



Dear Friend,

On the outset, I would like to thank all of you for the appreciation showered on this newsletter. Your encouragement will go a long way in churning out more issues in the future.

In the past three months, Widex has organised various conferences - Doctor's Conclave in Bangalore and Pune, distributed free hearing aids at AIIISH Mysore, Research collaboration with University of Ottawa, Lectures by eminent paediatrician, Dr. Andre Marcoux and conducted training programme for interns. A fishing boat and a net was also donated to Tsunami victims in Tamil Nadu.

We have got a great response wherever we have gone, and our channel partners have been rock solid in cementing our growth. A big thanks to all of you.

In the coming months we are opening new Senso Hearing Centres at Bangalore, Jalandhar, Dehradun, Pune and Mumbai, providing these cities with world class infrastructure to provide better hearing treatments.

We have launched various new marketing initiatives and the response has been heartening, especially from outdoor media.

I believe with your support we will close this year on a sound note, higher, better and a more closely knit team.

A big thanks!

T.S. Anand
Managing Director
WIDEX INDIA PVT. LTD.

Doctors' Conclave in Pune

Widex India organized a Doctor's Conclave on "Hearing loss in Children" at Pune on 3rd August, 2005 .

The conclave dealt with the importance of early detection of hearing loss and early interventions.

The panelists included Dr. A.K. Lahiri, HOD (ENT) Sri Ganga Ram Hospital, New Delhi.

Dr. Andre Marcoux, Assistant Professor, Department of Audiology and Speech Language Pathology, University of Ottawa, Canada; Dr. Hemant Dabke, Consultant ENT specialist; Dr. Koumudi Godbole, Consultant Clinical Geneticist and Paediatrician; Mrs. A.N. Sangekar, Senior Audiologist & Clinical Specialist.

Most of the panelists at the seminar stressed upon the need for early detection of hearing loss in children, with most of the opinions favouring detection at birth. The first three

years from birth are a critical period for language development of a child and it is imperative that early detection of hearing loss can help children become a part of mainstream and attend normal school for their education.

The seminar was well attended by various teachers and parents of the hearing impaired children.

Talking about the other initiatives being undertaken by Widex, Mr. Anand disclosed, that the aim of the seminar was to create mass awareness about the cause & remedies of hearing impairment in children and to dispel the myths, misconceptions and apprehensions about the same.

Bravo Widex!



Widex introduces Bravissimo for entry level segment

Bravissimo



Widex has introduced its latest offer in the entry-level segment - Bravissimo.

Bravissimo provides increased listening comfort and greater fitting options, while remaining affordable for most users. This makes the new Bravissimo hearing aid series an obvious choice for many people seeking both speech intelligibility and listening comfort.

Some of the advantages of Bravissimo are :

- Full family of models from CIC to Super power.
- 3 Channels/3 Bands for precision.
- Wide Dynamic Range compression (WDRC) for comfort.
- Directionality option for speech intelligibility.
- Feedback manager for whistle-free hearing aid usage.
- Fully flexible fine tuning options.
- Impressively long lasting battery life (490 hours for BV 38 model).
- Easy fitting procedure.

For clear, natural sound quality at an attractive cost, Bravissimo is simply the way to go!

For more information log on to -
www.widexindia.com

Free Hearing aids distributed at AIIISH

Digital hearing aids worth Rs. 10 lacs were distributed free of cost to hearing impaired children at the All India institute of Speech and Hearing (AIIISH), Mysore on 29th July 2005.

This initiative was part of Widex India nationwide effort to reach out to hearing impaired children, as a philanthropic measure. Earlier the Company had distributed free hearing aids in Secundrabad and Trivandrum.



Dr. Andre Marcoux, Assistant Professor, Department of Audiology and Speech Pathology, University of Ottawa, Canada, distributed the hearing aids. AIIISH Director, Professor, M. Jayaram and Prof. Anshu Yathiraj of Department of Audiology, AIIISH were also present on the occasion.

News Round

Doctor's Conclave in Bangalore :

Widex India organized a Conclave-cum-seminar on "Hearing loss in children" at Bangalore on 24th May, 05. The Conclave dealt with importance of early detection of hearing loss and early intervention.

The panelists included Dr. A.K. Lahiri, HOD (ENT), Sri Ganga Ram Hospital, New Delhi; Dr. Shanker Medikeri, ENT Surgeon; Dr. Jagdish Chinappa, Paediatrician and Saji Maruthurkara, Senior Audiologist. Also present were Mr. T.S. Anand, Managing Director, Widex India and Mads Prebensen, Regional Manager, Widex Denmark. Syed Kirmani, former Cricketer and Brand Ambassador of Widex was the Chief Guest at the Conclave.

The panelists laid emphasis on the facts, causes and remedies of hearing loss in children and the measures required to be taken for their rehabilitation. They also stressed the need for early detection of impairment in children and to facilitate easier treatment, "Parents find it hard to accept that their child is hearing impaired and postpone treatment. This leads to more complication", said Dr. Medikeri.

The seminar was attended by various ENT doctors, audiologists, teachers and parents of the hearing impaired children.



Dr. Andre Marcoux's India visit :

Dr. Andre Marcoux an eminent paediatric audiologist and Assistant Professor, Department of Audiology and Speech Language Pathology, University of Ottawa visited AIISH Mysore, Dr. Ramachandra Medical College, Chennai and AYJNIH Mumbai. He delivered lectures on paediatric audiology. Widex sponsored tele-video conference of his lecture between Chennai and Manipal.

The lecture programme was focused on auditory deprivation in children and adults, paediatric hearing aid fitting and paediatric amplification protocols. The participants were guided through both theoretical and practical challenges.



Ottawa University and Indian Institute Collaborate in research :

The University of Ottawa, Canada and the All India Speech and Hearing Institute, Mysore, have collaborated for research in the field of "Effects of noise reduction algorithms." The research paper won the student research symposium at the recent AAA convention in Washington. The award winning partnership was facilitated through Widex India network, proving how educational institutions and commercial manufacturers can join hands and utilize their strengths in pursuit of enhancing research.

National ENT Update - 2005 :

Armed Forces Medical College, Pune organized National ENT Update 2005 on 17th & 18th of September, 2005 at Pune. The emphasis of the update this year was on Otology. Luminaries in the fields of Otology, Neuro-otology and Audiology from all over the country participated as guest speakers. Nearly 250 civilian and serving ENT specialists from the army were also present at the update. Widex sponsored the scientific session of Audiology at the ENT Update.

New Campaigns in print



News Update

Training programme for Interns :

Widex organized and conducted a seven day training programme for interns from Institute of Health Sciences, Bhubaneswar at Senso Hearing Centre, Bangalore. After their training, all eight interns have been appointed for a one-year internship programme at the various Senso Hearing Centres of Widex.

Promotions :

Mr. Ravi Gupta ASM, Pune and Mr. Lokesh Jha ASM, Delhi have been promoted as Senior Area Sales Manager at their respective regions.

Movements :

- Dr. M. Reddy Shivaprasad has joined as Sr. Audiologist at WIPL Bangalore.
- Mr. Sandip Chawla has been appointed as ASM Chandigarh.
- Mr. Kartik and Mrs. Aditee K. has been appointed as Consultant Audiologist at Senso Hearing Centre, Mumbai.
- Mr. Kundan Madhav and Mrs. Chaitali Shandilya have joined as Audiologists at Senso Hearing Centre, Pune.
- Ms Nikitasha Sharma has been appointed as Audiologist at Senso Hearing Centre, Chandigarh.
- Mr. Nikhil Rajan Lala has joined as Marketing Executive at WIPL Delhi.
- Mr. Syed Junaid Akhtar has been appointed as Lab Technician at WIPL Delhi.
- Mrs. L. Geetha has been appointed as receptionist at Senso Hearing Centre, Sheshadripuram, Bangalore.
- Ms Shobha L. has been appointed as receptionist at Senso Hearing Center, Cunningham Road, Bangalore.

Marketing Initiatives

Widex participates in AOI Delhi

Widex, participated in the AOI, Delhi conference held on May 07-08, 2005 at India Habitat Centre, New Delhi. Widex was the main sponsor of the conference. At the conference the main auditorium was called "Widex Hall". Our "Kuch Suna Apne and Track 5" video film on Senso Diva features was also shown in the conference. Doctors visited the Widex stall in large numbers and there were seven lucky winners, who have won one-year free ENT News subscription.



Widex on the move in Mumbai

To augment our marketing initiatives in Mumbai, Widex has launched a campaign on local buses in Mumbai.

To start with 13 buses have been branded and have already been featured in news reports during the Mumbai floods.



Widex India donates Fishing boat :

Widex India Pvt. Ltd. has donated a fishing boat and net to Tsunami victims at T.R. Pattinacherry, Tamil Nadu.

Mr. T.S. Anand Managing Director, Widex India stated. "We all have some responsibility towards society. We must give back to the society for what the society has given to us. Widex is a socially responsible company and I feel privileged and honored to be a part of this important project." Widex India hopes to bring back the joys of life to the fortunate few.



Hearing awareness programme for senior citizens :

A Free Hearing Check-up and Hearing Awareness programme was organized with Senior Citizen Welfare Association (SCWA), Vasant kunj, New Delhi on 7th May 2005. A lecture on "Common ENT Problems amongst senior citizens" was given by Dr. Arun Aggarwal, followed by a brief lecture on "Presbycusis and digital hearing aid benefits" by Neeti Sharma, Audiologist Widex, Delhi. A video film on hearing loss and hearing aids "Kuch Suna Aapne" was also screened. The number of senior citizens who attended this programme were 102. The ENT check-up was done by ENT doctors from LNJP Hospital and free audiometry for 72 recommended patients was done by our Channel partner and Audiologist Mr. Ashutosh Arora.

Snippets :

- Bangalore has started a new Senso Hearing Centre at Sheshadripuram.
- The administrative office of WIPL Bangalore has shifted from Cunningham Road to Sheshadripuram.
- Mathur Radios, Lucknow has recently opened a new dispensing centre, Acoustics Speech & Rehabilitation Centre, Gomti Nagar, Lucknow.
- Aya Singh & Sons, has been appointed as a preferred dealer in Shimla (H.P).
- Navjeevan Speech & Hearing Clinic, Amritsar has signed an agreement for preferred Dealership.
- Dr. A.A. Degwekar has been appointed as our new dealer in Raipur, Chattisgarh.
- Audio-visual Aids, Gurgaon organised a Free Hearing Test and Hearing Trial Camp from 12th-15th Aug. 05
- In the memory of Late Dr. M.K. Gupta, Hearing Solutions, Meerut distributed Free Hearing Aids to hearing impaired children.



Watch out for...

AOI Punjab Conference

The Punjab State AOI is organizing the Annual Conference, AOI Punjab (ENT) on 1st & 2nd October 2005 in Jalandhar.

Doctors' Meet

Widex is organizing "Doctors' Meet" on 11th November, 2005 in Kanpur. Mr. T.S. Anand, Managing Director, Widex would give a presentation on the new Widex products and update the information about the various products and their features.

AOI Haryana Conference

The Haryana State AOI date has been preponed. The New date has been fixed on 27th November, 2005 in Rohtak.

A Case Study of Binaural Hearing

20 reasons why you should Wear Two Hearing Aids?

- 1. Better understanding of speech**

By wearing two hearing instruments rather than one selective listening is more easily achieved. This means your brain can focus on the conversation you want to hear. Research shows that people wearing two hearing aids routinely understand speech and conversation significantly better than people wearing one hearing aid.
- 2. Better understanding in group & even noisy situations**

Speech intelligibility is improved in difficult listening situations when wearing two hearing aids. It has also been researched that advanced binaural technology tends to perform better in noise than the older (liner) technology.
- 3. Better ability to tell the direction of sound**

The ability to judge the direction from where sound is coming or the ability to judge the direction from where someone is speaking to you is termed as Localization. Also, helps you determine from which direction traffic is coming or where your children or grandchildren are playing. So, with binaural hearing, you are in a better position to detect where sounds are coming from, in every kind of situation.
- 4. Better sound quality**

As it is in the case of a stereo system, you use two speakers to get the smoothest, sharpest, most natural sound quality the same goes for hearing instruments. By wearing two hearing instruments, you increase your hearing range from 180 degrees reception to 360 degrees. This greater range provides you a better sense of balance and sound quality.
- 5. Smoother tone quality**

When you wear two hearing instruments it generally requires less volume than one, resulting in less distortion and better reproduction of the amplified sounds.
- 6. Wider hearing range**

It is an accepted fact that a person can hear sounds from a farther distance with two ears, rather than just one eg. a voice that's barely heard at 10 feet with one ear can be heard up to 40 feet with two ears. Same is true while using two Hearing Aids.
- 7. Better sound identification**

It has been noticed that with one hearing instrument, many noises and words sound alike. But with two hearing instruments, as with two ears, sounds are more easily distinguishable and comfortable for you to interpret.
- 8. Keeps both ears active resulting in less hearing loss deterioration**

When only one hearing instrument is worn, the unaided ear tends to lose its ability to hear and understand. This is clinically called the auditory deprivation effect. Research has shown that those wearing two hearing instruments keep their both ears active. In fact, wearing one hearing aid when two are required at times results in greater deterioration of hearing loss in the unaided ear than when wearing no hearing aid at all.
- 9. Hearing is less tiring and listening more pleasant**

Binaural hearing aid wearers have reported that listening and participating in conversation is more enjoyable with two instruments, instead of just one as it does not strain the ear, making listening a more relaxing exercise.
- 10. Feeling of balanced hearing**

Two-eared hearing results in a balanced reception of sound, referred to as the stereo effect. On the other hand monaural hearing creates an unusual feeling of sounds as you can hear properly only in one ear.
- 11. Greater comfort when loud noises occur**

A lower volume control setting is required with each of the two hearing instruments than with just one, resulting in better tolerance of loud sounds.
- 12. Reduced feedback and whistling**

With a lower volume control setting, the chances of hearing aid feedback are reduced.
- 13. Tinnitus Masking**

About 50% of people with ringing in their ears have reported improvement when wearing hearing aids. If the subject has hearing aid in only one ear, ringing continues in the ear with no hearing aid.
- 14. Consumer preference**

When given the choice and allowed to hear binaurally, majority of consumers choose two hearing aids over one, when they have a hearing loss in both ears.
- 15. Customer satisfaction**

Research shows more than 5,000 consumers with hearing loss in both ears demonstrated that binaurally fit subjects are more satisfied than people fit with one hearing aid.
- 16. Neurophysiological Support for Binaural interaction**

It suggests the possibility of any damage to the peripheral auditory system may also lead to a disruption of the multi-level processing that is critical for analysis by the central auditory system. Thus, use of hearing aids to the level of the cochlea is deemed critical.
- 17. Binaural loudness summation**

The loudness of a sound is greater when it is presented to both ears simultaneously than when it is presented to one ear alone. This observation is termed binaural loudness summation. There are many advantages that result from binaural loudness summation.

 - As sound is louder when heard in both the ears, low intensity sounds that are not perceived in a monaural mode may become audible when the person is aided binaurally.
 - As less gain is required from each hearing aid to reach a comfortable listening level when the patient is aided binaurally than monaurally, the chance of feedback is decreased and larger vents may be used (as appropriate) in a binaural fit than in a monaural fit.
 - Less gain from the hearing aid also reduces the chance for saturation distortion to occur.
 - Better frequency and intensity discrimination is experienced in the binaural mode than monaural mode.
 - Better sound quality and speech understanding (Balfour and Hawkins, 1992; Erdman & Sedge, 1981,1986)
 - Lower volume may also lead to lower current drain from each hearing aid. The loudness summation effect in binaural hearing aid use may solve some difficult-to-fit cases.
 - One impairment is a severe-to-profound degree of hearing loss. People with this degree of
- hearing loss may not get adequate amplification from one single hearing aid without risking feedback.
- Binaural hearing aids would allow the wearer to enjoy comfortable loudness with lower risk of feedback.
- 18. Masking level difference**

When a desired signal (speech or sinusoid) and an undesired signal (e.g. broadband or narrow band noise) are presented to both ears and the phase relationship of these signals is altered, the ease of detection and identification of the desired signal may be enhanced. This phenomenon is termed Masking Level Difference (MLD). Durlach and Colburn (1978) attributed MLD to the ability of the binaural system to utilize interaural time and intensity differences between ears to extract a signal from the noise background. MLD suggests that speech intelligibility in noisy situations may be enhanced with binaural hearing aid than monaural hearing aid.
- 19. Head shadow**

Head shadow refers to the attenuation of sounds as they travel from one side of the head to the other. High frequency sounds are more affected because of their shorter wavelength. The effect can be as much as 15dB at 4000 Hz. Vowels are primarily low frequency sounds and consonants high frequency sounds so the head shadow effect can have an effect on the recognition and identification of consonant sounds.
- 20. Preservation of integrity**

The integrity of a sensory system depends on external stimulation. Studies on children's development showed that appropriate sensory stimulation, especially between the age of 0 to 2 years is critical for the proper development in later years. These studies illustrate the importance of hearing proper speech, language, and cognitive skills of the children, as well as providing the rationale for the early identification, intervention, and binaural hearing fit for hearing loss in children.

Anurag Kumar — Marketing



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