

How ActiveVent™ helps improve peace of mind

Some clients who appreciate the comfort of an open fit may benefit from the hearing performance of a closed fit.

Now, rather than having an either/or recommendation for patients, ActiveVent provides both.

It provides naturalness of your own voice while optimizing your hearing performance and blocks out noise, allowing you to better focus on your favourite streamed content¹.

Key benefits

For your clients

- Intelligently balances speech clarity in noise and listening comfort¹
- Provides naturalness of your own voice while optimizing your hearing performance¹
- Blocks out noise, allowing you to better focus on your favourite streamed content

For you

- Unique to the market. It differentiates you from your competitors
- Easy to demonstrate during appointments
- A new option for clients who need the comfort of an open fit but would benefit from the hearing performance of a closed fit
- Be seen as providing the best in innovative technology, and most up-to-date, high-quality hearing aids for your clients

How to talk about the ActiveVent Receiver to your clients.

To explain ActiveVent Receiver's benefits, it's best to use a client's own lifestyle for examples. Linking it to the environments they have difficulty in will help them understand the benefits it gives. These will be in line with the claims made about the product.

Intelligently balances speech clarity in noise and listening comfort

For example;

Going to a restaurant.

Imagine sitting in your favourite restaurant and you are enjoying the atmosphere, listening to music, friends' laughter, distant speech; taking it all in. As noise gets louder, you want to focus on the person who is sitting opposite you. This is where the ActiveVent Receiver can close, as the noise gets louder, allowing you to focus on the person you are looking at and blocking out noise from around you.

Superior sound quality for Streamed media

For example;

Listening to music on a bus.

When travelling it's important to have the environmental awareness that your ear feeling open gives you, but sometimes when you are listening to music, a phone call or watching your favourite show you want to block out that environmental noise. When listening to streamed media the ActiveVent Receiver will close and block out the noise from around and let you focus on the streamed signal. This keeps more of the base in your ear and provides a superior sound quality compared to an open ear.

There's nothing like the sound of Paradise.

1 Winkler, A., Latzel, M., & Holube, I. (2016). Open Versus Closed Hearing-Aid Fittings: A Literature Review of Both Fitting Approaches. *Trends in hearing*, 20, 1-13. <https://doi.org/10.1177/2331216516631741>