

Write down your goals.

List your five top hearing goals—
situations where better hearing is important to you.

1. _____
2. _____
3. _____
4. _____
5. _____

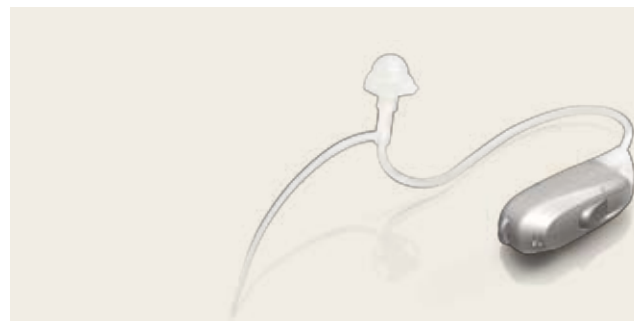
Discuss your goals at your next visit.

Once your new hearing aids are fit, use your goals
as a way to measure your hearing progress. If you
are not making progress towards reaching your
goals, your hearing care professional may make
adjustments to your hearing aids and/or discuss
helpful listening strategies.



ion™ 400

DIGITAL HEARING AIDS >>
ion™ from Sonic Innovations® >>



So Small. So Powerful.

What are “Open Ear” hearing aids? >>

Traditional hearing aids completely plug up your ear canal, which can make you feel isolated from the rest of your world. Open Ear hearing aids leave your ear canal open so that you can hear both the amplified sounds from the hearing aid and the natural sounds in your environment. Open Ear hearing aids are very small. The case fits behind your ear and a thin, clear tube extends into your ear canal—making the hearing aids practically invisible.

Why choose ion™ from Sonic Innovations? >>

The ion™ family of products is the realization of superior design and unparalleled technology. ion™ offers the best Comfort, Cosmetics and Clarity of any Open Ear hearing aid on the market. A leader in all three categories, ion™ has become the Open Ear product of choice for hearing aid wearers across the globe. People will notice that you’re hearing better, not that you’re wearing a hearing aid.

Cosmetics Virtually Invisible

Smallest in its class, we challenge you to find a more powerful, more discreet Open Ear hearing aid.

“When I’ve referred to my hearing aids, I have people say, ‘Oh, are you wearing hearing aids?’”

Owen Jacobsen,
Experienced Hearing Aid Wearer

Comfort Lightweight

ion™ is so comfortable you’ll forget you are wearing hearing aids, even after wearing them all day.

“Much to my surprise and delight, ion™ is very comfortable.”

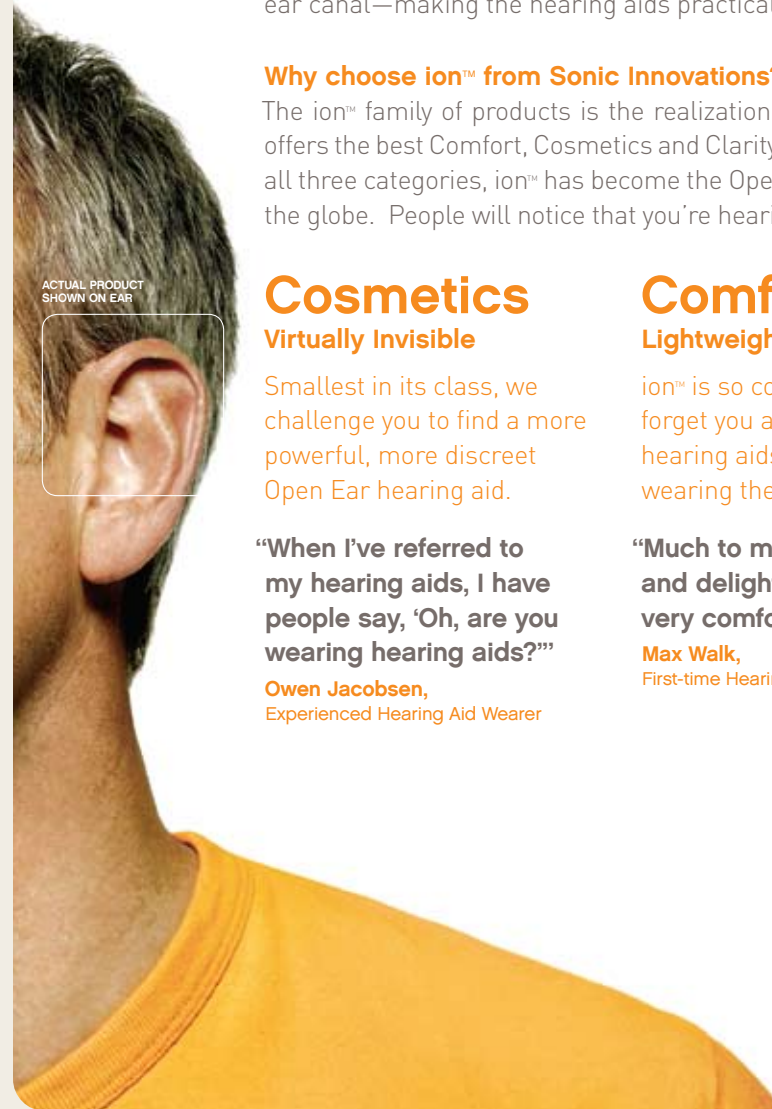
Max Walk,
First-time Hearing Aid Wearer

Clarity Natural Sound

By design, ion™ allows both natural and amplified sound to enter your ear canal. ion™ amplifies the high-pitch sounds that you’re missing, without overwhelming you with the sounds that you’re not. Since your ear canal remains open, you won’t experience a “plugged” feeling, and your voice won’t sound unnaturally loud.

“...they are incredibly comfortable, but more significantly they are the most natural sounding hearing aids I’ve ever worn.”

Bob Nagel,
Experienced Hearing Aid Wearer



ion™ Product Features »

ion™ is powered by Sonic Innovations' proprietary technology to enhance your listening experience. Advanced Directional Systems provide greater amplification of sounds from the front and reduce unwanted noise from behind you. Noise Reduction limits the amount of loud background noise, so you can focus on communicating with those around you. ion™ also provides special Feedback Management technology that prevents the whistle or squeal that can occur when wearing hearing aids.



- ▶ ▶ **Hands-Free Universal Program** allows for smooth adjustments to your hearing aid as your listening environment changes.
- ▶ ▶ **Adaptive Directionality** automatically engages and optimizes directional performance, allowing you to focus on sounds from the front and reducing sounds from behind.
- ▶ ▶ **iNR™** reduces annoying background noise, and is customizable to meet your specific hearing needs.
- ▶ ▶ **Dual-Acting Feedback Cancellation** provides two systems that work together to eliminate the squeal that can occur with hearing aid use.



ion 400+ Adaptable Ear Hook »

ion™ comes standard with a clear thin tube and dome, which fits a wide range of hearing loss. Your hearing care professional can also easily reconfigure ion™ with a clear ear hook and a custom ear mold to provide you with even more power, should it be required. Whether you have mild or severe hearing loss, ion™ can easily adapt to meet your individual hearing needs.

- ▶ ▶ **Data Logging** catalogues the performance of your hearing aids as you use them. This allows your hearing care professional to optimize your hearing aid settings for your needs based on your specific use patterns.
- ▶ ▶ **Voice Alerts** take the guesswork out of interpreting the beep sequences heard when changing listening programs. With Voice Alerts, the hearing aid states the name of the listening program, and also alerts you when the battery is low.

- Voice Options: *Male or Female*
- Language Options: *English, Spanish, French, German, Dutch or Danish*

- ▶ ▶ **Available in 9 colors.**



Preparing for a whole new world of sound with ion™

By choosing ion™, you are taking the first steps toward reconnecting with the world around you. Below are some things to keep in mind as you adjust to wearing your new hearing aids.

Set Appropriate Expectations »

It's important that you have the right expectations regarding your hearing aids. Hearing aids will give you better hearing, but they are not a cure for hearing loss. People whose expectations are too high—"I thought they would make my hearing normal"—are likely to be disappointed and may give up.

Hearing Aids Can:

- ▶ *Help you hear & understand better in most situations*
- ▶ *Allow you to participate more in group situations & meetings*

Hearing Aids Cannot:

- ▶ *Give you normal hearing*

Hearing Aids May Not:

- ▶ *Block ALL background noises, especially in noisy groups (even people without hearing loss hear background noise)*
- ▶ *Let you hear very soft sounds*

Be Patient »

Unlike eyeglasses, which correct your vision as soon as you first put them on, hearing aids need some time for proper adjustment. It may take several weeks or months to completely adjust to your hearing aids, so try not to get impatient. During the first week or so, try different listening situations, such as one-on-one conversations with family and friends, and conversations with two or three people at home or in quiet settings. Try having conversations in noisier places, like parties, restaurants, meetings, and outdoors.

Don't forget that some situations are too noisy even for people without hearing loss, so don't get discouraged.

"I know Bob likes the fact that they are nearly invisible, but my favorite improvement is that he has started singing again and enjoying music. One of the first things he did with his new ion™ hearing aids was crank up the stereo and smile."

Casey Nagel, wife of hearing aid user