

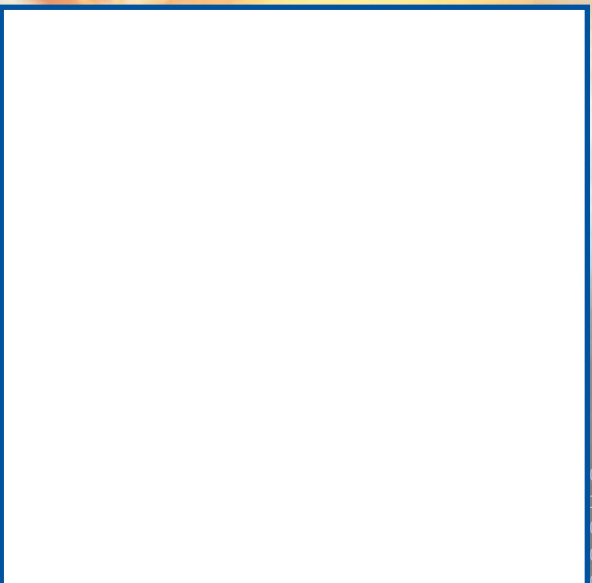
Siemens: world leader in hearing health care.

Siemens is the world's largest hearing aid manufacturer, always developing innovative approaches to sound technology and hearing aid design. From hearing aids to medical imaging systems, Siemens is one of the largest providers of advanced health care systems designed to support and enhance life.

**PHOENIX and PHOENIX Pro, prime performance and value from Siemens**

PHOENIX and PHOENIX Pro series hearing aids are designed with state-of-the-art technology. If you want to return from the isolation of hearing impairment and do it with a hearing aid that is attractively priced, consider PHOENIX Pro.

PHOENIX Pro is available at:



Siemens Hearing Instruments, Inc.  
P.O. Box 1397, Piscataway, NJ 08855-1397  
(800) 766-4500  
www.siemens-hearing.com  
Siemens Hearing Instruments  
A Division of Siemens Canada Limited  
320 Pinebush Road, Cambridge, Ontario N3C 2V3  
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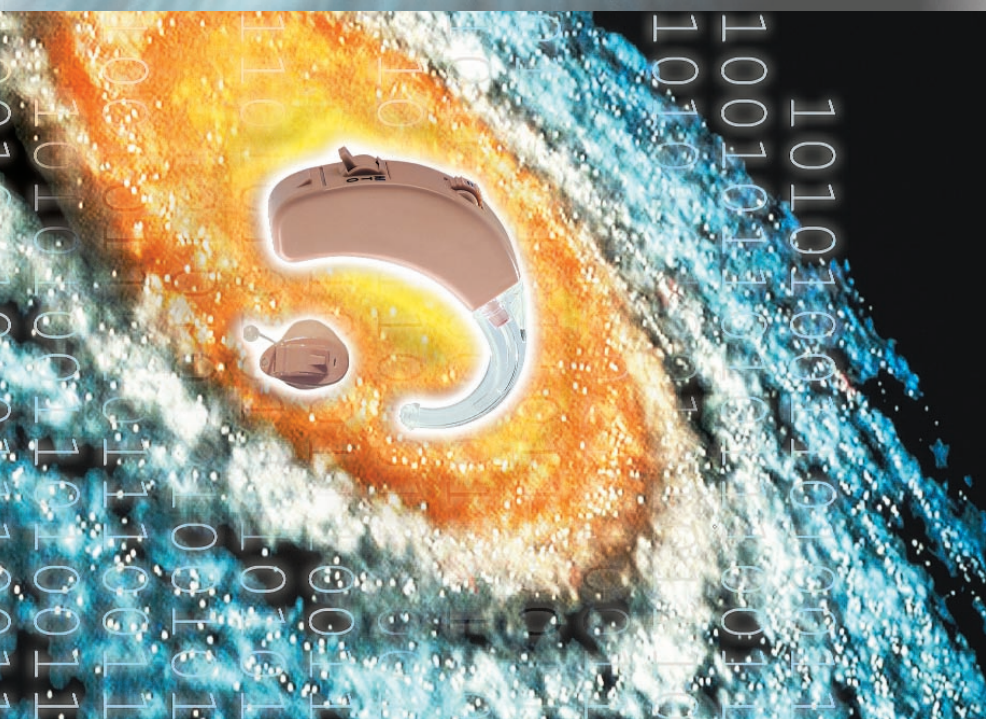
www.siemens-hearing.com

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**Announcing  
PHOENIX Pro!**



The PHOENIX™ and PHOENIX Pro Series Basic Digital Technology at an Affordable Price



Siemens Hearing Solutions  
Better hearing is better living.

**SIEMENS**

## Slowly, you realize your hearing is impaired

At first, you may not recognize your hearing is fading. You cannot feel the change. Perhaps you notice it is difficult to hear a loved one's voice. It becomes harder to understand movie dialogue and voices on the phone, and when you turn up the TV volume, others complain the volume is too loud. For many individuals faced with the decision of wearing hearing aids, there exists an emotional and financial commitment they are reluctant to make. But Siemens has the solution that will make the commitment easier... PHOENIX™ and PHOENIX Pro series hearing aids.

### PHOENIX and PHOENIX Pro series CIC, ITC, ITE, BTE

All models offer:

- an affordable way to manage hearing loss
- excellent sound quality
- extended battery life
- a choice of size, as well as power, for any degree of hearing loss at any age
- basic digital hearing aid technology
- volume control on PHOENIX Pro mini BTE and selected custom models

Digital technology has transformed our lives in ways no one could have imagined. Therefore PHOENIX and PHOENIX Pro have been designed for individuals who welcome the advantages of today's digital technology in hearing aids but who are budget conscious.

## Digital technology at an affordable price

All PHOENIX and PHOENIX Pro hearing aids contain digital signal processing to give users excellent sound quality. Its digital technology is based on the same principles that make CD music sound sharp, clear and distortion free.

Whatever your degree of hearing loss, a PHOENIX or PHOENIX Pro hearing aid may be suitable for you at a price you will find affordable too.

### PHOENIX and PHOENIX Pro hearing aids are available in:

CIC (Completely-in-the-Canal), ITC (In-the-Canal), ITE (In-the-Ear) custom styles and BTE (Behind-the-Ear) styles.

PHOENIX Pro maintains the exceptional sound quality of the PHOENIX series with the added advantage of programmable controls. Your Hearing Care Professional uses a computer to program the signal processing specifically for your hearing loss.

### Directional microphone system

Research has shown that directional microphones improve speech understanding in noisy situations, resulting in increased satisfaction. Available on the PHOENIX Pro ITE and HS models only, the directional microphone system lets you choose whether the hearing aid picks up sound coming from all directions, such as oncoming traffic when crossing the street, or focuses on sounds coming directly in front of you, such as the person speaking to you at a party.

### Easy telephone use

The PHOENIX and PHOENIX Pro BTEs and some custom styles are designed with a Telecoil (T-coil), which helps to make listening on the telephone more comfortable.



The T-coil prevents annoying whistling that can sometimes occur when listening on the telephone while wearing a hearing aid.

### Accessories and benefits of the PHOENIX and PHOENIX Pro BTEs

A small outlet enables you to connect a PHOENIX or PHOENIX Pro BTE to a TV, tape recorder or radio. This

is particularly useful for children who use hearing assistance systems in the classroom. You may find the optional audio adapter and cord set useful accessories to have too. PHOENIX and PHOENIX Pro BTEs come in beige, tobacco or grey colors.

Along with some convenient features, PHOENIX and PHOENIX Pro BTEs have important safety features that can limit access by children.

- Eye glass adapter
- Battery compartment door lock
- Volume control available with cover
- Indication when the battery runs low (hearing aid gets softer)

Talk to your Hearing Care Professional today about the PHOENIX and PHOENIX Pro family of hearing aids.



Your hearing improvement with any hearing aid depends on the fit of the hearing aid, the type or degree of your hearing loss, and proper diagnostic testing. Of course, no hearing aid can restore normal hearing, and not everyone can benefit equally.

