

# Beyond Hearing Aids Newsletter

Helping Professionals Provide Successful Solutions with ALDs

April 2007

www.beyondhearingaids.com



## Upcoming Schedule

### On the Job with Hearing Loss

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Available: April 2007

Order online: Item #0TJ \$29.95

5/3/07 – Office Move

5/8/07 – KY Business

Leadership Network Meeting,  
Florence, KY

5/10/07 – AL VR Training,  
Birmingham, AL

## President's Message

Becky Morris, President

## Loop Systems: In-the-Ear Loudspeakers

Even with the best-fitted digital hearing aids, it is often difficult to understand TV or conversation from the back seat of a car or hear someone at a bank window, pharmacy, or restaurant drive-through window.

Imagine having an easy, inexpensive, unobtrusive system that can solve these problems and allow people to improve the quality of their everyday lives. Imagine having a Loop System at home, in the car, and in public places.

The Loop System is used extensively in England. Right away people are connected with the airport's PA system. Once in a taxi cab, the driver's voice is broadcast directly through the hearing aids via the hearing aids'

telecoils. Loop systems are everywhere – in homes, ticket windows, bank windows, and tourist information counters. It's like having a set of personal loudspeakers for the ears.

## Best Practices

Loop technology consists of a wire that is "looped" around the listening area, a special amplifier, and a microphone used by the primary speaker. Speech signals are amplified and circulated through the loop wire. The resulting energy field is picked up and amplified by the telecoil found in hearing aids and cochlear implants.

A loop is different from other assistive listening systems (ALS) in that hearing aids serve as the ALS "receivers." Just switch to the "T" or "M/T" position and the sound is transmitted directly into the ears. There is no need to remove the hearing aids. Therefore, the "receivers" are always in the ears.

With a Loop System, people double the usefulness of their hearing aids. A hearing aid dispensing practice in California includes a TV loop system and home installation at no extra charge with every hearing aid purchase. This dispenser has looped over 400 homes in the last few years. As a result, 90 percent of his clients report greater satisfaction with their hearing aids and there are no hearing aids returned during the trial period. New customers ask how they can get a loop system for their TV like their neighbor's.

## Loop Systems: What are the Options?

Eventually, loops will be everywhere. Here are a few loop options:

- Personal TV
- Counter Tops (PortaLoop)
- Room Loops (Univox)
- Car Loop (Microloop)

## Portable InfoLoop

This loop system is ideal for one-on-one counter top listening situations (such as office reception areas, bank teller stations, and airport check-in counters). Listening range extends 4-5 feet from the front of the unit. It includes an omnidirectional mic with 10' cord for extended range, and an AC battery charger/adaptor.



Portable InfoLoop \$295



HC-Univox \$205

## Univox Home Loop System

Slip the Loop Pad under a chair to hear clear TV sound sent directly to hearing aids. There is no need for a receiver or headset. Conversations with others are easy with the optional microphone. Hear telephone conversations in both ears with the optional connector. The Univox features easy plug-in installation and can be moved to other places – including the car.

## Microloop II

The Microloop II is ideal for classrooms, meeting rooms, automobiles (with optional car kit) and TV viewing. With a 90' loop wire, up to 30 people can hear clearly. Lightweight (3-4 lbs), the Microloop II is portable, easy to set up and easy to use. FM and infrared systems require special receiving equipment that can cost thousands of dollars. In comparison, the Microloop induction loop systems are extremely cost effective because people can receive the transmissions with the hearing aids they already own.



Microloop II OW-14 \$295

## Price Changes and Discontinued Items

SoundPlus WIR 238 TV Listening System (old price \$219) new price (\$189)

SoundPlus WIR 239 TV Listening System (old price \$219) new price (\$189)

Clearsounds white corded phone HC-CSC40W (old price \$99.95) new price (\$69.95)

Clearsounds black corded phone HC-CSC40B discontinued

**Beyond Hearing Aids is moving. We will be moving offices May 2 and May 3. Phone service is being switched those days so please be patient. We plan to return calls on May 4<sup>th</sup>.**



Beyond Hearing Aids

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