

Of all the sounds we hear, speech is probably the most important to us. Its characteristic patterns and rhythms distinguish it from all other types of sound. Speech rises and falls in volume and pitch; it conveys meanings and emotions. Small differences in sound patterns can make large differences in meaning.



How is it possible to identify sounds and where they come from?

How does this help us understand what people are saying?

Sounds are all around us - everywhere we go - day and night - whether we're awake or asleep. The world of sound is rich and complex and never stops, yet each sound is here and gone in an instant.

choosing technology that WORKS SMARTER

- Preserves the important details in speech
- Works as a system to help you locate sound
- Reduces the effort involved in listening
- Takes your personal listening preferences into account

Your hearing professional can easily demonstrate the benefits of this technology, either at the clinic or through a home trial.

**TannerClinic.com
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helping your brain MAKE SENSE OF SOUND

From detecting the simplest sounds to performing the most complex listening activities, your brain is responsible for making sense of everything you hear.

Experience better hearing with less effort, by choosing a hearing solution that supports the whole system--your two ears, and your brain!

DID YOU KNOW?

Your brain processes and interprets the sounds your ears detect. The fewer details of sound the brain receives, the harder it has to work to make sense of it.



FOCUSING ON THE CONVERSATION

New sophisticated sound processors have been designed to honor your brain's needs for high quality sound without distortion. As a result, conversations can stand above the noise and the distance relationships of other sounds are more realistic. *Listening is also more enjoyable.*

THE SOUNDTRACK OF OUR LIFE

People collect and store sound patterns in their auditory memory throughout their lives. Sound can evoke instantaneous, automatic responses; just think of all the *memories* a favorite song from “way back when” can trigger!

LISTENING EFFORT

Sometimes listening is automatic and effortless. At other times, we need to concentrate and focus. Demanding situations and hearing loss increase the amount of effort it takes to understand and process. An entire day of effortful listening can be exhausting, sapping energy from life's activities. *The brain performs best when the least effort is required.*

LOCATING SOUND SOURCES

Spatial awareness gives you the valuable cues you need to organize what you hear. Your *brain distinguishes changes* in loudness, depth, origin and direction so sound makes sense to you.

TECHNOLOGY SUPPORTS THE BRAIN

When people experience hearing difficulties, speech often does not sound as clear to them. They may also have more difficulty telling where sounds are coming from. It also takes *more effort* to listen and understand.

People who wear these modern devices *benefit from greater ease of listening*, more stamina, and better participation in social situations.

Hearing instruments with binaural processing offer a *clearer picture* of where you are in relation to people and objects around you.

DID YOU KNOW?

Research has shown that when only one hearing aid is worn, the unaided ear tends to lose its ability to hear and understand. Wearing two hearing aids keeps both ears active and supports the way the brain makes sense of sound.

