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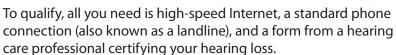


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SOUNDNews

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We have become a society on the move: Smartphones, tablets, and other mobile devices have become the way we watch TV, listen to music, and even video chat with distant loved ones. Headphones have become a necessity wherever we go.

The leading hearing aid manufacturers have been hard at work, however, helping you go wireless by developing made-for-smartphone hearing devices. What does that mean? Your hearing aids can receive audio from your smartphone wirelessly. In other words, your hearing devices become headphones. Another way to describe this is "streaming."

The concept isn't new. Accessories have been available for a while now that let you transmit — that is, stream audio from your television, stereo, or other media device to your hearing aids. There are also accessories that you can place on a table or hang on a lanyard around your neck that stream the voices you need to hear during conversations and meetings.

But now you can use your smartphone not only as a remote control for your hearing aid settings but also as a portable multimedia streamer. Watch your favorite TV shows, listen to music, or video chat on your smartphone while hearing everything with crystal clarity directly from your hearing devices.

Hearing aid manufacturers handle streaming in two ways: direct streaming or streaming via clip. Direct streaming doesn't require accessories; audio is transmitted directly to your hearing aids. Streaming via clip, however, requires a wireless accessory called a streamer that clips to your collar. The audio is transmitted to the clip, which transmits the audio to your hearing aids.

These hearing aids are often advertised as made-forsmartphone hearing aids, but with this technology, you can stream audio from any tablet or mobile device that uses the same operating system as your smartphone.

Still not clear on streaming from a smartphone? Come on in — we'll give you a FREE demonstration of the technology, and if you currently have hearing tech, we'll do a **FREE** clean and check while you're here!



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