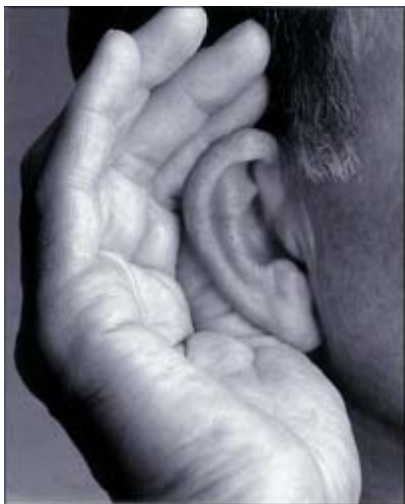


Why two is better than one



Nature gave us two ears and they work best when used together. Years of research have shown that many people with hearing loss in both ears benefit from being fitted with a hearing aid for each ear.

Approximately 80 percent of individuals with hearing loss have hearing loss in both ears. Yet some people only wear a hearing aid in one ear. Amplifying only one ear when both ears have a hearing loss can put you at a disadvantage. It can make it more difficult to hear in noise, understand speech, and detect where sounds are coming from. It can result in straining to hear and cause fatigue. Studies show that even when a hearing loss is worse in one ear, most people with hearing loss in both ears will benefit

from wearing two hearing aids.

Improved Sound Localization

Sound waves are all around us. These waves travel from the source of the sound to the outer part of the ear, which acts like a dish that collects them. They travel to the eardrum and then through the bones of your middle ear to your inner ear. Your inner ear is a tiny snail-shaped organ that changes these sound vibrations into electrical energy which is then sent to your brain.

One of the important messages that our brain gives us is where the sound is coming from. Sounds from our right, left, above and below arrive at each of our ears at slightly different times and at slightly different intensities. The head is less than a foot wide, and yet our brain is able to instantly calculate these tiny differences between the ears. It is these differences that tell your brain which way to turn your head when you hear sounds around you.

Imagine yourself standing on a busy street corner when you suddenly hear a car horn. Because you are only wearing one hearing aid, you may have trouble figuring out if the honking car is on your left or on your right. With two hearing aids, you would have a better chance of determining where the sound is coming from.

Improved Listening in Noise

With two hearing aids, soft speech is easier to understand and your ability to distinguish speech from the background noise improves. In situations where you are listening to speech in noise, the speech is more easily separated from the

background noise if two ears are doing the listening. When you are wearing hearing aids on both ears, sounds in general may have a more balanced, natural quality.

Improved Hearing Sensitivity

Two ears are better than one. Many people try to turn up the volume control on their hearing aids to make up for the lack of sound, but this isn't a good solution. Turning up the volume only makes the sounds louder, not clearer. There is also a greater chance of feedback when a hearing aid is turned up loud. With two hearing aids, you won't have to turn up the volume as high as you would with just one.

Hear More Out of Life

For each individual person, the advantages of wearing your hearing aids may be different. You can discover the advantages of a binaural fitting for yourself. Conversations are easier to follow and more relaxing when you wear two hearing aids. You don't need to turn your head or ask people to speak into your 'good' ear. Both of your ears work together so you can pay better attention to important conversations or enjoy social functions.