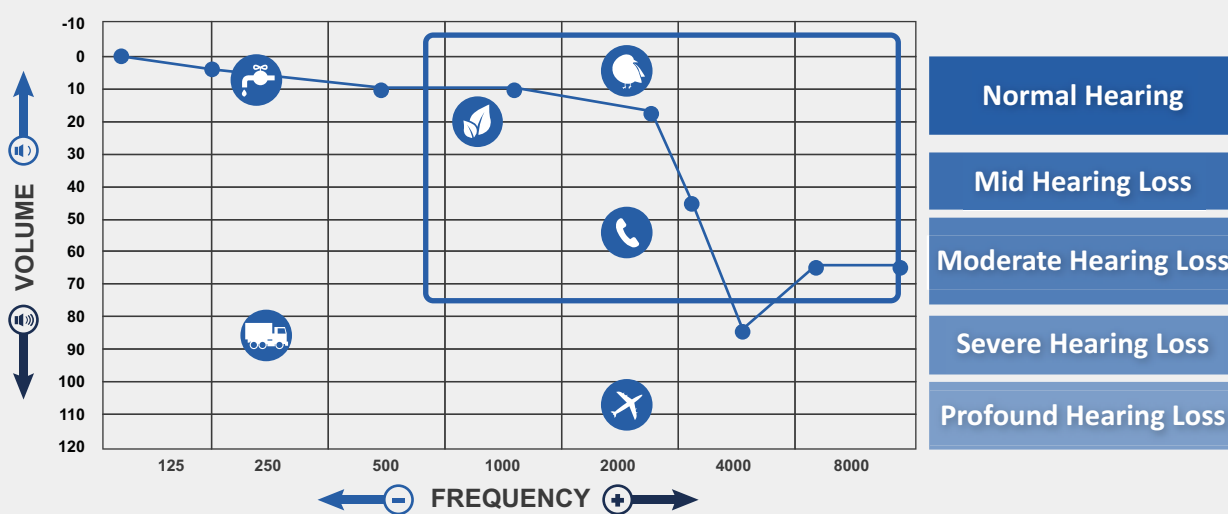


A handwritten signature in blue ink that reads "Dr. Marco Vietor". The signature is fluid and cursive.

*Dr. Marco Vietor*

*Founder and CEO of hear.com*

## Your Hearing Level – Mild to Profound Hearing Loss



Gradual hearing loss often affects the middle and high frequency ranges.

Source: BVHI/TNS Infratest 2015

Everyday sounds may become increasingly difficult to hear. This could be a misunderstood word in a loud environment, a missed call from your children, or the rustling of leaves during a walk.

However, you are not alone. A recent survey showed that 1 out of 3 people has a hearing problem at some point during his/her life – and not only at a later age, as it is often assumed. Unfortunately, only 1 out of 5 people will actually do something about his/her hearing impairment; most people just live with it and try to cope with the symptoms on his/her own to the detriment of their quality of life.

### Hearing Loss Is More Common Than You Think

A lack of familiarization with the facts on hearing loss is a common culprit behind its mere acceptance, and in many cases, this can make matters worse. Most people tend to cover up their hearing loss and live in a state of denial, enduring their current circumstances. Even family and friends might ignore the fact that you are becoming less active and more distracted during conversations. Consequently, such behaviour on both sides could severely impact your hearing and take a toll on your social and professional life.

## Hearing Loss Is Not a Question of Age



Nearly one in three people have trouble following conversations

Source: BVHI/TNS  
Infratest 2015

Whether you are still working or enjoying your well-earned retirement, gradual hearing loss can make life more challenging than it should be – and your brain feels the effects, too.

People who have to listen very carefully to every single word in conversations with their colleagues and family members are more likely to experience a significant degree of mental fatigue. It is the same with someone who has poor eyesight and has to squint their eyes for several hours during the day to view their computer or TV screen.

### Hearing Loss Can Even Be Dangerous

Individuals not only hear poorly, but also tend to avoid conversations, resulting in limited neural stimulations of the brain. Consequently, this may cause the brain to shrink gradually, and increase the potential for dementia (**Source: John Hopkins University, Baltimore, 2014**).

Low-level sounds that have been taken for granted are no longer transferred from the ear to the brain. As a result, the brain forgets how to filter noises, making it more exhausting to understand a friend's voice or hear other important sounds in a noisy setting. With such a tiresome task, there is no energy left to listen to the "joyful sounds" around you, such as birds singing and rain pattering lightly against your window. It goes without saying, being able to hear well makes life more relaxing and enjoyable.

*Your Hearing Aids Selection – Discreet and Sophisticated*

Basic ★	Mid-Range ★★★	Premium ★★★★★
<p>Improve speech comprehension at home</p> <ul style="list-style-type: none"> <li>✓ Digital sound processing</li> <li>✓ Feedback cancellation</li> <li>✓ Up to 4 hearing programs available</li> </ul>	<p>Additional features that can help you in more challenging listening situations</p> <p><b>All of the Basic features, plus:</b></p> <ul style="list-style-type: none"> <li>+ Wireless connection to TV or telephone</li> <li>+ Adjustable speech recognition and speech enhancement</li> <li>+ Directional hearing for ultimate clarity during conversation</li> </ul>	<p>Best performance even in the most demanding situations</p> <p><b>All of the Mid-Range features, plus:</b></p> <ul style="list-style-type: none"> <li>+ The most style and color choices for maximum discretion</li> <li>+ Automatic 360° hearing for outstanding spatial orientation</li> <li>+ Automatic adjustment to different environments</li> </ul>

Life has enough challenges of its own – that is why you need hearing aids that make life easier. Even in demanding situations you want to fully understand your conversation partner and block distracting background noises. These low-level sounds, however, might be important in other situations, like the sounds of nature during a walk in the park or the approaching bicycle on the walkway. Hearing aids can manage both situations and increase your alertness and overall well-being.

For a pleasurable hearing experience at a reasonable price, we recommend mid-range hearing aids. These devices – equipped with the latest technology – are very small and disappear in or behind your ear.

- ✔ They can be easily configured and include several digital hearing programs by default. These programs switch on automatically, adapting the hearing aids accordingly in response to natural sounds in your environment.
- ✔ These hearing aids can distinguish between noisy environments and quiet places, and adjust how you perceive sounds – e.g. during a conversation in a restaurant, at a concert with many instruments and complex sounds, or while watching TV. A particular focus lies in speech recognition and understanding.
- ✔ Hearing aids improve your ability to understand mid and high-range frequencies, which are also transmitted more clearly.
- ✔ Additionally, these devices block background noises and even reduce the sound of tinnitus.
- ✔ Another special feature that some devices offer is the configuration of your hearing aids via your smartphone or a remote.

**Take advantage of the latest technology in the hearing aid industry!**

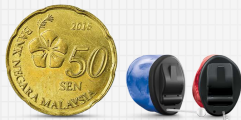
## Your Hearing Aid Selection for Superb Hearing Comfort

In hear.com, we offer premium hearing aids that are manufactured by trusted brand Signia from Germany.



In the following section, you will find more information on devices that are part of our product offerings. We will guide you through the process of learning about hearing aids and explain the differences in style and technology. Knowledgeable hear.com consultants will recommend a device that is relevant to your specific hearing needs and lifestyle.

### Signia Silk Nx



- Invisible and discreet
- Binaural OneMic directionality
- Click Sleeves for a quick and easy fit
- Ultra HD e2e for superior speech understanding and a most natural sound

### Signia Pure Charge & Go Nx



- Wireless charging
- Small, discreet, sophisticated
- For most levels of hearing loss
- Durable high performance

### Styiletto Nx



- A uniquely stylish form factor preferred by 8 out of 10 people
- Fully featured connectivity for phone calls, TV, music and more
- Charging-on-the-go for up to 4 days' use free from plugs or cables

## Next Steps – Your Way to a Better Quality of Life

### Our Home Based Hearing Loss Solution – Personalised and Hassle Free

An advanced remote fitting process developed in Germany allows us to help the hearing-impaired in Malaysia combat hearing loss all in the comfort of their home.



#### Step 1: Personal consultation

Your first step is to speak with one of our hearing aid experts over the phone. Simply fill out the consultation request form, or give us a call directly, and we would be happy to assist you. The consultation is absolutely FREE, unbiased, and without obligation. We will discuss your current hearing situation and provide you with expert advice on finding the right solution to your hearing loss. We will go over every bit of relevant information with you – hearing aid brands, models, prices, financing, insurance, etc.



#### Step 2: Seven days free trial

Once you or your relative knows everything about hearing loss and hearing aids, we give you the opportunity to test hearing aids completely free. Depending on what is the best option for you, we will ship the hearing aids directly to you, or set you up with an appointment at our closest service center. Either way, we will conduct a hearing test, adjust the hearing aids to your hearing loss, and make sure you are all set to have a full seven-day free trial of the devices. Test your hearing aids everywhere you go – at home, at work, or at a family dinner – and experience the everyday sounds of life.



#### Step 3: Better hearing

After completing the trial period, you will know how much your hearing has improved since you started wearing hearing aids. If you love your new hearing aids – and we know you will – you can then go ahead and purchase them. If not, just send them back. You will never be stuck with hearing aids that you don't like or don't work – we guarantee it! We will help take care of any financing questions you may have so that you can continue to enjoy your renewed quality of life.



Our audiologist will also be following up with you during your trial period to make sure you get the most comfortable fitting of your hearing aid.



#### Step 4: Purchase Your Perfect Hearing Aids

Upon trial completion, you can purchase the hearing aid if you are satisfied with the product. Each hearing aid will come with at least 2 years warranty, depending on the model that you have purchased, and we will also provide after-purchase service.

## Why Home-Based Fitting is better?

- ✓ **Better results:** Hearing test is more realistic and better, as you will be in your familiar environment and you will be able to feel the difference immediately.
- ✓ **More flexibility:** We schedule appointments at your convenience, from morning to evening, almost anytime is possible.
- ✓ **Convenience:** Should there be any problem during the trial, we can respond quickly and you don't need to come to our shop.
- ✓ **Less time:** You do not have to travel anywhere.
- ✓ **Get more for less:** Despite all the additional and personalised services that we offer, our hearing aids are still sold at a competitive price.

### We are here for you!

We hope this hearing guide has provided you with new and fascinating insights about your hearing. Hearing aids are capable of reversing the effects of hearing loss and restoring your quality of life. Every person has his / her own interests and needs, which is why hear.com has the solution for every demand and budget, tailored to your individual preferences!

**You can reach us** via phone **+603 8408 1044** or Email: **info-my@hear.com**.