

MEDIA RELEASE

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For Immediate Release

LOCAL BUSINESS WINS NATIONAL AWARD **FOR HEARING HEALTH CARE**

Hearing Aid Specialists NT has been awarded the annual Oticon Professional Development Award for excellence in hearing care. The award recognises leaders in audiological care who show dedication to the industry and a commitment to using new technology to improve the lives of the hearing impaired. Hearing Aid Specialists NT was one of only 49 winners from hundreds of organisations nation wide.

Michael Gray from Hearing Aid Specialists NT says “This award is a tremendous honour for our dedicated and hard working team.”

Hearing Aid Specialists NT’s commitment and implementation of new technology ensures that people in the Darwin region have access to superior hearing aid technology, including the first hearing solution with wireless connectivity.

The awards ceremony comes after the recent world release of the Oticon Epoq V in Australia. Unlike traditional hearing aids, a pair of Epoq hearing devices continuously ‘communicates’ with each other wirelessly to support the brain’s proper interpretation of various sounds in the environment. The result is a unique spatial awareness – a 360° hearing experience – that makes it possible for Epoq users to more easily navigate in complex and changing sound environments.

“Epoq improves an individual’s ability to determine where sounds are coming from and at the same time, makes sounds much clearer and more comfortable,” explains Michael. “Because Epoq users don’t have to concentrate so intently when listening or talking, they report feeling more confident and at ease especially in difficult listening situations. They also tell us that they have more energy to socialise and to engage in situations and activities they previously avoided”, notes Michael.

Epoq’s wireless connectivity creates another outstanding benefit for people with hearing loss. With the addition of the Streamer, a sleek companion device, Epoq functions like a wireless headset, streaming conversation from mobile phones, televisions, MP3 players and other Bluetooth-enabled devices directly into both ears for interference-free listening.

“This technology is changing lives, but more importantly changing attitudes. It’s great to see people looking after their hearing health” Michael said.

For further information on Oticon Epoq, please contact **Michael Gray at Hearing Aid Specialists NT**, 1/5 Fannie Bay Place, Fannie Bay on (08) 8981 1900 or email: enquiries@hearingaidsnt.com.au