

14 April 2009

Brains and Beauty: First time International Finalist in Australian Design Awards.

Oticon Dual, a new high tech hearing device now available in (area) is a unique synergy of high performance technology and aesthetic appeal. Dual solves the "beauty or brains" dilemma that has long challenged hearing care professionals and frustrated individuals with hearing loss looking for ideal solutions. Oticon Dual was developed by leading hearing solutions manufacturer Oticon who was recognised for this revolutionary development by being selected as a finalist in the 2009 Australian International Design Awards (AIDA) – Medical and Scientific Category. (Company) is delighted to offer this latest technology to people in the local community, knowing that it has been recognised in one of Australia's most prestigious design awards - the first time an internationally designed hearing instrument has been selected as a finalist in the design awards.

"Dual is unmatched in the desirable small design segment. Now, people no longer have to choose between small scale 'beauty' and big performance 'brains' when seeking a hearing device," states (Position, Name). "Dual offers users the performance they need and the stylish, modern design they want in a range of choices, all based on Oticon's advanced ultra fast RISE platform that delivers more bandwidth, significantly higher levels of processing power and wireless connectivity.

Dual Benefits Appeal to Both New and Experienced Users

"Dual appeals to first-time users who have previously resisted hearing devices" says (Name). The instrument's stylish design sparks interest and opens minds, shifting focus away from hearing problems to discussion of hearing solutions and their benefits. At the same time, Dual provides the level of performance and range of features and benefits that more experienced users require, all in a highly desirable "fashion" hearing device.

Dual enables users to once again enjoy television at a volume level that won't drive others out of the room and to speak on landline or mobile phones without fear of embarrassment from whistling or feedback. The sleek and stylish hearing solution virtually eliminates feedback with a new and improved dynamic feedback cancellations system. A new AutoPhone feature allows Dual to automatically switch to dedicated phone programs for an enhanced listening experience.

With the optional Streamer device, users can wirelessly connect Dual to their television, home phone or cell phone with just the touch of a button. The signal is instantly transmitted to both ears.

Hearing Aid Specialists NT operates in Fannie Bay with qualified hearing health care professionals and can demonstrate the new Dual hearing device in their clinic.