

ReSound is one of the world's largest manufacturers of hearing instruments. With more than 3000 employees worldwide, ReSound is renowned for its innovative approach to both technology and design.



## EMPOWERING NATURAL HEARING

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## CRYSTAL-CLEAR HEARING THE NATURAL WAY

Human beings are unique. Each of us is unique in the way we look, think, and use our senses. And we are also unique in what we want to hear and the way we want to hear it. Despite this, hearing instruments have always relied on the individual adapting to match the technology rather than the reverse.

### **Now you decide what you want to hear**

The ultimate goal for a hearing instrument is to let you hear as naturally as possible, and ReSound Azure™ has made a huge leap forward in this direction. It represents an entirely new approach to hearing instrument design, reflecting insight into the way the human auditory system naturally perceives and processes sound. Because of this, you can focus fully on the conversation in front of you without missing out on what is going on around you – just like natural hearing.

### **Natural personalized amplification**

Environmental Optimizer™ reflects subtle differences in the way you experience loudness. Automatically giving you your personal loudness settings in every listening situation.

### **Crystal-clear hearing**

The many great features in ReSound Azure will ensure you hear crystal-clear speech and pure sound without whistling or other inconveniences and distractions.

### **Rechargeable convenience**

A handy recharger means no more fiddling about changing batteries.

### **Bluetooth® phone headset**

A clip-on headset for hassle-free mobile and landline phone usage with crystal-clear sound quality and no feedback.



## KEEP YOUR EDGE

### Stay focused and fully aware

ReSound Azure™ provides the latest in ‘directionality’ technology, allowing you to zoom in to better hear what people are saying. Uniquely however, it performs this key role without the unwelcome side effect of ‘tunnel hearing’ typical of other instruments.

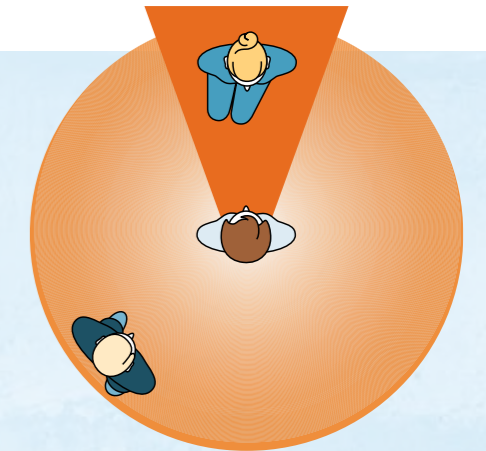


Tunnel hearing refers to the fact that most directionality systems demand a compromise: you can hear either the conversation in front of you or what’s going on around you – but seldom both. This frustrating, and potentially hazardous problem occurs whenever a conventional instrument focuses on a person speaking

in front of the wearer. Almost instantly, an effect occurs similar to that of ‘tunnel vision’, which reduces the viewer’s field of awareness to a small area in front of them. As a result, the wearer is typically unaware of sounds outside of this narrow field – such as someone asking to get past, a flight announcement or even a cry of “watch out”!

### Designed to be much more like natural hearing

Thanks to an entirely new approach to hearing instrument design, ReSound Azure applies Natural Directionality™ technology, enabling you to focus on a person in front without losing contact with what’s going on around you. Natural Directionality applies insight into the workings of the human auditory system to return you to a more natural, more comfortable way of prioritizing sounds in front, behind or from the side. With your peripheral hearing intact, you can even follow the conversations of several speakers across a crowded table. The key is that it is you deciding what you want to hear, not your hearing instrument dictating what you can hear.



Unlike other high-end instruments, ReSound Azure delivers the full benefit of directionality without loss of peripheral awareness.





## NATURAL INDIVIDUALIZED AMPLIFICATION

### One size doesn't fit all

If you've worn a hearing instrument before, you may be used to having programmes set up to cater for different hearing situations such as conversations in noisy environments or a musical performance.

No doubt, you have also experienced the downside of such a solution. It's a little like having an automatic gearbox with just two or three gears. The ratio will be constantly too high or too low for any given situation.

### Personalised hearing – wherever you go

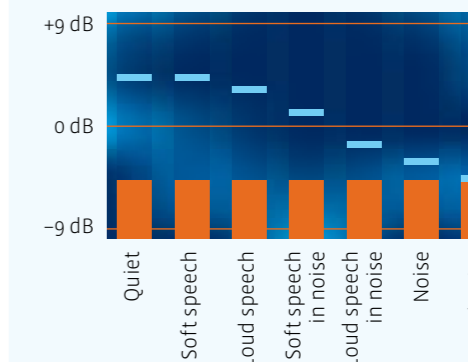
ReSound Azure features the ultimate automatic personalized individual 'gear-box' for a hearing instrument. A special feature called Environmental Optimizer™ constantly fine-tunes the amplification in different types of listening situations, shifting smoothly and transparently from one setting to the next. This groundbreaking feature will ensure that you won't have to accept the usual trade offs, that either you have too little amplifica-

tion when you want to listen to speech, or you have too high amplification when you are in noisy situations. ReSound Azure enables your hearing care professional to personalize the instrument so you will have clear yet comfortable amplification no matter where you are or what you're doing.

The result is a hearing instrument that seamlessly delivers excellent speech intelligibility and comfort in each listening situation, precisely tuned to your hearing loss, and automatically adapting to your personal preferences.



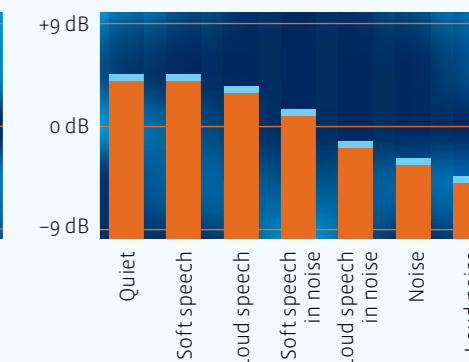
Loudness level for a typical automatic programme



■ Preferred ■ Obtained

Today's hearing instruments have a uniform gain level, which often means that either loud noises are too loud, or speech intelligibility is difficult. The fact is it's impossible to get a single gain setting which fulfils all requirements.

Loudness level with Environmental Optimizer™



Environmental Optimizer allows for seven different gain settings for seven different environments. So it makes sure that you will hear the quietest of noises, and yet not be uncomfortable in loud environments.



## MAKE BATTERY CHANGES A THING OF THE PAST

**Convenient charging at home or away**  
We are sure that both first-timers and experienced hearing instrument wearers will love the fact that they no longer need to change fiddly batteries 2-3 times a week, and still worry about when they may run out. Your ReSound Azure™ can be recharged overnight using an attractive charging unit, which recharges two instruments at a time\*, provides up to

28 hours of smooth power and simultaneously charges two extra batteries for even longer periods of use. Now you will only need to change batteries a maximum of twice a year.

\*Charges ReSound Azure mini-BTE models



## COOL CONNECTIONS

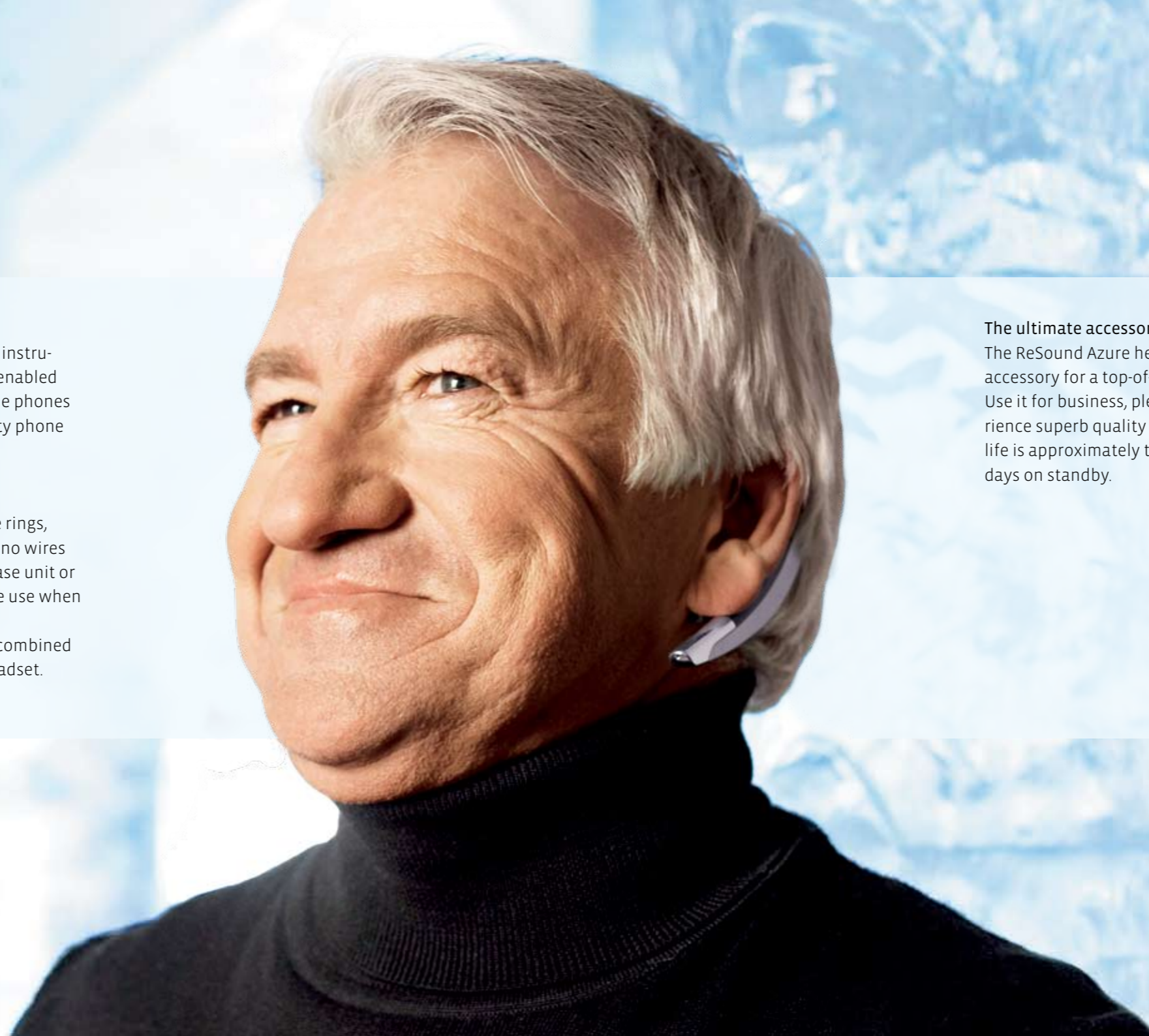


### Connect to your world

The ReSound Azure™ Mini BTE is the first hearing instrument to offer a Bluetooth® wireless technology-enabled phone headset that can be used both with mobile phones and landline phones, for hands-free, superb-clarity phone usage.

### Around the house or on the move

Wear the headset all the time or, when the phone rings, just clip it on and you are ready to talk. There are no wires and you can move freely, max. 30 feet from the base unit or your mobile phone. And it's perfect for hands-free use when you're driving, too. You'll probably also appreciate the way that the combined hearing aid and headset looks just like, well, a headset.



### The ultimate accessory

The ReSound Azure headset is the ultimate communication accessory for a top-of-the-line digital hearing instrument. Use it for business, pleasure, or whenever, and you'll experience superb quality hands-free telephone usage. Battery life is approximately three hours of talk time or about four days on standby.





**New world-class feedback management system, that won't whistle**

ReSound Azure incorporates another leap forward in digital feedback cancellation systems. For each microphone, a system independently monitors feedback, creating an inverted phase signal to eliminate the problem before that hated high-pitched whistle becomes audible.

**Superior sound quality**

It's one of the hearing technology's most talked-about innovations – the amazing sound quality afforded by ReSound's Warp™ WDRC compressor. This unique approach to digital sound processing that is also used in expensive hi-fi equipment not only ensures remarkable sound quality but also extremely fast responses to changes in your listening needs.

**Onboard Analyzer™ II datalogging**

Onboard Analyzer™ II is a built-in electronic database that stores data about your listening situations and use of your instruments. Your hearing care professional can use this information to make your ReSound Azure instruments a constantly better answer to your needs.



## CLEAR CHOICES

There's a ReSound Azure™ hearing instrument model for any ear and preference. From tiny completely-in-the-canal (CIC) models to discreet yet highly sophisticated behind-the-ear instruments, you'll find ReSound Azure provides an excellent answer to your hearing needs.

If your hearing care professional recommends it, you can also experience the added comfort afforded by our range of open-fitted solutions – a technology pioneered and perfected by ReSound.

ReSound Azure™ key features include\*:

- Natural Directionality™  
- no more tunnel hearing
- Environmental optimizer  
- adapts automatically to your individual loudness preferences
- Bluetooth™ wireless technology phone headset – great sounding telephone conversations hands-free
- Instrument recharger – no more fiddling with batteries
- Warp™ WDRC sound quality  
- fantastic sound quality
- Dual Stabilizer II DFS feedback cancellation  
- no high-pitched whistling

\*Actual features vary by model



AZ10, cic



AZ60 (mini tube)

