

# The New Hearing Innovations at AAA 2013

What products were new at the 2013 American Academy of Audiology Convention? Plenty. If you missed the show or couldn't spend enough time on perusing the exhibit halls, here's a rundown of some of the latest products that were released during AAA 2013.



## Able Planet

At AAA, Able Planet featured the Personal Sound™ amplifier PS2500, the first in-ear personal sound amplification product with LINX® DSP, an Environment Management™ technology with 8 channels, 12 bands, 4 preset environment filters, noise reduction, and an adaptive feedback manager. Personal Sound is designed to amplify hard to hear sounds, reduce background noise, and enhance hearing in difficult listening environments. A light 2TAP™ over the device switches between preset environment filters and generates an indicator tone. Personal Sound is designed to provide a natural acoustic directionality and, with its small size, is nearly invisible.



Able Planet also featured its Personal Sound™ amplifier PS1600BTE, which is the first BTE amplification device with the company's LINX® DSP technology. The PS1600BTE includes a volume control, multichannel processing, 12 bands, noise reduction, an adaptive feedback manager, and four preset Environment Management programs that alter the frequency response and amplification to accommodate for varying listening environments. The small size and behind the ear design make it virtually invisible, and it is held secure by an over the ear sound tube for a comfortable fit for extended wear. The product comes in a variety of 10 colors. (877) 266-1979; [www.ableplanet.com](http://www.ableplanet.com)



## AuDbling.com

AuDbling introduced new products at AAA, including clocks, golf ball markers, and money clips using its different designs. AuDbling's designs support its mission to promote awareness about hearing loss and also create excitement surrounding getting treatment. The company announced that more new products using the same designs will be introduced in the near future. Other new products included magnetic necklaces that use AuDbling's cochlea shaped and heart designs. (941) 320-6167; [www.AuDbling.com](http://www.AuDbling.com)



## audifon USA Inc

AAA 2013 saw the release of audifon's new and smallest BTE housing, the XS miniBTE. Offering exclusive features, the XS miniBTE comes in a new design and offers a more discreet profile. XS miniBTE includes the same sound quality and features in audifon's Exclusive Line. The XS miniBTE is available in the elia and prado family. (800) 776-0222; [www.audifon.com](http://www.audifon.com)



## auditdata

The Primus Fitting System from auditdata consists of a portable, high frequency diagnostic audiometer with full-featured audiometry, REM, Speech Mapping, and counseling tools. A Hearing Instrument Test unit is also part of the system. The system is modular, so users only choose the modules they need. A future implementation in Primus that was demonstrated at AAA was a feature called Comfort Optimizer, an objective way of determining loudness and sharpness impressions for hearing-impaired people. Comfort Optimizer can assist hearing care professionals by objectively interpreting a user's feedback to make appropriate hearing aid setting changes, thereby enhancing the clinician's customer care. (800) 635-1748; [www.auditdata.com](http://www.auditdata.com)



## CaptionCall

At AAA, CaptionCall introduced a new marketing opportunity to drive traffic into hearing care practices. CaptionCall is inviting clinicians to become an authorized CaptionCall provider, offering a CaptionCall phone and service to patients absolutely free. To qualify for a free phone, patients must visit your office to certify that they have a hearing loss, and that it makes it difficult to communicate effectively by phone. CaptionCall positions this free phone as a great offer to get "tested-not-sold" candidates back into the office, or to motivate patients to keep their service/annual checkup appointments. (877) 557-2227; [www.CaptionCallProvider.com](http://www.CaptionCallProvider.com)



### Comfort Audio

Comfort Audio has released the Comfort Audio Digisystem Micro Receiver DT20, the world's smallest real-time\* digital receiver (\*Transmission latency <0.5 ms), according to the company. DT20 fits with all hearing aids equipped with an audio shoe with a Europlug input and is compatible with most BTE hearing aids on the market. The receiver is powered by the hearing aid battery. To configure and test the mini receiver, the new Programmer DT20 is also available. DT20 comes with a clear color display and integrated software, so no computer is needed. The step-by-step guide makes it easier for audiologists to do a fitting; additionally, the current settings of the mini receiver can be read.



Comfort Audio also introduced the Comfort Digisystem Microphone DM30 with 2,4 GHz. The school microphone DM30 is designed to enable children at school with a hearing loss to experience clear and natural communication with their teacher and classmates. Users are able to listen and talk with one single unit. The Microphone DM30 also can be used as a team teaching tool. (888) 421-0843; [www.comfortaudio.us](http://www.comfortaudio.us)



### Conversor Limited

Conversor Limited introduced a new listening device for hard-of-hearing people at AAA. The new Listenor Pro is designed for one to one conversations, for meetings, and for listening to telephone conversations. Simple and easy to use with volume and tone controls, Listenor Pro has an omnidirectional microphone, neck lanyard, belt clip, and option to use with headphones, earbuds, or an inductive neck loop for use with hearing aids. Optional accessories include an audio cable for listening to smartphones, PCs, and other audio devices; telephone connector kit for telephone listening; and a directional microphone for focusing on a speaker's voice. (888) 515-8120; [www.conversorproducts.com](http://www.conversorproducts.com)



### estron

At AAA, estron introduced es-Linum® Audio, a new cable system that allows clinicians to modify the sound in an ear-monitor or earphone. The company also featured es-Connect® T2, an extremely small Jack plug. Combining with the thin, 6-conductor, and very strong es-Linum makes this product unique. It is available in three versions and can be optimized for music or vocal. Cost-effectively, clinicians can simply use the cable after any use, or replace it to change the specifications. [www.estron.dk](http://www.estron.dk)



### ExSilent

ExSilent featured Ytango at AAA. Ytango offers users the convenience and comfort of a BTE hearing aid, as well as the advantage of using the ear's pinna to collect sound. Ytango utilizes the pinna by placing both the microphone and receiver inside the ear canal. ExSilent calls its pinna-BTE innovation a "MaRiC" (Microphone and Receiver in Canal). Ytango Pro comes with AirTAP™ functionality, with which switching between the four programs is as simple as gently tapping the ear.



The company also highlighted its Qleaf Pro, designed to be one of the smallest, invisible, and instant-fit digital CIC hearing aids, with AirTAP functionality. No need for a button, switch, or remote control. The modular concept and patented soft tip, which is available in open and closed versions, safeguard the Qleaf Pro against problems such as poor ear impressions and a high defect rate of the receiver caused by earwax. +31 20 6751004; [www.exsilent.com](http://www.exsilent.com)



### Frye Electronics

The FDA has approved the HEARLab Cortical Auditory Evoked Potential Analyzer for marketing by Frye Electronics. Similar to existing ABR technology, it measures the auditory evoked response of a patient. HEARLab tests a later "potential" than ABR (measures 100-300 ms after the signal instead of 1-3 ms). This both allows it to be used with signals that are more speech-like than the very short pips used in ABR measurements, and allows it to be used on patients wearing hearing aids. This can be especially useful in measuring the aided auditory signal of patients who are unable to tell the clinician if their hearing aids are functioning, such as infants and adults who are unable to respond.



Frye Electronics also featured the FONIX Colt Audiometer. The FONIX Colt is a new breed of audiometer, controlled completely by the touch screen interface of an Android tablet computer. The user interface is designed to be intuitive, allowing the operator to perform all operations with a simple touch. The tablet computer sits on top of the FONIX Colt's advanced hardware platform, which creates an accurate signal generation. This platform contains an advanced collection of both digital and analog circuits. Flexibility and power are combined in one package. (800) 547-8209; [www.frye.com](http://www.frye.com)



### G.R.A.S. Sound & Vibration

After G.R.A.S. celebrated KEMAR's 40th anniversary last year, it was time to give it a face-lift. So at AAA 2013, the company unveiled the new KEMAR with improved construction that is more robust. KEMAR's head angle indication allows for repeatable measurement, and it is now easier to access the inside of the head. The mounting is also improved, allowing for more tripod options. KEMAR is available in several application-specific configurations and is assembled, calibrated, and delivered as a complete out-of-the-box system. (330) 425-1201; [www.kemar.us](http://www.kemar.us)



### Grason-Stadler

The GSI AudioStar Pro™ is the latest offering from Grason-Stadler's clinical audiometry line. This two-channel audiometer provides the flexibility of a stand-alone audiometer with seamless data transfer to a computer. GSI AudioStar Pro features an extra-large display for reducing eyestrain, an ergonomic housing for improving hand and wrist comfort, and light pipes around selected test buttons. Configurable test keys allow access to protocols that are customized to clinic preferences. Tests are preprogrammed to optimize efficiency and workflow. Complete with integrated wordlists, the AudioStar Pro facilitates repeatable and reliable recorded speech testing. (800) 700-2282; [www.audiostarpro.com](http://www.audiostarpro.com)



### Hansaton USA

Hansaton featured the new X-Mini RIC Hearing Instrument at AAA. Utilizing the new XearA platform, the X-Mini includes a fast processor, 40 processing channels, new compression architecture, and a response up to 10 kHz to support numerous features, including Conversation Lift, which combines adaptive directionality with speech enhancement; Sound Restore frequency compression; Situation Optimizer for categorizing inputs accurately; and Acclimatization Manager, which helps new users adjust to amplification gradually. Also, a new receiver offers four gain levels and a connector that resists moisture and dust. Both Telecoil and BiCom Wireless connectivity are also available.



Building on its rechargeable line, Hansaton also introduced an expanded family of AQ Rechargeable Hearing Instruments. New are the AQ Slim BTE, along with AQ Customs (ITE and Half-Concha), and the AQ X-Mini RIC. The AQ family offers high rechargeable performance with inductive charging, 20+ hours of operation per charge, 4-6 hour average charge time, no memory issues, and a 5-year battery guarantee. (888) 984-7432; [www.hansaton-usa.com](http://www.hansaton-usa.com)



### Harris Communications

Harris Communications featured the new Clarity® Ensemble™ Amplified Captioned Phone at its booth during the 2013 AAA Conference. The phone has amplification up to 50 dB with conversations displayed on a large 7" tablet-based display in real time. A touchscreen display has adjustable font sizes and contrast with scalable on-screen dial pad. Any captioned conversations can be saved for later reference. The captioning for the Clarity Ensemble is free, but the phone requires land line phone service and high speed Internet. More information on this phone is available at the Harris Communications website.



Harris also featured the LightOn Mobile Phone Signaler by DreamZon at AAA. The LightOn alerts users with a flashing light when a call or SMS message comes in on a cell phone. The phone is simply set to vibrate mode and placed in the LightOn cradle. When a call or message comes in, the vibration activates a flashing LED.

An optional LightOn Bed Shaker can be added for vibration notification. More information on the LightOn is available at: [http://bit.ly/HarrisComm\\_Lighton](http://bit.ly/HarrisComm_Lighton). (800) 825-6758; [www.harriscomm.com](http://www.harriscomm.com)



### Health Enterprises Inc

Health Enterprises Inc introduced the Dri-Eze™ Hearing Aid Dehumidifier, designed to remove damaging daily moisture that can cause a hearing aid to malfunction. Dri-Eze uses proprietary technology to prolong hearing aid life, improve sound quality, and help prevent costly repairs. With Dri-Eze, patients no longer need to recharge or reactivate their dehumidifier. They can simply replace the new Dri-Eze Dehumidifier after every 6 months of use. (800) 633-4243; [www.healthenterprises.com](http://www.healthenterprises.com)



### HearingFusion

HearingFusion highlighted its new advanced cloud-based office management program. HearingFusion is an enterprise system that continually stays up-to-date and current with the ever-changing field of audiology. Modules include scheduling, patient profiles, sales, billing, inventory, and reports to organize and track every aspect of the hearing health business. It also offers insurance billing with CBO capabilities, Carecredit integration, as well as collection capabilities. HearingFusion is NOAH compatible and HIPAA compliant. (855) 822-2900; [www.hearingfusion.com](http://www.hearingfusion.com)



### Hearing Technologies International Inc

Hearing Technologies featured the new Universal Sanitizer Dryer™, designed to be easy to use and low cost for all styles and models of hearing aids. No desiccant required. A UV-C Germicidal lamp sanitizes for the first 7 minutes of use. Gentle heat during the drying cycle can prevent costly breakdowns and help to maintain the hearing aid's peak performance. It is designed to safely remove harmful moisture and help dry wax for easier removal. A free custom label is also available through Hearing Technologies International Inc. Available at Hal-Hen, Oaktree Products, or through Warner Tech-Care. (800) 553-6003; [www.hearingtech.com](http://www.hearingtech.com)



### Interacoustics

Interacoustics launched new and enhanced diagnostic capabilities for its Titan audiometer. Use of Absorbance and a click stimulus incorporating the speech bandwidth now allows clinicians to improve differential diagnosis for middle ear effusion, otosclerosis, ossicular discontinuity, and perforations. Titan's newly enhanced neonatal screening also helps to differentiate middle ear disorders from normal. Clinicians also can more easily reference Normative Data overlaid with measurements. New Wideband Technology expands understanding of middle ear status, demonstrates strong correlation with OAE results on ears with conductive hearing loss, and is not affected by ear canal effects. (800) 947-6334; [interacoustics-us.com](http://interacoustics-us.com)



### Maico Diagnostics

The new Maico easyTymp® screener was released at AAA. With a new extended probe, clinicians can now perform tympanometry, ipsi and contra reflexes, reflex decay, and Eustachian tube function tests all in a handheld design. The easyTymp Pro comes with preloaded protocols, allowing hearing professionals to run a series of tests with one press of a button. The easyTymp Pro is available with or without thermal printer. An upgrade to an existing easyTymp screener and an optional 1000 Hz probe tone are also available.



Maico Diagnostics is featuring the next generation of its MA41 portable audiometer with a new ergonomic design and lightweight portability. The air/bone/speech audiometer includes a full color display that lets clinicians view settings and results on the screen during the test. Integrated wave files eliminate the need for a separate CD player, while on-board data file and PDF storage enhances its portability. The MA41 is also NOAH compatible and allows thresholds to be stored directly into a NOAH database for more convenient hearing aid fittings. (888) 941-4201; [www.maico-diagnostics.com](http://www.maico-diagnostics.com)



### McKeon Products

Mack's Earplugs, a division of McKeon Products, has introduced a foam earplug for musicians and music aficionados. The new Mack's® Acoustic Foam Earplugs are designed specifically for musicians and music lovers who do not want to sacrifice quality sound while protecting their hearing. With a noise reduction rating of 20 decibels, the product is designed to allow users to preserve their hearing while enjoying music. The hollow-cut and grooved design provides clearer acoustics and allows for improved communication, whereas traditional foam earplugs may muffle music and speech. (586) 427-7560; [www.macksearplugs.com](http://www.macksearplugs.com)



### Micromedical Technologies Inc

New for 2013 at AAA, Micromedical Technologies featured the Binocular Firewire (up to 250 Hz video recording) VHIIT—Video Head Impulse Test—now available through Micromedical's VORTEQ as an option on VisualEyes, or as a stand-alone VORTEQ/VHIIT system. The unit is also available as a single software package. The company also displayed its System 2000 Reclining Rotational Vestibular Chair at AAA, as well as the Air Fx & Aqua Stim Caloric Irrigators interface with Spectrum Software on the Reclining Chair, and VisualEyes VNG. (800) 334-4154; [www.micromedical.com](http://www.micromedical.com)

### Oaktree Products Inc

Oaktree featured the new Heine Mini 3000 LED Fiber Optic Otoscope at AAA. The new Heine Mini 3000 is a high-quality pocket otoscope with the added feature of built-in LED technology. Compared to standard xenon halogen bulbs, the LED technology offers illumination that is twice as bright and white, resulting in enhanced image quality. Additionally, the integrated LED technology is guaranteed for the life of the pocket otoscope.



Oaktree also featured the Fiber Earvision Universal Probe Tip, a durable probe tip designed to resist cracking. An extension of the Nelson Tool product line, the ear light attachment of the Fiber Earvision Universal Probe Tip is rubber, making it virtually unbreakable. The tip is designed to fit on most ear lights, including the Led Lenser, ENT Pocket Light, and Otoprobe ear lights. (800) 347-1960; [www.oaktreeproducts.com](http://www.oaktreeproducts.com)



### Oticon Inc

At AAA, Oticon featured the Alta Pro custom canal instrument, a new member of the Alta premium custom family and powered by Oticon's Inium wireless signal processing platform. Oticon's newest custom manufacturing process offers flexible, free-floating components that provide the freedom to configure Alta Pro to optimize performance, size, and battery life. Alta's Inium chip powers the exchange of real-time information continually and seamlessly between both ears for more natural, authentic sound. The new custom manufacturing process also focuses on size at every production step and uses the latest production techniques, including digital configuration and 3D printing of instrument shells for high quality and fast turnaround.



Oticon has introduced Oticon Alta, which combines premium hearing technology and innovative fitting tools to empower practitioners to factor more personal dimensions into each fitting for a highly customized solution. Built on Oticon's new wireless signal processor, Inium, Alta is designed to deliver exceptional performance, a compact size, and ultra-low-power consumption. Inium provides the ability to exchange real-time information continually between both ears for more natural, authentic sound. With Alta, Oticon also introduces a new generation of RITE receivers, domes, and molds called MiniFit, designed to provide a more personalized fit with improved flexibility, comfort, and listening performance. (800) 526-3921; [www.oticonusa.com](http://www.oticonusa.com)



### Otodynamics

Otodynamics expands its Otoport series of handheld OAE instruments. The newest model, the Otocheck LE, is designed to be a fast and affordable pediatric screener. It performs automatic DPOAE cochlear status analysis within seconds and with minimal training. All screening models feature fast testing and interactive graphic displays, powerful frequency-band analysis, customizable automatic protocols that give clear pass/refer indications, and a long battery life. Clinical models offer colorful high resolution OAE analysis. (800) 659-7776; [www.otodynamics.com](http://www.otodynamics.com)



### Otometrics

This year at AAA, Otometrics launched a series of new hearing assessment products with new features designed for an efficient workflow. The new MADSEN Astera2 offers a complete and dedicated module for pediatric testing, as well as a tinnitus test modality. The AURICAL OTocam features a powerful light source for clear image displays. Along with the company's OTOflex immittance and AURICAL fitting modules, all of the new products are fully integrated in the OTOSuite™ software, which can be operated through either a PC or a touch-screen panel, giving clinicians the freedom to focus on patients. With the addition of the new MADSEN Capella, it is now possible to run OAE in the OTOSuite.



Additionally, Otometrics announced that its AURICAL test chamber is now available for purchase in the United States. The latest addition to the modular AURICAL fitting solution, the test chamber offers a new approach to Coupler Based Fitting and Hearing Instrument Testing. Its OnePosition feature is a method for easily placing the hearing instruments correctly and not having to reposition them for directionality and induction coil measurements. Plus, clinicians can replace single tasks with customized sequential processes for a workflow without interruptions. The feature is designed to provide an accurate and consistent picture of every hearing instrument, regardless of manufacturer or type, every time. (800) 289-2150; [www.otometrics.com](http://www.otometrics.com)



### OTOVATION

OTOVATION has expanded its audiometer product lines with OTOSphere®. Designed with the audiologist and dispenser in mind, OTOSphere is a portable, two-channel clinical audiometer that offers multiple headset configurations, built-in speaker amplifiers, high frequency testing, QuickSIN™, TrackWizard® speech material utility, REM (coming soon), and integration with NOAH 4. OTOSphere is controlled by OTOVATION's fully redesigned Symphony NOAH Module software. The Dashboard screen allows clinicians to work with patient information and results from a variety of equipment platforms through NOAH. (866) OTOVATION; [www.OTOVATION.com](http://www.OTOVATION.com)



### Pehrtek Products

Pehrtek Products introduced the new Video VRA Console/Speakers system at AAA. It combines a stylish and low-profile sound field speaker along with the Video VRA pediatric test system into one integrated unit. The corner-mounted speaker/VRA is available in black or white color to enhance the appearance of the sound suite. Space-saving, low profile design offers a 10-inch footprint and has a removable front grill cover for cleaning. The 8-inch JBL loudspeaker meets ANSI specifications and is warranted for 2 years. The contemporary design hides all cords and permits the Video VRA monitor to swivel and tilt for best visibility to the child. The Video VRA Console/Speakers can be purchased as a system or separately to accommodate any existing VRA system. (866) 470-3532; [www.pehrtek.com](http://www.pehrtek.com)



### Phonak

Phonak announced that it had added the new Audéo Q RIC hearing instruments to its Quest platform. With a focus on sound quality and discreet fit, Audéo Q is available in four performance levels and three styles: Audéo Q-10, Audéo Q-312, and Audéo Q-312T (including a telecoil). The external receivers, available in three power levels, have been improved to enhance fit rate and patient comfort. All Audéo Q RIC instruments include the new Tinnitus Balance noise generator to support common tinnitus management philosophies. Speech understanding in multiple listening environments is improved with Binaural VoiceStream Technology™ features, including Speech in Wind, auto StereoZoom, and DuoPhone.



Additionally, Phonak launched its Naída Q portfolio, now available in four performance levels on the Quest platform. Naída Q is a complete, water-resistant power portfolio, including an SP and UP BTE along with a RIC in three power levels. A Power SlimTube is available for a more discreet BTE look, and all Naída Q instruments are available in a new color palette. Powered by Binaural VoiceStream Technology to improve understanding in challenging listening environments, optimized features include Speech in Wind, auto StereoZoom, and DuoPhone. Other features important to power patients such as SoundRecover and Wireless Connectivity are available in all performance levels. (800) 777-7333; [www.phonakpro-us.com](http://www.phonakpro-us.com)



### power one

power one featured its ACCU plus nickel-metal hydride rechargeable hearing aid batteries at AAA 2013. power one ACCU plus batteries provide a rechargeable option for every size of hearing aid. In a single life cycle, each power one ACCU plus brand battery may replace up to 57 conventional primary batteries, delivering voltage and performance comparable to conventional zinc air batteries. Adding to environmental considerations, ACCU plus batteries contain 0% mercury, 0% lead, and 0% cadmium. Featuring a protective stainless steel housing, ACCU plus cells deliver constant performance even after frequent recharging.



power one also now offers an alternative to conventional zinc air batteries. With the introduction of mercury-free hearing aid batteries, power one reports that it has reached its goal of becoming an environmentally friendly battery manufacturer. Previously, power one was able to hold mercury content to a minimum; now, it supplies cochlear implant and hearing aid batteries that are mercury-free. power one's Hg0% cells are manufactured in a large, modern hearing aid battery plant in Ellwangen, Germany, where mercury-free cells are produced under strict clean room conditions. (800) 468-2782 ext 203; [www.powerone-batteries.com](http://www.powerone-batteries.com)



### ReSound

GN ReSound featured the Phone Clip+, made for iPhone\*. Designed with a simple user interface, high sound quality, and hearing aid connection, the Phone Clip+ allows patients to seamlessly connect to their smart phones. As a 3-in-1 accessory, the Phone Clip+ offers patients binaural control of their hearing instruments, music streaming capabilities, and a variety of new phone functionality, such as call reject and voice dialing. The Phone Clip+ is compatible with all ReSound wireless hearing instruments. \*Apple and iPhone are trademarks of Apple Inc., registered in the U.S. and other countries.



ReSound also highlighted 360° hearing with ReSound Verso's Binaural Fusion to help patients choose what's most important to focus on. Designed with high sound quality, Verso includes Music Mode for a more natural listening experience. Verso instruments work together to reduce background noise and provide patients with a comfortable, clear, and enjoyable sound experience. With Binaural Environmental Optimizer II, push-button convenience, and a durable, water-resistant nanocoating, Verso instruments can read and adjust to various sound situations. (800) 248-4327; [www.gnresound.com](http://www.gnresound.com)



### SeboTek

SeboTek highlighted its second-generation of Sebo HD2 instruments at AAA 2013. The new Sebo HD2 incorporates a host of new features designed to provide SeboTek's sound quality, noise reduction, and speech enhancement technology. The Sebo HD2 hearing system also features a 14 kHz bandwidth and 111 high resolution processing channels.



The Intro HD2 is SeboTek's newest solution for cost-conscious patients. HD2 is designed to provide a visually attractive style, a virtually invisible fit, and exceptional sound quality and performance. The unique design of the Intro HD2 is aimed at reducing the time spent on fittings, making it more cost-effective to dispense. The Intro HD2 also includes the same type of housing as SeboTek's premium Sebo HD2 models, making the Intro HD2 an attractive solution for patients on a limited budget. (800) 388-9000; [www.sebotek.com](http://www.sebotek.com)



### Serene Innovations Inc

Serene Innovations introduced the Model SA-40 Smartphone Amplifier. This wireless amplifier is designed to work with virtually any cell or smartphone with Bluetooth. The amplifier boosts sound up to 100 times louder (40 dB) and features tone control, making incoming voices clear and more intelligible, even in noisy environments. A padded speaker grill adds comfort and noise isolation. The unit is designed as a handset for ease of use, and includes a selectable, speakerphone mode for loud and hands-free conversations. The SA-40 also is fully T-coil compatible. A rechargeable battery allows for up to 8 hours of talk time. (866) 376-9271; [www.sereneinnovations.com](http://www.sereneinnovations.com)



### Siemens Inc

At AAA, Siemens announced expanded availability of its micon™ technology into more hearing instruments and additional performance levels. The expanded portfolio means hearing care professionals can offer patients micon for nearly every hearing loss, age, lifestyle, or cosmetic preference. The technology will be available in the newly released Inzio™ micon product family of custom instruments, as well as the Motion® micon behind-the-ear (BTE) line. This spring, micon technology will be extended to the 3 mi performance level for the Pure®, Siemens Life™, and Aquaris® hearing instruments.



Siemens also introduced its new Android™-based miniTek Remote App, designed to transform an Android smartphone into an easy-to-use, convenient, and discreet control for the miniTek. Once paired, wearers can select an audio source, adjust volume, and access other hearing instrument settings directly from their smartphone. What may look like texting from a phone is really a hearing aid adjustment or command to connect to an audio source, such as a TV. The miniTek remote app is available as a free download from the Google Play Store. (800) 766-4500; [www.usa.siemens.com/hearing](http://www.usa.siemens.com/hearing)



### Sonic

Sonic introduced Bliss, with features designed to make everyday conversations more enjoyable. Bliss includes Speech Variable Processing for more natural sound, Speech Priority Noise Reduction to provide comfort and preserve underlying speech signals, and sophisticated directional systems so that patients can focus on the important everyday sounds happening right in front of them. Select custom and BTE models come ready to communicate with Bluetooth®-compatible external audio sources via the reliable and easy-to-operate SoundGate unit. Bliss is available in four powerful custom models and a miniBTE. (888) 423-7834; [www.sonici.com](http://www.sonici.com)



### SoundCure Inc

SoundCure Inc launched version 2.0 of its tinnitus treatment software for Serenade®. Serenade 2.0 enables audiologists and other certified hearing care providers to evaluate a patient's tinnitus, determine its unique characteristics, and program customized, patented treatment sounds (S-Tones®) onto the Serenade device, in the office. New features include a way to assess key aspects of the perceptual component of a patient's tinnitus, and an improved user interface with test reporting, data-logging, and detailed help functionality. The Serenade device offers a form of sound therapy with proprietary tones that were originally invented at the University of California, Irvine. (855) 77-SERENADE; [www.soundcure.com](http://www.soundcure.com)



### Starkey Hearing Technologies

Starkey has introduced 3 Series, the company's most advanced, full line of wireless products that are designed for better personalization, from fit to features to sound, for more patient satisfaction. Powered by IRIS Technology, Starkey's proprietary wireless platform, 3 Series connects seamlessly to Starkey's SurfLink Accessories and offers all of the benefits of wireless capability, including wireless programming/media streaming. The 3 Series features Voice iQ2 and InVision Directionality, and improved high frequency audibility through Spectral iQ. It also comes with HydraShield2 nanocoating, new electronic packaging, and a revamped design.



Starkey also introduced Xino Tinnitus, a Starkey hearing aid that includes patent-pending Multiflex Tinnitus Technology. Xino Tinnitus tackles the subjective nature of tinnitus in a nearly invisible RIC 10 device. Designed with personalization and flexibility in mind, Multiflex Tinnitus Technology provides a way to customize relief to match a patient's unique tinnitus by creating a patient-preferred sound stimulus designed to deliver the greatest relief. Starkey's "best-fit" tinnitus algorithm first sets the tinnitus stimulus according to the patient's audiogram, then allows for flexible adjustments in 16 bands of frequency and a novel modulation algorithm. Xino Tinnitus also can be integrated with most sound therapy protocols, including retraining therapy and masking. (800) 328-8602; [www.starkeypro.com](http://www.starkeypro.com)

# Flex:trial

unitron. Hearing matters

## Unitron

Flex:trial™ from Unitron is designed to be a risk-free business solution for providing immediate amplification to patients without compromising care. By building flexibility into the hearing instruments and software, Flex:trial gives hearing care professionals immediate control over fittings and technology trial. The result is an improved potential to meet the patient's expectations quickly, easily, and risk-free. Patients can leave the clinic with the right hearing aid, right away, while clinicians reduce inventory and increase business efficiencies.



Unitron also unveiled Moxi Kiss, its newest 312 receiver in canal (RIC) hearing instrument with a design aimed at improving patient acceptance. The latest product to be released on the Era™ platform, Moxi Kiss marries a fluid, refined design with Unitron's technology designed for better speech understanding in noise and clear, comfortable, automatic listening. It is available with five levels of technology, and also can be offered through Unitron's new Flex program, mentioned above. (800) 888-8882; [www.unitron.com/us](http://www.unitron.com/us)



## VitaSound Audio Inc

VitaSound Audio Inc introduced the Personal Audio Enhancer (PAE-300), a new multifunctional audio enhancement device for TV, face-to-face conversation, cellphone, and MP3 Player Use. The PAE-300 is designed to allow users to better hear and distinguish sounds in everyday situations. It features four sound modes, each of which has been designed to address a common, "hard to hear" listening situation: Watch Mode for watching television, Talk Mode for conversing face-to-face in noisy environments such as restaurants, Listen Mode for talking on a mobile phone or listening to an audio player, and Relax Mode, which provides soothing sounds for relaxation or temporary relief from tinnitus. (877) 967-0742; [www.pae300.com](http://www.pae300.com)



## Warner Tech-care Products

Warner Tech-care Products, a broad line distributor of hearing aid accessory supplies, demonstrated products by Bionix at AAA. Bionix has created a line of disposable products for audiologists. They include Lighted Ear Curettes, with various sizes and shapes. These provide a brilliant white light for viewing the ear canal. Bionix also has developed an articulating ear curette and a bright LED disposable ear light. A full catalog of Bionix products is available on the Warner website. (800) 328-4757; [www.warnertechcare.com](http://www.warnertechcare.com)



## Westone

Inserting earpieces is made easier with the new and improved Oto-Ease, a sterile, unscented lubricant designed specifically for custom earpieces. The proprietary formula provides a nongreasy, water-soluble solution for patients while also helping create an effective acoustic seal. (800) 525-5071; [www.westone.com/store](http://www.westone.com/store)



## Widex USA Inc

At AAA 2013, Widex featured DREAM™, a new family of hearing aids. Powered by Widex True, the company's new technological platform, DREAM includes TRUE Integrated Signal Processing (TRUE ISP™) with four performance levels, each with six models. DREAM is fit using Widex's new COMPASS™ GPS fitting software, which has an updated user interface. Hearing professionals also can utilize the new [my.widex.com](http://my.widex.com) smart website, which can be personalized for every wearer and includes information about their hearing loss, hearing aids, and other information.



Additionally, Widex introduced ZEN2GO, a ready-to-wear device designed for people with tinnitus who have normal hearing. ZEN2GO is a tinnitus management device that uses the Widex patented ZEN Program, a unique sound therapy tool that has shown promise in the treatment of tinnitus in a published clinical study. (Contact Widex for further information on the study.) ZEN2GO is preprogrammed for a flat 10 dB hearing loss, and can be worn right out of the box, and used in combination with a personalized counseling program. (800) 221-0188; [www.widexpro.com](http://www.widexpro.com)