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## College professor says “hearing aids like buying a stereo”

Victor Rosenberg thinks it is foolish to let vanity get in the way of hearing.

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Victor Rosenberg has spent almost half his life as a professor at the University of Michigan, where he teaches entrepreneurship and information policy in the School of Information. A former entrepreneur in the computer software industry, Victor is a self-starter with a deep appreciation for technology.

When the 71-year-old first noticed his hearing loss, he tried to solve the problem using a hearing amplifier from Radio Shack®. “I felt it shouldn’t be complicated to fix this myself,” said Victor.

But he wasn’t satisfied with the results. The sound was louder but it was not clearer. At the nudging of his wife, Victor went to see an audiologist at the University of Michigan. He discovered he was tackling the wrong problem.

Victor has what many would consider normal age-related hearing loss. In certain situations, he had trouble hearing, like in his classroom when a female student was giving a presentation or at the theatre when an actress was speaking.

“When I went to be tested, my audiologist said my hearing loss was borderline,” said Victor. “However, it was not amplification

that I needed, but rather clarification. I could hear, I just could not understand.”

Victor’s audiologist fitted him for Siemens Pure® hearing aids, a flexible solution that covers practically all levels of hearing loss.

“I read somewhere that the majority of people don’t get hearing aids because they feel it makes them seem old or handicapped,” said Victor. “I think of it like buying a stereo. It’s a technology device that helps me hear and lets me enjoy my life more.”

Victor also uses the miniTek® accessory that enables him to wirelessly connect his Pure hearing aids to other devices, including phones, MP3 players and TVs, and serves as a remote control to adjust volume in different settings.

Victor likes that the Pure are small and he simply replaces the inexpensive batteries every week to 10 days. He has seen improvement in all areas of his life. In the classroom, he is able to hear his students. At home, he can hear his wife from the other room. He also is pleased about how easy it is to adjust the volume when he is at the movies, where he can simply change the level at the touch of a button.



“The Siemens hearing aids are basically another computer and they are programmed for my particular hearing loss,” said Victor. “It’s a night and day difference from the amplifiers that I was using – there’s really no comparison.”



Life sounds brilliant.