

# The custom of great hearing

## Quick facts about custom hearing aids

### CUSTOM MADE FOR EACH USER

- Completely unique, made to fit each individual ear
- Comfortable to wear all day
- Suitable for being outdoors and active lifestyles
- Packed with the latest technology and sound benefits
- Combining the skill of hearing care professionals with our custom crafting expertise
- Expertly fitted and fine-tuned by a hearing care professional

### WHY CHOOSE A CUSTOM HEARING AID?

- High level of personalisation: shape, custom fit, sound experience
- Sits inside the ear, shielded by the pinna\* for natural wind noise reduction
- Easy to handle and place in the ear, even for those with dexterity challenges\*\*
- Can offer the latest in connectivity and direct streaming of calls, music and other audio
- Part of a complete hearing solution with app control and remote support options

\* The pinna is the outer part of the ear

\*\* Compared to other types of hearing aids. GN In-house customs study, 2020

### GLOBAL IMPORTANCE



**430** million people worldwide are living with hearing loss<sup>1</sup>



**58%** of people with hearing difficulties wear earbuds or headphones to help with their hearing, trying other devices before committing to hearing aids<sup>2</sup>



When it comes to style, **48%** of near-users would prefer custom hearing aids<sup>3</sup>



Custom hearing aids, resembling earbuds, can motivate people to take action earlier

1. Deafness and hearing loss. World Health Organization 2022
2. 58% of non-hearing aid users (n=419) use headphones or earbuds to help with their hearing, trying other devices before exploring hearing aids. GN Fidelity End User multi-market study, 2021, internal
3. Pre-user segmentation, Descriptive Report for GN by Ipsos, March 2021, n = 1500 pre-users with mild-moderate HL

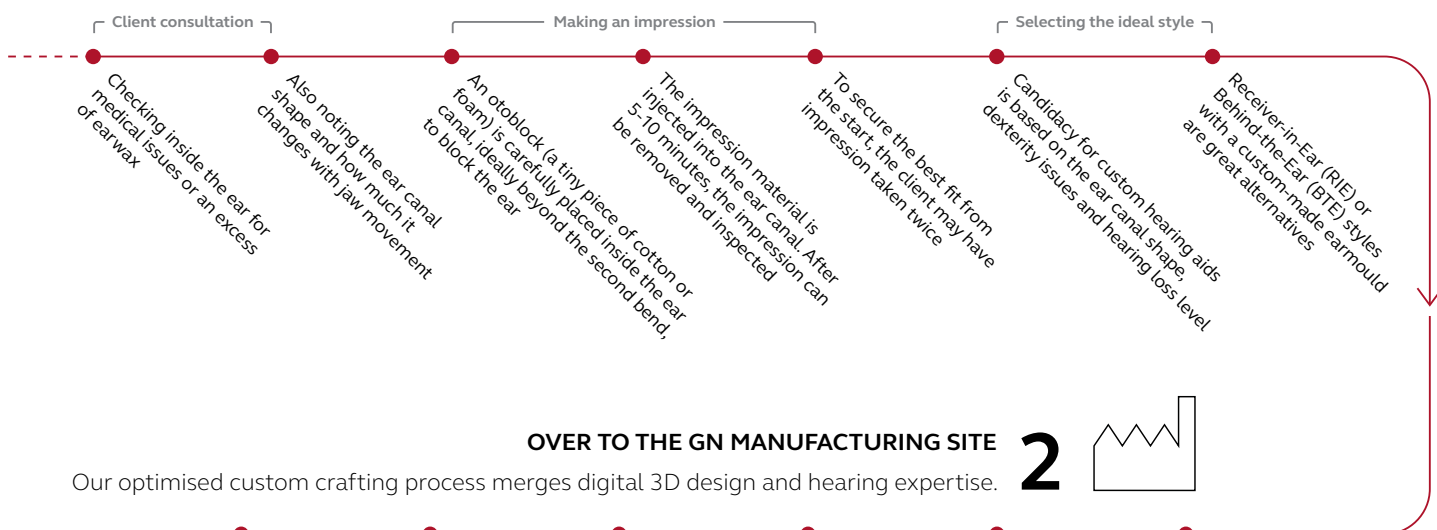
# Custom made by ReSound

Combining the skill of the hearing care professional with our optimised end-to-end custom crafting process to create a great impression.



## 1 WITH THE HEARING CARE PROFESSIONAL

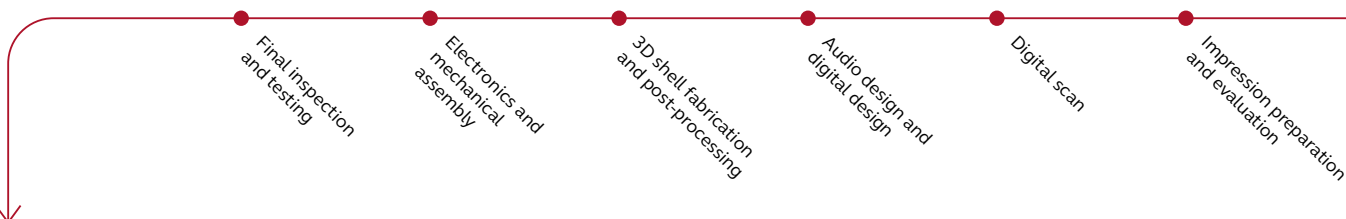
An initial consultation with the client takes place. This typically involves a physical examination of the ears and finding the ideal solution for the person's needs.



## 2

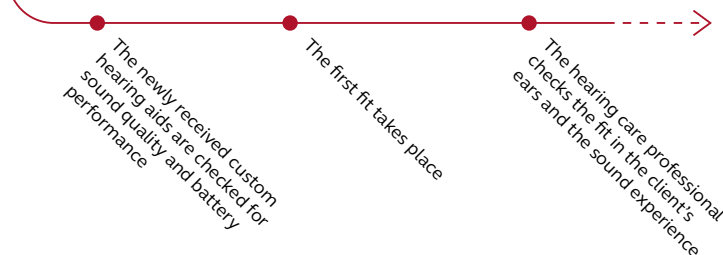


Our optimised custom crafting process merges digital 3D design and hearing expertise.



## 3 BACK TO THE HEARING CARE PROFESSIONAL

The custom hearing aids arrive for the all-important unboxing and initial checks before the client comes for the first fitting.



Working closely with trusted hearing care professionals, we take pleasure in providing a truly customised solution that perfectly fits each user's ears.

Learn more about [ReSound custom hearing aids](#)

Read the latest [ReSound news](#)

Take a free online hearing test [here](#)