

The Bionic Ear Association

The mission of the Bionic Ear Association is to improve the quality of life of individuals with severe-to-profound hearing loss by providing valuable information, education, awareness, and guidance on cochlear implants. A community of hearing health professionals and cochlear implant recipients, the BEA offers important support services to help you Hear and Be Heard.

Learn more about cochlear implants by speaking with a real recipient who can answer your questions and share their experiences.

Call: 866.844.HEAR (4327)

Email: hear@AdvancedBionics.com

Visit: BionicEar.com/CTM



"I am passionate about sharing the miracle of cochlear implants with others who are on the same journey I took. To be able to hear all the sounds of our beautiful world after much silence and frustration is an incredible experience."

—Elizabeth Booth,
implanted at age 56



The Bionic Ear Association is an initiative sponsored by Advanced Bionics.

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BEYOND HEARING AIDS

Implantable Hearing Solutions

Discover

the Next Step in Hearing Technology



"I take my grandchildren to the movies and enjoy laughing with them because I can hear the dialogue... I can do that now with my cochlear implants."

—Evelyn Gardner, implanted at age 63, bilaterally
implanted at age 64



Advanced Bionics

Choosing to Hear Better with Cochlear Implants

For many people with mild-to-moderate hearing loss, hearing aids are a viable solution for improved hearing. But if you or your loved one has severe-to-profound hearing loss, cochlear implants may be a much more effective alternative.

Many recipients of Advanced Bionics cochlear implants report being able to:

- Hear clearly even in noisy environments like restaurants or sporting event venues
- Enjoy music and conversations using electronic devices like MP3 players, mobile phones, and airline headsets
- Get their life back, by pulling them out of isolation and reconnecting them with family and friends

What is a Cochlear Implant?

Cochlear implants are the only medical technology able to functionally restore one of the five senses, which is why many physicians refer to cochlear implants as “technology miracles.” Unlike hearing aids, which amplify sound, cochlear implants are electronic devices that bypass the damaged part of your inner ear so that you can hear better.

Cochlear Implants are...

- **Covered by more than 90% of healthcare plans**, including Medicare and Medicaid
- Designed to help you hear better in noisy settings, from bustling restaurants to busy airports
- Compatible with cell phones, MP3 players and other audio devices. Talk on the phone or sing along to your favorite song!
- Easy to use...there’s no need to fumble with tiny batteries, dials, switches or remote controls
- Flexible with different wearing options to suit your needs, from a lightweight on-the-ear option to a discreet processor that can be concealed under clothing with nothing worn on the ear at all
- Eco-friendly with rechargeable batteries that are easy to operate, last for years, and often covered by insurance.



Implanted Ears and Aided Ears for Better Hearing

How Cochlear Implants Work

A cochlear implant consists of two main components. An external component, called the sound processor, is worn on the outer ear or discreetly on the body. It gathers sound with a microphone and processes that sound into digital information, which is transmitted to an implant under your skin.

An internal component, which is an implant placed under the skin, converts the digital information from the sound processor into electrical signals and delivers them to the electrode array placed in the inner ear. The electrode array stimulates the hearing nerve, which sends signals up to the brain where they're interpreted as sound.

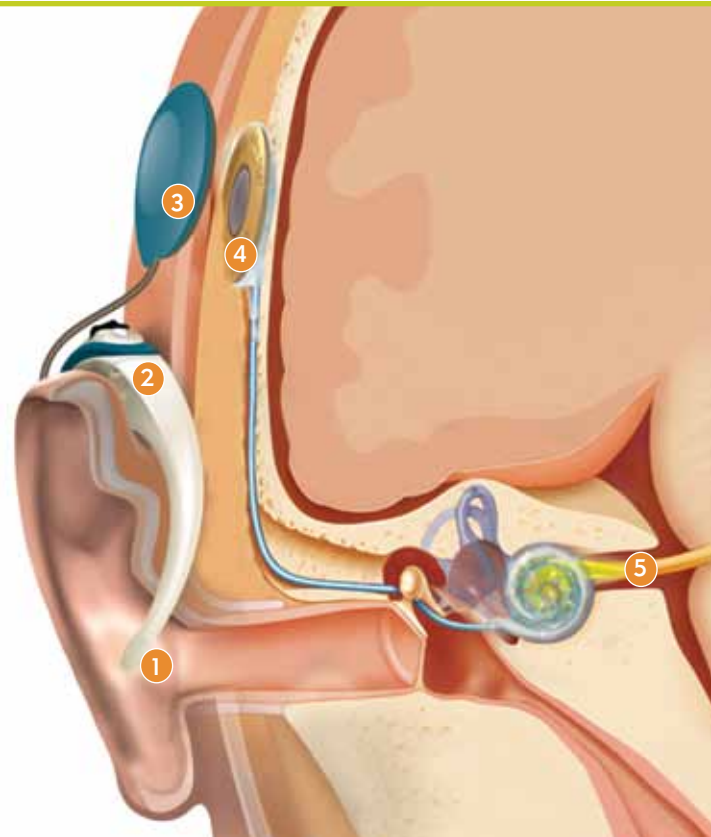
Many people benefit substantially from using a cochlear implant in one ear and a hearing aid in the other¹—often referred to as bimodal hearing. Bimodal hearing uses both technologies for optimum performance.

Contact your hearing health professional to discuss whether one, or both of your ears, would benefit more from a cochlear implant than a hearing aid.

1. Ching TY, Incerti P, Hill M. Binaural Benefits for Adults Who Use Hearing Aids and Cochlear Implants in Opposite Ears. *Ear and Hearing*. 2004 Feb; 25(1):9-21.

How does the Harmony cochlear implant work?

- 1 Sound is captured by a microphone on the sound processor.
- 2 The sound processor converts sound into detailed digital information.
- 3 The magnetic headpiece sends the digital signals to the implant.
- 4 The cochlear implant sends electrical signals to the hearing nerve
- 5 The hearing nerve sends impulses to the brain, where they are interpreted as sound.



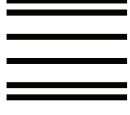
Better Hearing with Cochlear Implants from Advanced Bionics

For something as critical as your ability to hear, you want the best solution for hearing the world around you. Advanced Bionics, the only U.S.-based manufacturer of cochlear implants, offers the Harmony™ HiResolution™ Bionic Ear System (Harmony) featuring the most sophisticated technology to help you hear in challenging settings from busy offices to airports.

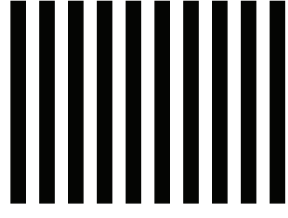
With Harmony, you or your loved one may hear the details that make the world of sound so rich—the whisperings of nature, a shared joke among friends, the complexities and layers of music, and so much more.

“The Advanced Bionics cochlear implants help me talk with people and family because they no longer have to repeat things over and over to me. I hear it right off the bat!”—Orletha Van Etten, implanted at age 78, bilaterally implanted at age 79





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Are You a Candidate for Cochlear Implants?

I have difficulty following conversations without lip reading.

- Yes
- No

I hear pretty well in quiet environments, but struggle in noisy environments or when in a group.

- Yes
- No

I cannot follow most telephone conversations, especially if I don't know the person calling.

- Yes
- No

I feel isolated and limited, both socially and occupationally, because of my hearing loss.

- Yes
- No

If you answered "Yes" to any of these statements, you may benefit from cochlear implants.

Begin Your Journey to Hearing Today

To learn more about cochlear implant technology and get your FREE Candidate Kit, complete and return this postage-paid card.

I'd like to:

- receive information on AB cochlear implants

I am considering a cochlear implant for:

- myself
- child (candidate's name: _____)
- loved one (candidate's name: _____)

Contact Info

Name

Mailing Address

City/State/ZIP Code

Phone

TTY

Fax

Email

My preferred method of contact (circle one):

Phone TTY Fax Email Regular mail