

EPOQ HEARING DEVICE HELPS PEOPLE WITH HEARING LOSS NAVIGATE LIKE NEVER BEFORE

Most people don't realise that our sense of hearing acts like a compass to help us organise our world so it makes sense. Our ears and brain work together functioning like a 'hearing compass' to help us interpret sounds and give meaning to what we hear and see. When this 'hearing compass' is impaired, such as when a person experiences hearing loss, it is difficult to navigate through the sea of sounds we encounter daily.

"Not being able to identify and understand important speech information is like travelling in a fog," states (name) of (company name) in (location). "Traditional hearing aids have been able to help clear up some of this fog but they create a new challenge. Since they operate independently the information they receive can get distorted – causing a disoriented picture of where sounds are coming from".

"People have difficulty identifying where someone is when they are called to. They may not be able to locate the direction of an approaching car or tell who is speaking to them when gathered with friends in a noisy restaurant." (Name) explains that how accurately the brain is able to 'see' the location of sounds is dependent on the quality of information it receives from each ear.

According to (name), recent innovations in hearing aid technology are helping to change the picture from foggy to "sharp" for many people with hearing loss. "The Oticon Epoq, the first hearing solution with wireless connectivity, has added an exciting new dimension to the way people with

hearing loss can process the 'sea of sounds' they encounter in daily life," (name) points out.

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 (name). "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 (name).

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.

For more information on the new Oticon Epoq and hearing health, contact (name) at (phone) or visit (website).

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