



# Hearing Aids: Stop Dreaming, Start Streaming!

BY LEANNE POWERS

How much do you really know about hearing aids? Sure, you probably know they help people with hearing loss understand the sounds around them, but that's only half the story. Today's modern, high-functioning hearing aids include a wide range of features that provide an enhanced listening experience in any situation.

One feature you might not be familiar with is streaming, which enables your hearing aids to pick up data sent from your mobile device via Bluetooth wireless technology. As a result, you can hear phone calls, music, and TV directly in your hearing aids, clearly and at the perfect volume.

## The Struggle to Hear

When you have hearing loss, simple activities like listening to the other person on a phone call can be difficult—even if you're wearing hearing aids. Your

conversation partner's voice might sound distorted or too quiet, requiring you to adjust the settings on your phone, hearing aids, or both. Rather than enjoying your conversation with a relative or friend, or getting important information from a business call, you may strain to make sense of what the other person is saying.

The same holds true when listening to music or watching TV. You may need to turn up the volume, which can be too loud for your family and friends. But then if you lower the sound as a compromise,

you might not be able to hear, diminishing your enjoyment of what should be fun activities.

Hearing aids with direct streaming capability provide a solution to these challenges, enabling a level of personalization and convenience when on the phone, watching TV, or listening to music that simply wasn't possible even a few years ago. While previous streaming

streamed audio signal to provide the right balance of audio and ambient noise. During streamed phone calls, for example, your hearing aids can still pick up sounds in the environment, but at a lower volume. If you're on the phone while walking down the street, you can hear other important sounds, such as a passing cyclist, to maintain your safety without impeding conversational sound quality.

## The ability to stream sound from your smartphone transforms your hearing aids into smart devices that improve how you hear during your favorite activities, and how you stay in touch with others.

solutions required an intermediary device to transmit the signals, today's advanced hearing aids can transmit audio from your smartphone. As a result, your hearing aids become high-functioning earphones that transmit sound in full stereo wirelessly, directly to your ears.

### Benefits of Streaming

There are many advantages to using hearing aids with streaming functionality. For one, when using your phone, you can hear the other person through two hearing aids, instead of relying on just one as you normally would. This also lets you take the call hands-free, without having to hold the phone to your ear.

Since the audio is streamed from your smartphone, your mobile device can also be used to control the volume for TV and music. While the audio from phone calls can also be controlled by the phone's regular volume controls, you can adjust the volume of streaming TV audio or music through your hearing aid manufacturer's app. Moreover, by streaming sound directly into your ears and adjusting the volume to the best setting, there's no need to argue with your family about the TV being too loud or quiet.

Today's streaming hearing aids even allow you to easily switch between different events. For example, if you're watching TV and a phone call comes in, your smart hearing aids will automatically transition to the phone call and then return to the TV audio when the call ends.

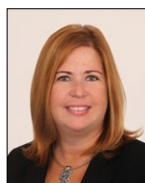
### Hear What You Want, and What You Need

Hearing aids with direct streaming capability provide greater efficiency and convenience when going about your day. They also help you maintain situational awareness by adjusting their microphone input level along with the

The same holds true when watching TV or listening to music. The streaming audio doesn't have to block out the rest of the landscape, so you can hear if someone calls your name or if something else needs your attention. Connected hearing aids also include carefully selected default settings for these activities, resulting in less effort to fine-tune your hearing aids for each listening environment.

### Streaming What You Love

The ability to stream sound from your smartphone transforms your hearing aids into smart devices that improve how you hear during your favorite activities, and how you stay in touch with others. Though it may seem like a dream, this technology exists today, helping to create an optimal listening experience no matter what you're doing. **HL**



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