



James Stowell Discovered Life-Changing Technology after a Life-Changing Event

A tumor took the hearing in James Stowell's left ear, and almost took his life. But a chance meeting and new Siemens Pure® binax technology helped complete his amazing recovery.

usa.siemens.com/hearstories

South Carolina's James Stowell was about 30-years-old when doctors found a brain tumor the size of a tennis ball and gave him very slim odds of recovery. He survived two cardiac arrests during surgery, but lost most of the function on his left side. A former military man, he was a fighter, and through hard work and lots of physical therapy, he eventually regained full use of his body, but the hearing in his left ear never returned.

Chance meeting, changed life

Thirty years later, James was attending a friend's wedding when he ran into Marcy, an old friend from college. As fate would have it, Marcy had become an audiologist and noticed telltale signs that James had hearing issues. "You should stop by my office," she said. That was the beginning of two life-changing events: Marcy fitted James with his first set of hearing aids and they later married.

Even with the hearing aids James had great difficulty determining where sounds were coming from, due to the complete loss of hearing in his left ear. "If Marcy called my name, I often had to go into every room in the house before I found her," he said. "At parties or group gatherings, I would just withdraw because it was so difficult."

Being in a car with someone was a real challenge. "My business partner and I are on the road a lot. Whenever I sat in the passenger's seat I couldn't hear what he was saying unless I cranked my head around. That can get uncomfortable on long trips."

With Pure binax, everything changed

Pure binax smart hearing aids have a virtual eight-microphone network that can automatically zoom in on speech while suppressing unwanted background noise. Two independent studies have shown that binax, the next generation of BestSound™ Technology, is clinically proven to outperform even normal hearing in certain difficult listening situations like noisy restaurants or cocktail parties.*

Pure binax also has Spatial SpeechFocus, which automatically detects the wearer is in a car and scans the environment for speech. So when James is a passenger in a car with his left ear toward the driver, the Pure binax will make car and wind noise on the right side softer, while moving the sound of the driver's voice from the left hearing aid to the right. "Marcy put these in my ears, and I couldn't believe what I was hearing," said James. "I got

in the car with my partner driving and I've never heard him so clearly from the passenger's seat!"

Siemens' smart hearing aid technology also includes the easyTek™ App, which gives the wearer additional control over hearing aid settings, including where the Pure binax will focus. The free app is available for Android™ and iOS® smartphones. "I use the easyTek App almost daily," James said. "With a swipe of my finger I can direct the hearing aids' microphones to receive exactly what I want to hear."



James Stowell

Marcy summed up the technology: "I've been an audiologist for 30 years, and these hearing aids are a game changer – a real life-altering product."

BestSound®
Technology

Life sounds brilliant.

*Two clinical studies have shown that binax provides better than normal hearing in certain demanding environments (University of Northern Colorado, 2014; Oldenburg Hörzentrum, 2013): Speech Reception Thresholds (SRT) in cocktail-party situations improved up to 2.9 dB for wearers with mild to moderate hearing loss using Carat binax or Pure binax hearing aids with narrow directionality, compared to people with normal hearing. The new wireless, two microphone Motion and Inso binax models have the same directional performance as the Pure and Carat binax. SHI/15924-15