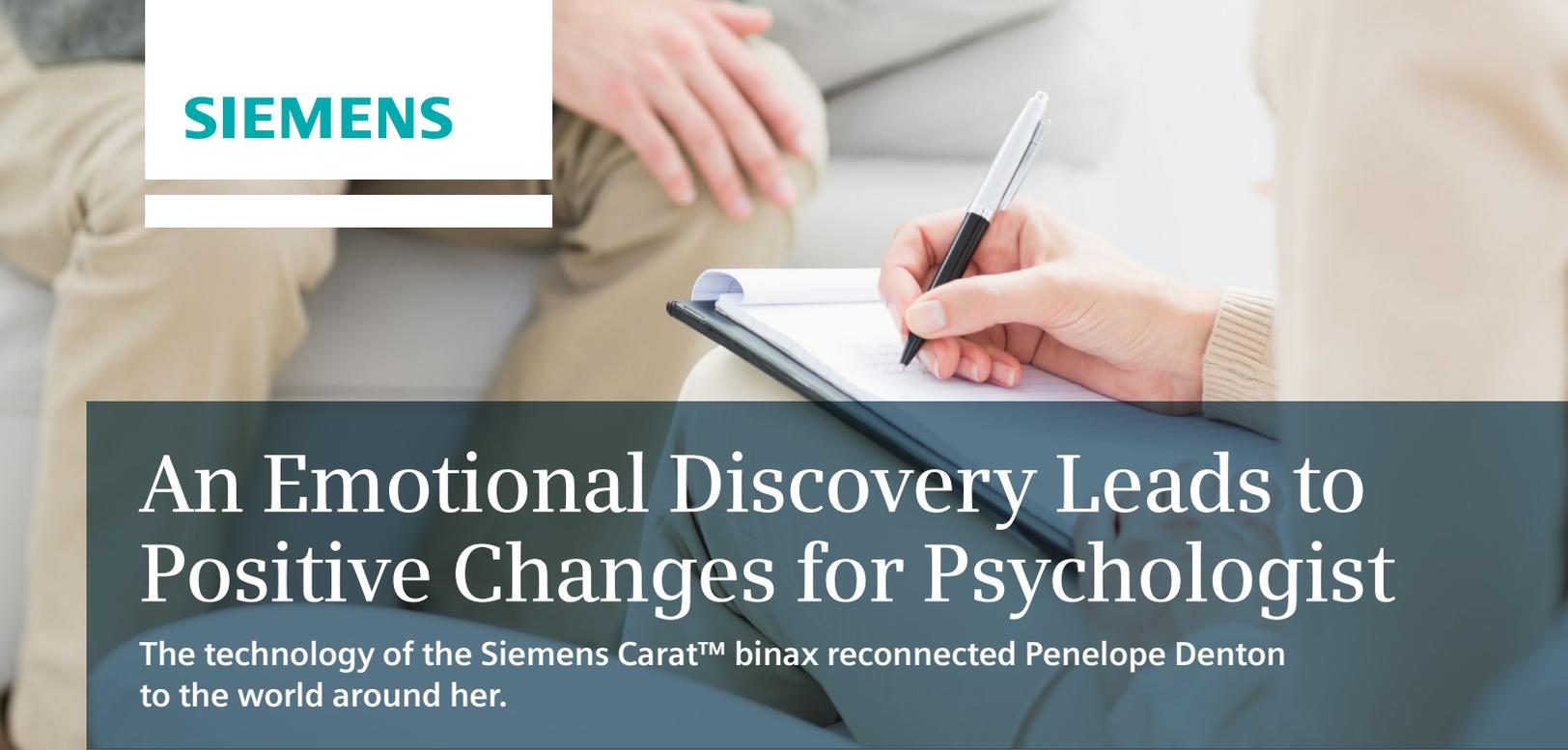




SIEMENS



An Emotional Discovery Leads to Positive Changes for Psychologist

The technology of the Siemens Carat™ binax reconnected Penelope Denton to the world around her.

usa.siemens.com/hearstories

"As a psychologist, I have couples coming in complaining their spouse refused to wear the hearing aids, and that they have to repeat everything," Phoenix, AZ resident Penelope Denton said. "So I say, stop repeating things. You're enabling your spouse to go on asking, 'What did you say?'"

When Penelope noticed her own hearing loss she didn't hesitate to check it out. Talking with people in noisy places, or watching TV or movies, she'd hear the first part of sentences, but the latter part would "drop off". When Penelope received a flier from audiologist Tina Patton at Exceptional Hearing Care, she decided to get checked out.

Though Penelope was prepared for what Dr. Patton might find, it was still surprisingly emotional. Upon receiving the results of the hearing test, Penelope burst into tears and said, "It feels very real – the aging process is here now that I know I have hearing loss."



Siemens Carat™

Dr. Patton found that Penelope heard volume, but had hearing loss in the high frequency range. So Dr. Patton fit Penelope with a pair of Siemens Carat binax, which has a virtual eight-microphone network that automatically

zooms 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 difficult listening situations like noisy restaurants or cocktail parties.*

There's another important aspect to hearing loss that both Dr. Patton, as an audiologist, and Penelope, as a doctor of psychology, agree is critical for people to know. "If you have hearing loss and it's not treated, it can also affect your brain," said Dr. Patton. "If your brain is not utilized properly it atrophies."

As an example, Dr. Patton said that if the brain doesn't receive the signal for "T" sounds, over time it will lose the ability to recognize that sound. "It's also been linked with dementia, Alzheimer's, depression and short-term memory loss," she said.

Penelope now enjoys all the things that had become difficult due to hearing loss, especially socializing with friends. In fact, she has noticed several of those friends are experiencing similar issues, and she has "suggested very strongly" that they check out Siemens hearing aids.

Penelope also enjoys the eCharger™ and the simplicity of putting the hearing aids

in the charger at night then having them ready to go the next morning.

Carat binax was a perfect choice for Penelope. "I love these hearing aids! I can hear everything that was a challenge to me before," she said. "They are so comfortable I hardly know they're in my ears. I really feel connected. I'm not missing any of what's said anymore!"



Penelope Denton

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