

A woman with blonde hair is shown in profile, holding a seashell to her ear. The background is a soft-focus beach scene with waves and pebbles. The text 'Organic Hearing' is overlaid on the image.

Organic Hearing

The ReSound Organic Hearing philosophy enables people to connect to the world around them in the most intuitive and natural way. We achieve this by developing solutions that work with the individual ear anatomy to more closely mimic how sounds in the environment are naturally collected and delivered to the brain. This philosophy drives our history of innovations that deliver the whole sound picture so users can instinctively select the sounds they want to listen to - and tone down the ones they don't.

We take the Organic Hearing approach because we believe that inspiration should come from how we hear and interact naturally with the world around us. Our goal is to balance nature with science in perfect harmony, designing hearing solutions that perfectly fit the user's life, instead of requiring them to fit their life around their hearing loss.

A HISTORY OF INNOVATION

Organic Hearing isn't a new concept to us. The legacy of Organic Hearing naturally includes many examples of groundbreaking innovations, such as:

1988

Multi-band Wide Dynamic Range Compression

ReSound was the first hearing aid manufacturer to understand and apply new knowledge about the inner ear to compensate for damage to its delicate structure. We later refined the frequency resolution of this feature based on a model of the human cochlea with our WARP-based processing.

2003

Open fit

ReSound engineered a design that was small, virtually invisible on the ear, and left the ear canal completely open. This allowed people to benefit from amplification of sounds they had trouble hearing without interfering with sounds they could hear naturally.

2007

Open access directionality

ReSound looked beyond the technology to the intricacies of the human brain and how it integrates sound from both ears. We developed a way to apply directional microphones that give users better hearing in noise without cutting out their surroundings. We continue to follow this binaural strategy today.

2009

Directional processing

The brain relies on important acoustic cues from both ears that are disrupted by directional processing. By splitting the input sound into bands and applying directionality only in the area where it contributed most to speech intelligibility, we could keep these natural cues intact while still helping hearing in noise.

2010

and

2013

2.4 GHz-based wireless technology

Made for iPhone hearing aids

The way people naturally use their hearing extends to how they interact with today's technology. ReSound saw an opportunity to increase accessibility to consumer audio without stigmatising the user with cumbersome extra devices. We established new standards for accessibility for hearing aid users that has given them expanded opportunities to live a more natural and fulfilled life.

2020

ReSound ONE with M&RIE

By adding a third microphone inside the ear canal, ReSound creates the next evolution of Organic Hearing. It's our most individualised solution that uses the ear anatomy to collect sound the way nature intended.

