

A photograph of two women sitting on a wooden swing set in a grassy park. The woman on the left has short, curly grey hair and is wearing a light-colored sleeveless top. The woman on the right has long dark hair and is wearing a white top and grey pants. They are both laughing heartily. The woman on the right is holding a tablet computer. They are sitting on a blue cushioned swing. The background is a lush green lawn with trees in the distance.

Organic Hearing

An important element of the ReSound Organic Hearing philosophy is that it respects how people use their hearing. Using your hearing means how you actively and unconsciously rely on your hearing for orienting to and understanding your environment, communicating with others, and interacting with your environment and everything in it. Therefore, the way people naturally use their hearing extends to how they interact with today's technology.

Organic hearing and connectivity

As the first hearing aid manufacturer to introduce 2.4 GHz-based wireless technology, including direct audio streaming from iPhone or Android™ smartphones to hearing aids, we established new standards for accessibility for hearing aid users.

This has given them expanded opportunities to use consumer audio devices as effortlessly as anyone, regardless of hearing status.

Wireless streaming accessories

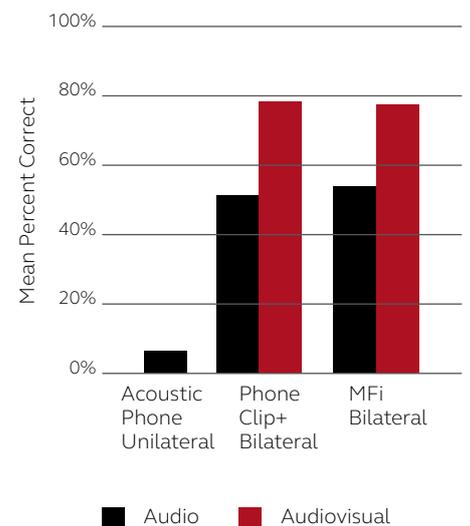
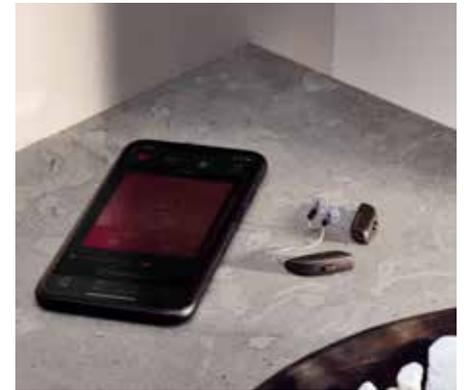
Seamless access to TV, radio, music players, PCs, tablets, and virtually any other audio source.

Phones

Easy connectivity to phones either with a phone accessory or via direct streaming improves speech understanding on the phone by 45% compared to holding a phone up to the ear. Adding visual information via a chat app helps even more. Direct streaming of audio from smartphones without having to switch to other headphones or earbuds makes the experience simple, effortless, and natural.

Apps

ReSound has been a leader in giving users app-based ways to interact with their hearing aids. Controlling their personal sound via a tool that is already an integral part of many peoples' lives – a smartphone - is valued by users. It supports their behavior in an organic way since they are already engaging with their devices for other purposes.



Compared to using the phone acoustically, bilateral streaming alone provides more than 45% benefit. By adding visual cues via a video chat app, more than 70% added benefit is attained

Source: Jespersen, CT, Kirkwood, B. Speech Intelligibility Benefits of FaceTime. Hearing Review. 2015;21(2):28.

