

Enjoy life's sounds again

Start today by finding your perfect hearing solution



ReSound GN

GN Making Life Sound Better
FOR 150 YEARS

Did you know?



466+

million people worldwide have hearing loss – 432 million are adults.*



1 in 3 people over age 65 years has a hearing loss.*



Over time, your brain gets used to the loss of sounds and can even 'forget' how to process certain sounds.



The longer you wait to address your hearing loss, the harder it can be to process those sounds again.

88%

of hearing aid users said that their quality of life had improved since getting hearing aids.**

HOW HEARING LOSS FEELS

- Mild to moderate hearing loss can result in feeling physically and mentally fatigued.**
- People with moderate to severe hearing loss are three times as likely as people without hearing loss to report difficulties with daily activities, from getting dressed to travelling.**

* WHO: Hearing loss and deafness factsheet N°300 (2015)

** Bridget Shields, 2018

The sounds around us

Sounds are all around us in everyday life. Sounds of speech, nature, music, technology and transport. Some sounds are harmless and soothing, but other louder sounds can have an impact on your hearing over time, especially exposure to loud noises.

Hearing loss can be caused by exposure to loud noise, as well as genetics, ageing, injury or viral infections, fluid in the middle ear and even earwax build-up.

Today, more people are being diagnosed with hearing loss earlier and younger due to lifestyle factors, so you are not the only one on a quest for better hearing.

Signs you have a hearing loss

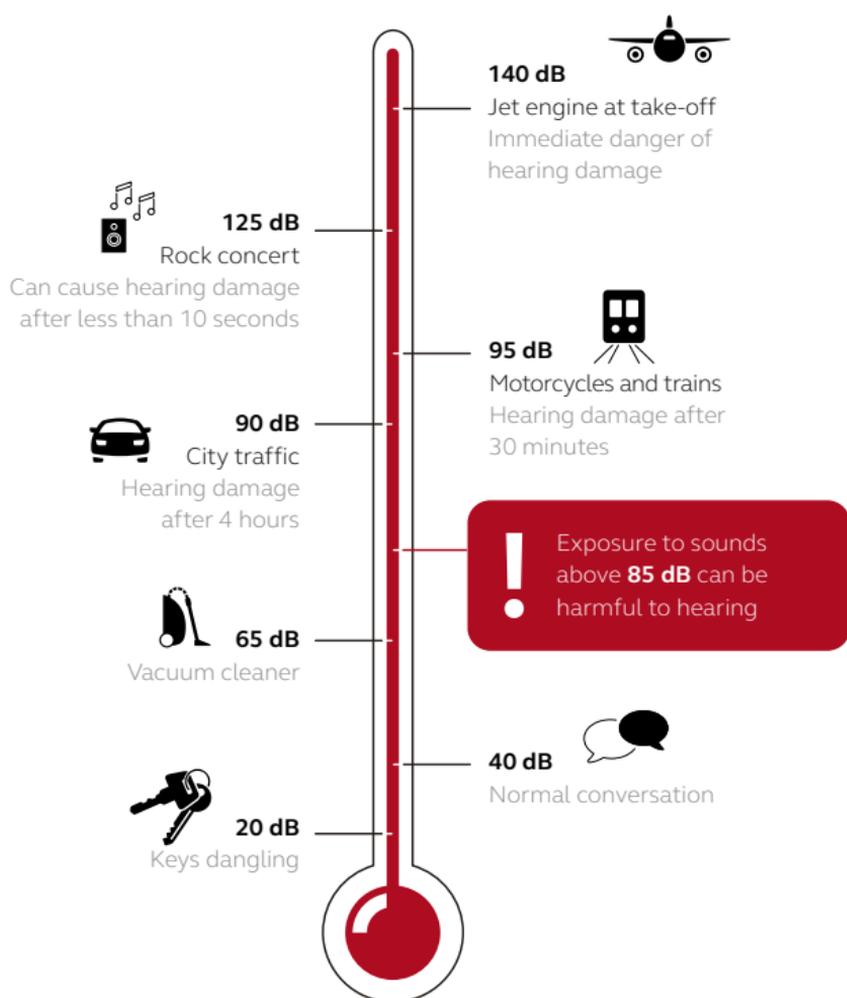
Often, hearing loss can sound like a mixing or blending of sounds. The initial clues can be difficulty hearing conversations in noisy places or when people speak softly or have a high-pitched voice, such as children.

The brain works harder to fill in the missing pieces of speech. You may find yourself craning your neck towards someone to hear them properly, guessing the gaps in conversations, and isolating yourself socially.

This feels tiring because your brain needs to work even harder to hear. Over time, untreated hearing loss can cause problems with your social life, everyday activities, job performance and happiness. This will affect anyone's confidence.

It only takes a small step to overcome this barrier and be in tune with life again.

Noise barometer



“ I eventually just stopped asking questions to my colleagues because I was worried I wouldn't be able to hear the answer. ”

Birthe, 58, ReSound hearing aid user



A multisensory experience

Our senses connect to make simple things a wonderful experience on many levels.

Hearing is one of your five senses, along with sight, taste, smell and touch. Let us reconnect your hearing with the other senses again and relieve the tension and stress of trying to hear. Powering up your hearing will empower you to do what you enjoy – experiencing every aspect – and free up energy for new accomplishments.

It just takes two steps to move ahead

STEP 1:

TAKE AN ONLINE HEARING TEST

Curious to find out the state of play with your hearing? Check today with our free online hearing test on [resound.com](https://www.resound.com):

- The test takes a few minutes and you can use headphones or loudspeakers.
- You will hear some instructions and be asked to click on images and numbers.
- Take it with a friend or family member for moral support or to compare notes.
- It is easy and non-binding.

TEST RESULTS

If you do not have a hearing loss, keep protecting your hearing by limiting exposure to loud noises. Also, limit the use of headphones with music or other audio at full volume.

If the online hearing test indicates you do have a hearing loss, then go straight to discovery and recovery – see step 2.

Remember, you are not alone.

STEP 2:

SEE A HEARING CARE PROFESSIONAL

Hearing loss should not change the way you live your life, and the best way to move forward is by visiting a hearing care professional. They are specialists dedicated to helping people with hearing difficulties, and they can provide you with all the information you need, so you can make the right choice for you.

EAR, NOSE AND THROAT (ENT) SPECIALIST

A medical doctor specialised in diagnosing and treating a variety of disorders of the ear, nose and throat.

AUDIOLOGIST

A healthcare professional trained to evaluate and treat hearing loss and audio-related disorders, including balance disorders or tinnitus. Many also fit and sell hearing aids.

HEARING AID DISPENSER

A licensed and trained hearing aid specialist who is certified to fit and sell hearing aids and can perform a hearing test as well.



Find a hearing care professional
near you on [resound.com](https://www.resound.com)

A hearing aid is more discreet than a hearing loss

There is a hearing aid designed to fit every ear and every lifestyle.

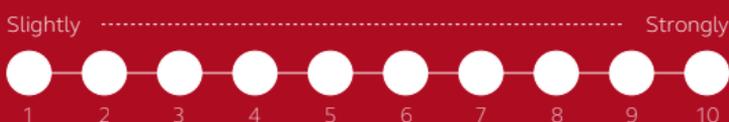
You are unique and so is your hearing. Personalise sounds to suit every situation and connect with the people and passions you love for a truly individualised experience.

Do not settle for missing sounds or senses in your life. You have the power to make the change.



Test what hearing means to you

Get a good idea of how much hearing better will make a difference to you and other people in your life – simply check your answers against this sliding scale.



- How much do your hearing challenges affect you?
- How much do your hearing challenges affect your partner, family, friends or colleagues?



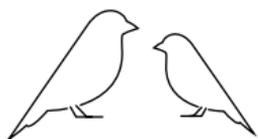
- How important is it to you that your hearing improves?
- How important is it to your partner, family, friends or colleagues that your hearing improves?

See, doing something about your hearing will be totally worth it.

More than just a hearing aid

Each hearing aid is a miniature work of art. It is a tiny yet powerful computer constantly scanning your sound environment to adjust the sounds you hear and help you understand people when they talk in different surroundings. The result is the best and most natural-sounding experience.

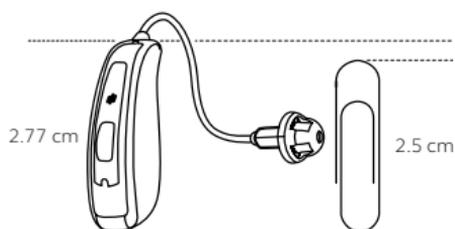
ReSound hearing aids work like wireless headphones to stream audio, phone calls or music, and they can be controlled or personalised with apps.



Hear sounds as crisp as an apple and morning birdsong again.

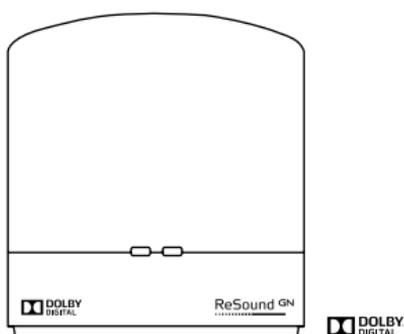


Imagine if you could enjoy ...



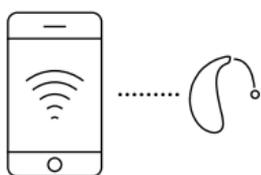
A hearing aid so small it virtually disappeared on your ear.

– *You won't look different to other people wearing a smart accessory on their ears.*



The sound from your TV streamed directly to your hearing aids.

– *Hear your favourite TV shows, movies and the news clearly in both ears at your ideal volume, while your family has the volume how they like it.*



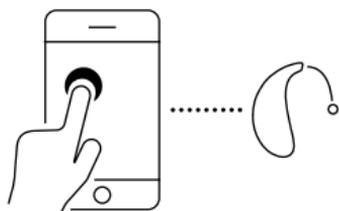
Calls, music, movies and GPS navigation streamed from your iOS or Android™ device to your hearing aids.

– You can feel truly connected to your world and entertained wherever you are.



Hearing everyone's voices in a conversation, even in a noisy restaurant, by placing a discreet microphone on the table.

– It would be as subtle as placing your smartphone next to you.



Changing sound programs on your smartphone to suit where you are without touching your ears or without anyone knowing.

– Swipe, tap or activate the app as if you are checking the news, texting or chatting.





Design, technology and personal style

It is natural to worry about how a hearing aid will look on you, how it will work, and the level of investment involved. Put your concerns to rest because you have a variety of discreet options to choose from, featuring various technologies and available in different styles and colours, including skin tones.

What you get for your investment is the best technology, modern design and superior sound quality.

STYLES TO SELECT

Your hearing care professional can guide you on the best fit for you.



BEHIND-THE-EAR (BTE)

Sits behind your ear, with a see-through tube with a custom-made earmould at the end, which fits perfectly in your ear.



RECEIVER-IN-THE-EAR (RIE)

Smaller than BTE designs with a speaker that sits in your ear canal instead of inside the hearing aid, for great amplification.



CUSTOM MODELS

Individually created from an impression or a 3D scan of your ear. They fit snugly in your ear canal or the outer ear, depending on the style. The smallest sizes are virtually invisible.

For your hearing appointment

Mark your preferences and take this section to your appointment with your hearing care professional. Together, you can run through your requirements and find the best hearing aid solution for you.

Mark the everyday situations in which you would like to hear better

When voices are combined with background noise



While at a restaurant



In conversations



When you move from one environment to another



In noisy environments



In echoing surroundings



Everyone has everyday hearing situations that are challenging for them. For some people conversations at work are the most challenging, while for others hearing their grandchildren has become difficult. Which situations are the most challenging for you? Select your top lifestyle needs from the following options.

Highlight your most challenging hearing environments

While outdoors



When driving



Watching TV



While doing recreational activities



Listening to music



Talking on the phone



People with hearing loss are at the heart of everything we do because we know they're placing their trust in us. This is why we've not stopped pioneering innovative new technologies, with consistent quality, for over 150 years to help people feel more involved, connected and in control, transforming their lives through the power of sound.

ReSound hearing aids are available exclusively through audiologists and hearing care professionals.

ReSound is part of the GN Group – pioneering great sound from world-leading ReSound hearing aids to Jabra office headsets and sports headphones. Founded in 1869, GN employs over 5,000 people and is listed on NASDAQ OMX Copenhagen.

GN makes life sound better.

Learn more about hearing and hearing aids at resound.com

 facebook.com/resoundhearing

 twitter.com/resoundglobal

 linkedin.com/company/resound

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