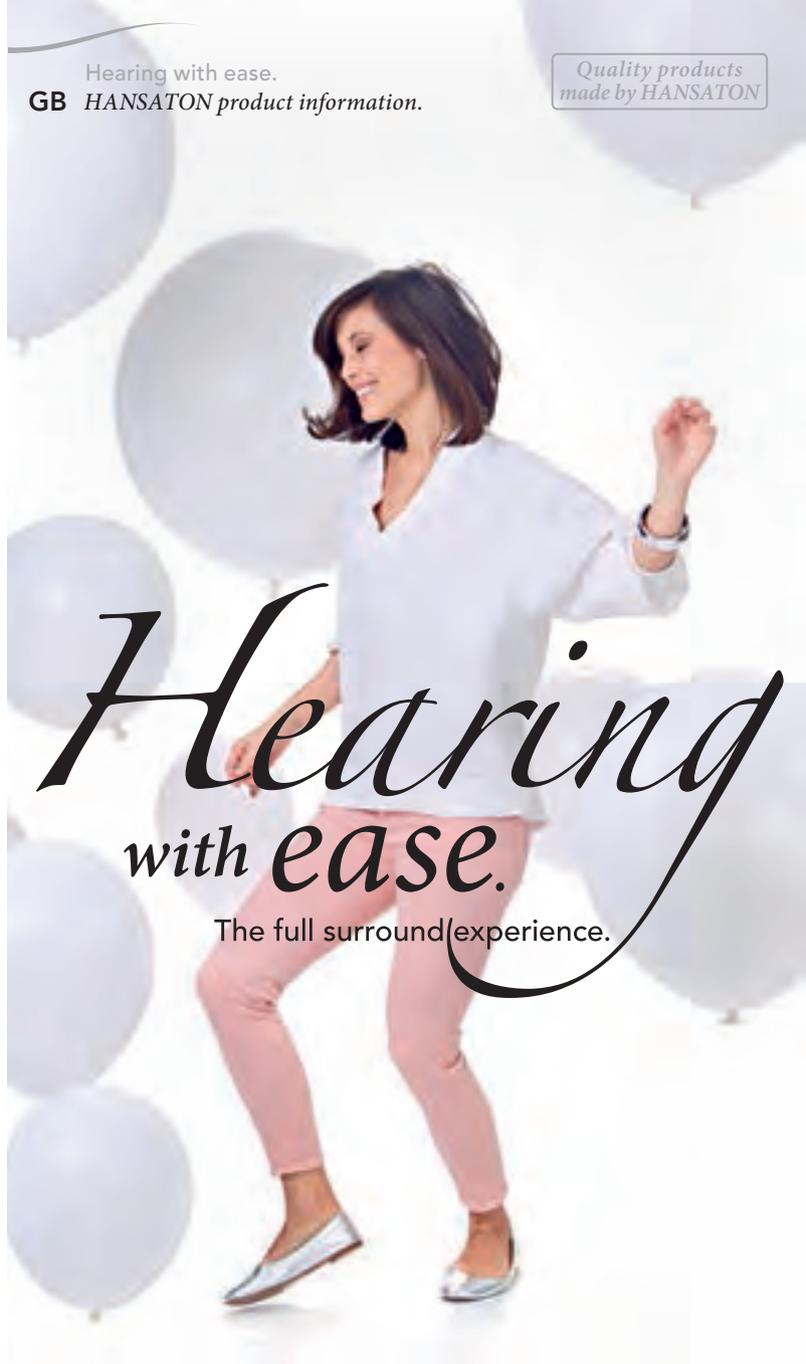
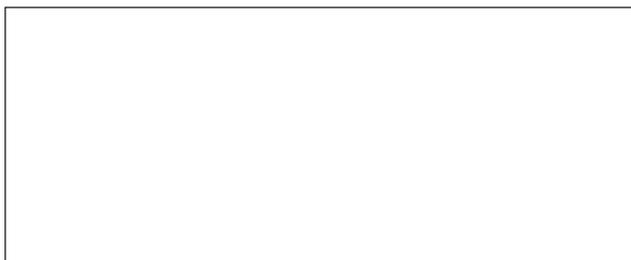


Hearing with ease.
GB HANSATON product information.

Quality products
made by HANSATON

You can find out more about the HANSATON hearing instruments from your local hearing professionals or on the Internet at www.hansaton.com.



Hearing with ease.

The full surround experience.

 **HANSATON**
hearing & emotions

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 **HANSATON**
hearing & emotions

Hearing with ease.
Welcome to HANSATON.

The new ease of hearing. *Hear well naturally.*

Sometimes we take the simple things in life for granted... until they no longer fully function, and then we realize how important they really are. Hearing is one such »simple thing«. Hearing loss makes natural acoustic perception – and thus everyday life – more difficult.

Day after day, HANSATON engineers do pioneering work to support you and give you hearing systems that help you do something that ought to be a given: hear effortlessly and naturally. HANSATON's new ease of hearing means natural simplicity in your everyday life.

Find your way back to the origins of hearing and enjoy renewed quality of day-to-day life.

Hearing with ease.
High-tech with personality.

A family company. *High-tech with personality.*

Hearing systems are little miracles. They pack a wealth of technology into a tiny space – complex, state-of-the-art software innovations that are now able to address almost any form of hearing loss.

When Uwe Fischer joined his father's acoustics company (which at that point sold hearing systems manufactured in the USA) in 1957, he had one primary vision: giving those affected by hearing loss a better sense of hearing – and thereby improving their quality of life. He established the company's in-house Research and Development department, thus laying the groundwork for high-quality hearing systems »made by HANSATON«.

Again and again, HANSATON products have received accolades for their exceptional design qualities*. As simple and inconspicuous as they seem on the outside, they are the product of impressive engineering knowledge, intuition and an exceptional understanding of design.

Creating change and progress is a challenge that the Hanseatic hearing system manufacturers have set as their number-one priority with every one of their developments – combining top product quality, cutting-edge technology and outstanding designs to help optimize your hearing experience.

»Understanding people, succeeding together: this is the mission that drives us, and it is what distinguishes our products and services from others'«

Sincerely, the Fischer Family.



AQ 2G X-Mini
housing



AQ 2G X-Mini
housing



reddot award 2014
winner

XearA X-Mini
housing

* Between 2005 and 2014, HANSATON received five product design awards and five Red Dot Design Awards; it was also nominated for the German Design Prize (Designpreis Deutschland) five times.



Uwe Fischer



Andreas Fischer



Johannes Fischer

Hearing with ease.
Hearing and understanding.

With our eyes, with our brains, or with our hearts: *How do we actually hear?*

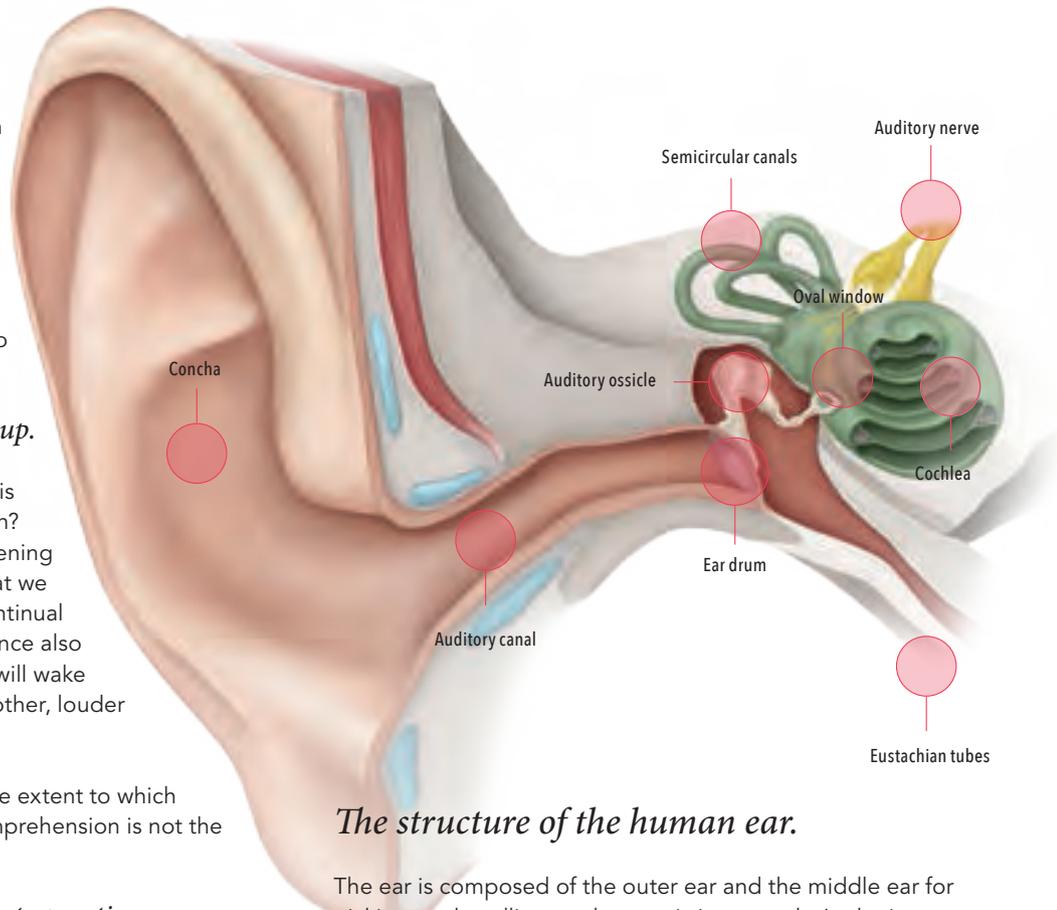
Sound is a movement of air guided through the concha to the auditory canal. At the end of the auditory canal, the sound collides with the eardrum and makes it vibrate. The sound is then conveyed to the inner ear via the chain of auditory ossicles. Hair cells convert the movement there into electrical impulses, which are transmitted to the brain via the auditory nerve.

The brain processes what the ear picks up.

Where does a sound come from, how loud is it, is it a word, and, if yes, what does it mean? By the time we grow up, we are already listening from experience. We »block out« noises that we have learned are not important, such as continual background noises. But emotional significance also plays a role. The gentle sobbing of a baby will wake mothers from the deepest sleep although other, louder noises have not disturbed them.

Our speech comprehension depends on the extent to which we learn a language. After all, auditory comprehension is not the job of the ear, but rather of the brain.

Everything that the brain does, it needs to practice.



The structure of the human ear.

The ear is composed of the outer ear and the middle ear for picking up, bundling, and transmitting sounds. In the inner ear, the sound vibrations are then converted into neural impulses. The anterior cartilaginous section of the auditory canal contains glands, which produce cerumen (ear wax), and cilia which transport the wax to the outside. As such, you could say that the ear cleans itself. The inner ear is home to the semicircular canals (our organ of balance) and the cochlea. The cochlea contains approximately 12,000 outer and 3,000 inner hair nerve cells, which are responsible for converting the sound into neural impulses. The outer hair nerve cells allow fine differentiation of pitch and volume.

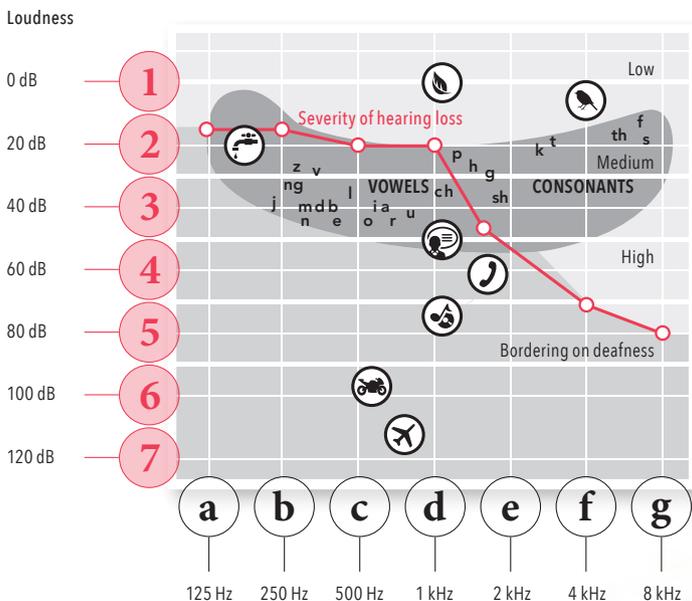
Hearing with ease.
Recognize hearing loss.

Recognize hearing loss.

Relaxed hearing improves quality of life.

Others are usually the first to realize that someone can't hear as well any more. Family members and friends notice that you have to ask people to repeat themselves more often, speak unusually loud on the telephone, or have the television so loud that the whole neighborhood can hear it.

You yourself feel exhausted quickly and try to avoid situations which are uncomfortable for you, for example: conversations involving larger groups of people or lots of background noise. Reduced hearing can have a range of different effects on your life, predominantly on the contact you have with those around you. Speech becomes indistinct and you don't hear some words correctly at all.



Now is the right time to do something about it.

The severity of the hearing difficulty can be represented in an individual tone audiogram. This is done by measuring the hearing threshold for different frequencies, in other words, the volume at which you hear a note for the first time. The severity of the hearing reduction can then be determined depending on how low this hearing threshold is. People often do not hear all frequencies equally well or equally badly: Hearing loss is frequency-dependent. This also explains why you often don't even notice the first signs of hearing loss yourself.

Hearing reduction creeps up on you slowly. Your brain gets used to not hearing certain sounds. These tired zones first need to be retrained. Wearing a hearing system helps you step by step to start perceiving sounds again that you had already forgotten ages ago. Then you can easily understand the person you are speaking with again. Don't allow your hearing to get tired. The earlier you decide to start using a hearing system, the easier it will be to return to hearing everything again. There is no reason to let another day go by with an imperfect hearing experience.

Not sure?

Find out whether you suffer from hearing loss.

Of course this test is no substitute for an in-depth conversation with your hearing systems specialist. However, if you answer »Yes« to more than three questions, it may be an initial indicator that you have some degree of hearing loss. Test yourself:

1 *Do you find you no longer hear ticking clocks?*

Yes No

2 *When you attend plays, do you have a hard time understanding dialogue?*

Yes No

3 *Do you feel like most people do not speak clearly?*

Yes No Sometimes

4 *Have you noticed that you hardly ever hear birds chirping anymore?*

Yes No

5 *Do you have difficulties on the telephone?*

Yes No Sometimes

6 *Have you ever failed to notice an approaching car until the last second?*

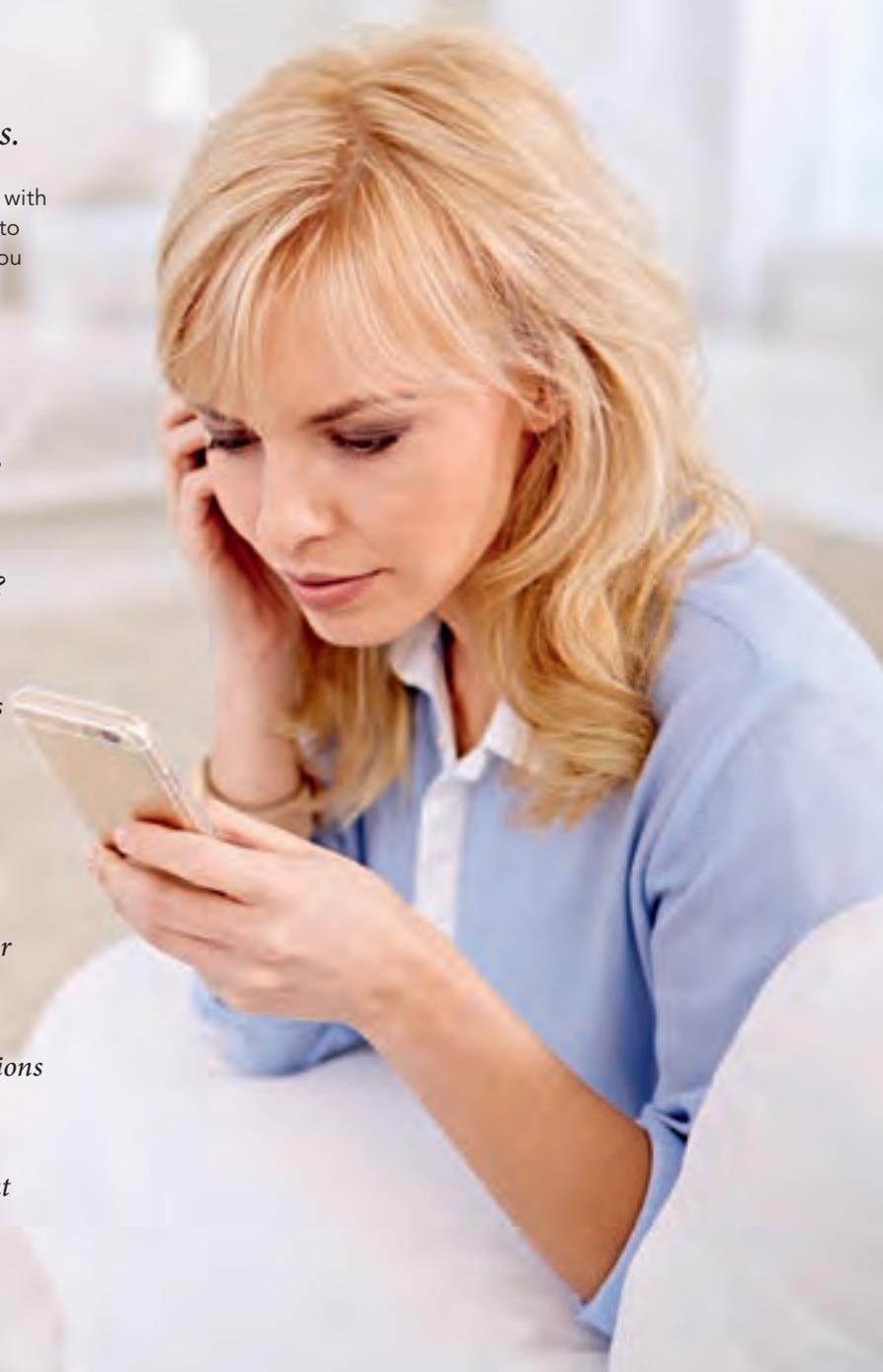
Yes No

7 *Do you have trouble following normal conversations with several people at once?*

Yes No

8 *Do your relatives or neighbors ever complain that you turn the volume up too high on your TV or radio?*

Yes No Sometimes





Which hearing type are you? Do a preliminary test here!

Are you suffering from hearing loss? Talking to your hearing systems specialist will help you both figure out which hearing system is right for you. This quick test can give you an idea of which system may be most suited to your needs. Tick your answers:

- 1** *How active are you?*
 Highly Moderately Not very
- 2** *Do you regularly go out to restaurants?*
 Frequently Occasionally Rarely
- 3** *Do you listen to classical music?*
 Often Sometimes Rarely
- 4** *Do you attend lectures or classes?*
 Often Sometimes Rarely
- 5** *Do you take part in discussion panels or speak in front of audiences?*
 Often Sometimes Rarely
- 6** *Do you drive with passengers?*
 Often Sometimes Rarely
- 7** *How important is it to you to detect fine sound nuances clearly and naturally?*
 Highly Moderately Not very
- 8** *Are you sensitive to noise?*
 Highly Some what Not at all
- 9** *Do you often find yourself in a wide variety of hearing situations, either in business or personal life?*
 Frequently Occasionally Hardly

Hearing with ease.
Discover the new ease of hearing.

Innovative, unique, and beautifully designed.

Discover the new ease of hearing.

We perceive everything around us, distinguish important things from unimportant ones, and block out disruptive noises – all without even thinking about it. Hearing loss means that these natural processes can only happen to a limited extent. Many aspects of everyday life become difficult and tiring. Having good hearing means going about your day with greater ease and freedom. State-of-the-art technology can bring this natural ease back into your life.

New ease of hearing: because innovative technology helps.

HANSATON hearing systems are developed with the goal of restoring this sense of ease to your life again. Innovative technology helps make it happen. The new AutoSurround function gives you ideal sound and clear speech – in every direction. Especially intelligent: it automatically identifies situations and localizes people. Your hearing system adapts to its surroundings without manual switching, giving you 360° of completely natural hearing. An extensive range of multimedia support provides even more convenience. Discretion, multimedia networking, interaction... no matter what qualities are most important to you, HANSATON has the ideal solution waiting for you. Now nothing can stand in the way of large parties, concerts, telephone conferences, or dining out.

Individual ease of hearing: because everyone's needs are different.

HANSATON's trio of new product families – sound, beat, and jam – represent a top-class generation of hearing systems. Intelligent, good-looking, and energetic, they offer a hearing experience that lets you participate actively in life again without worrying. Different people have different needs and desires, so HANSATON has a wide range of behind-the-ear and in-the-ear systems available... so that you can find the solution that's perfect for you.

Beautiful ease of hearing: because first impressions count.

HANSATON hearing systems feature round, supple forms, created with the natural structure of the ear in mind. Curved design elements and tasteful interplay of colors are characteristic elements of our designs. Because here at HANSATON, we know that even if people around you hardly notice the little helper in or behind your ear, you need to like it from the moment you first lay eyes on it.

Hearing with ease.
Discover HANSATON technology.

Go about your day without worrying.

Intelligent technology, perfectly adapted to your life.

Everyday life holds a variety of situations in store. And whether they are part of work or free time, every one of those situations is unique and valuable. Being there doesn't always mean being able to participate fully. Hearing loss can make a lot of things more difficult. But thanks to cutting-edge HANSATON technology, remedying the situation has never been easier. AutoSurround is an innovative automatic program that can identify and respond to the four most important acoustic situations you encounter in everyday life. Your hearing system will identify the current conditions completely automatically, and then gently adjust itself accordingly. The system adjusts voices and sounds perfectly to fit your life, giving you a brilliant 360° hearing experience.



Quiet environment.

Whether you are at the office, enjoying a quieter moment at home, or picnicking at a secluded lake: as soon as you find yourself in a quieter environment requiring less interaction, your hearing system will detect as much... and present even the stillness in an acoustically harmonious way. Start enjoying quiet moments to the fullest again.



Comfort in ambient noise.

Better hearing is a good thing – but hearing everything at once can be bothersome. Your system will help you move through noisy environments more easily by detecting when things suddenly get louder, and reacting accordingly. Whether you're running around with the family or standing in a packed train station, your hearing system will help you filter that irritating excess of ambient noise.

Hearing with ease.
Discover HANSATON technology.



Speech in noise.

Your hearing system will help you handle acoustically challenging situations with ease. Conversations in a packed restaurant, game night with the family, shopping trips with friends – without you even pushing a single button, your hearing system will turn down disruptive ambient noise so that you can focus on the person you're speaking to and understand every word clearly. Move about in public freely and easily in public while keeping your attention on the right person.



Music.

Do you love going to concerts or musicals? Brilliant sound is extremely important when you enjoy listening to music – or even making it yourself. HANSATON has developed a special music program for this very special acoustic situation, one that helps sounds and tones take on a whole new dimension of brilliance. Experience every note of every musical masterpiece to the fullest again.

Everyday life is multi-faceted; situations sometimes arise faster than you would expect. HANSATON has accounted for this when designing its AutoSurround program, so you're not only well prepared for a variety of situations, but also for any potential moments of surprise. No need to worry about stepping out of the train and straight into the crowded station. Or opening your front door and greeting the entire family at once. You'll handle every situation with ease.

Hearing with ease.
beat by HANSATON.

beat by HANSATON.

Impressively strong.

The new **beat** product family is pure power. These strong, dynamic behind-the-ear systems provide impressive amplification without sacrificing speech or sound quality. If you suffer from severe hearing loss, **beat** can offer you optimum support and help you get back to a natural hearing experience. Simply, easily, and comfortably.

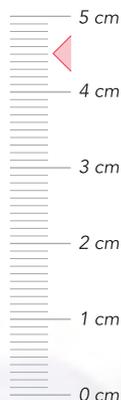
Discover for yourself how innovative technology can have powerful effects: SoundRestore brings forgotten sounds back into your auditory experience. And it does so in an especially pleasant, convenient way. Meanwhile, AutoSurround ensures ideal sound and clear speech, making **beat** a powerful companion in any situation.

The little powerhouse combines strength and convenience thanks to top-notch technology and a wide range of accessories.

beat 675 UP

Push button

and Volume control



IP57 certified
The plasma-coated surface protects the system against external influences such as dirt and moisture.



i Information.

Thanks to a plasma-coated surface and IP57 certification, HANSATON **beat** hearing systems are protected against external influences such as dust and moisture. In other words, **beat** is not only a strong everyday companion, but a particularly reliable one as well.



Light Grey



Warm Taupe



Dark Graphite



Jet Black



Dark Brown



Natural Beige

beat FEATURES	7 (Business)
Multi-channel signal processing: The number of frequency ranges a system covers determines its flexibility in caring for hearing loss. The more frequency ranges, the more options for adjustment.	16
Speech detection: The system brings out speech while effectively suppressing background noise.	•
Multi-microphone technology: Allows optimal speech clarity in every situation thanks to automatic microphone directivity.	•
Frequency compression: Makes it possible to convert previously inaudible signals to audible-range ones.	•
BiLink: Continuous, automatic synchronization of the two hearing systems ensures improved speech intelligibility and directional hearing, especially in noisy environments.	•
SurroundOptimizer+: Optimizes speech clarity and listening comfort in environments with a great deal of background noise.	•
Pinna Effect: Mimics the way the concha's anatomic form affects the sound, giving you a natural, spatially resonant hearing experience.	•
Feedback manager: Immediately suppresses annoying whistling noises – even when you're on the phone.	•
BiPhone: Transmits the other person's voice from your phone ear to the other side, increasing speech clarity and making telephone conversations more comfortable.	•
AutoSurround: Automatic program that detects a variety of acoustic situations and automatically adjusts settings accordingly, with no need for manual switching.	AutoSurround 4 <small>Quiet, Speech in Noise, Noise and Music</small>
Acclimatization manager: Provides pleasant sound and hearing comfort from the very first moment. Changes sound slowly, gently directing the system toward your optimum hearing experience.	•
Background noise manager: Continually reduces background noise to provide pleasant sound in noisy environments.	•
Impulse noise manager: Prevents sudden, impulse-like signals from disrupting the comfort of your hearing experience.	•
Wind noise manager: Detects and immediately suppresses disruptive wind noise.	•
Digital Noise Suppression: Reduces ambient noise in quiet situations.	•
RCV1 remote control: Classic remote control allows easy, convenient adjustment of programs and volume.	•
uDirect2 remote control: Innovative multimedia remote control allows connections to mobile phones, TVs, radios, and MP3 players.	•

Hearing with ease.
Intelligent solutions by HANSATON.

More freedom at the touch of a button.

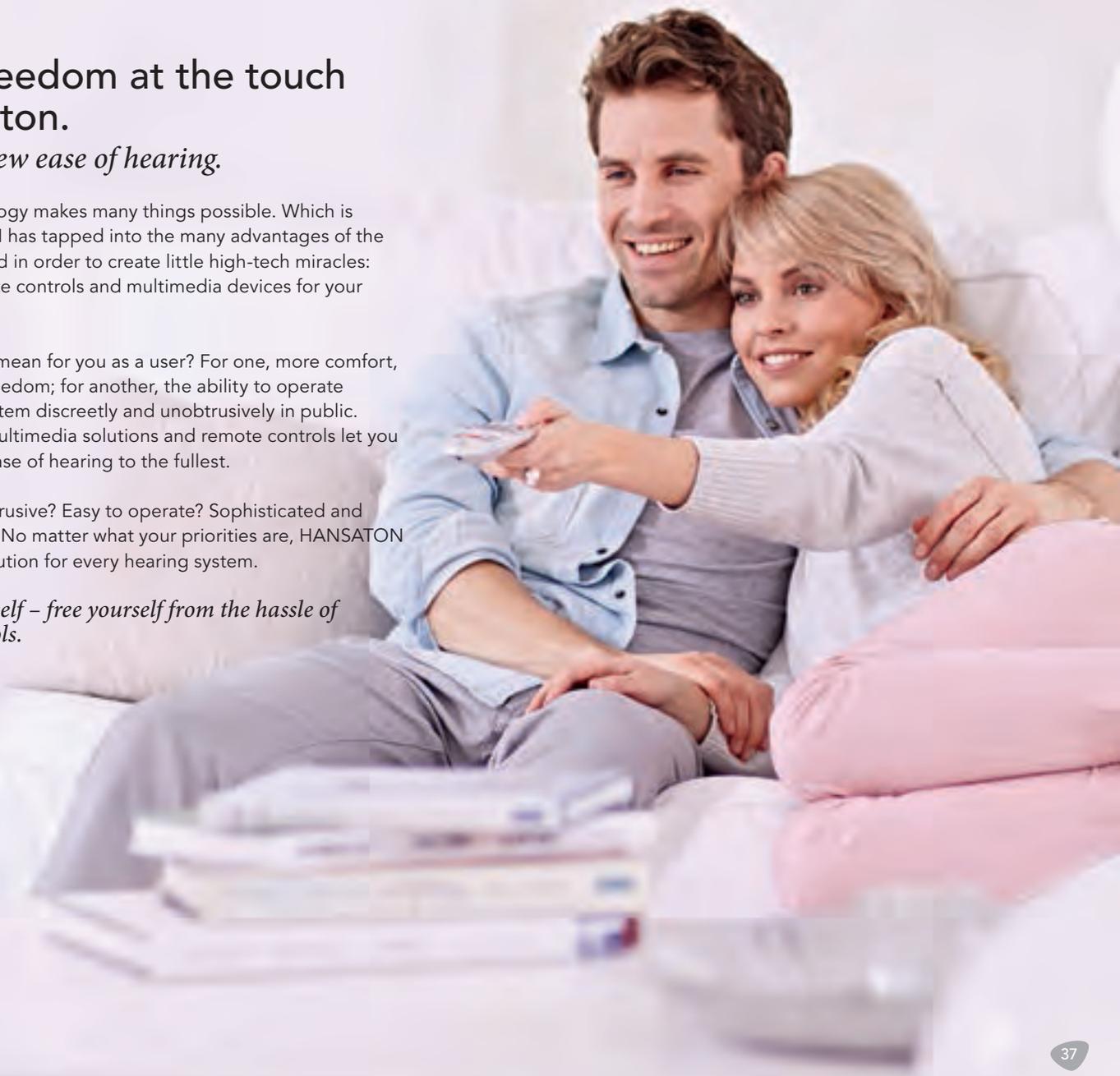
Enjoy the new ease of hearing.

Modern technology makes many things possible. Which is why HANSATON has tapped into the many advantages of the multimedia world in order to create little high-tech miracles: intelligent remote controls and multimedia devices for your hearing system.

What does that mean for you as a user? For one, more comfort, flexibility and freedom; for another, the ability to operate your hearing system discreetly and unobtrusively in public. HANSATON's multimedia solutions and remote controls let you enjoy the new ease of hearing to the fullest.

Small and unobtrusive? Easy to operate? Sophisticated and multifunctional? No matter what your priorities are, HANSATON has the right solution for every hearing system.

Try it for yourself – free yourself from the hassle of manual controls.



Hearing with ease.
HANSATON remote controls.

Total comfort and pure multimedia.

HANSATON remote controls.

HANSATON hearing systems can be combined with multimedia devices and remote controls, giving you all the comfort and convenience you need in your everyday life. For example, the HANSATON uMic helps you understand your conversation partner even in challenging, noisy environments. The uDirect2 is an intelligent multimedia all-rounder that allows you to connect to numerous entertainment devices at once. And with uTV3's clear audio signal transmission, you can finally relax and enjoy an evening in front of the TV again.

Enjoy multimedial ease of hearing.

Full TV enjoyment with uTV3.

uTV3 uses a simple, convenient Bluetooth connection to send audio signals from the television, the stereo or the computer directly to the hearing system via the uDirect2 remote control. This multitasking device not only allows the hearing system wearer to adjust the volume of the transmitted audio signal, but also serves as a charging station and holder for the uDirect2.

Simply convenient: the remote control RCV1.

The RCV1 remote control allows discreet adjustments to volume controls and hearing system programs. Its simple, intuitive controls are what really set it apart.



Multimedia hearing enjoyment with the uDirect2.

The uDirect2 remote control means pure multimedia: it allows you to connect the system to mobile phones, televisions, FM receivers and MP3 players. Wired or wirelessly, whichever you prefer. It offers you a particularly clear, interference-free hearing experience in a variety of activities.



uMic: Understand conversation partners more easily.

The uMic is a wireless microphone system that helps the hearing system wearer understand conversation partners better and more easily, even in acoustically challenging situations. The uMic can also be attached to a conversation partner's clothing with the help of an integrated clip. The other person's speech signals are transmitted via uDirect2 to the hearing system, where they arrive clear and easy to understand.



Hearing with ease.
Tinnitus solutions by HANSATON.

Tinnitus solutions by HANSATON.

Relief for your ear so you can relax.

Most people have experienced tinnitus: noises that seem like they're coming from inside your ear, rather than from the outside world. Most of the time, tinnitus disappears as quickly as it arrives... but that isn't always the case.

Hissing, whistling, pulsing... burdens on day-to-day life.

Generally, medical professionals use the term »tinnitus« to describe noises you hear in one or both ears, or inside your head. They may be either constant or only recur occasionally, and vary widely in terms of type and volume. Like pain, tinnitus is not a disease but a symptom, so the top priority is to treat its cause... but that's not always easy to diagnose. While a variety of medical conditions may cause tinnitus, noise and stress are the apparent triggers in over 50% of cases. Of course, this bothersome noise in your head really can take on the character of an illness, if it gets to the point that it severely impedes your day-to-day life. Although using a tinnitus hearing system does not medically treat the noise, the system naturally redirects how we perceive it, thus helping relieve tinnitus symptoms.

Relief for your ear: Tinnitus solutions by HANSATON.

Tinnitus often originates in relation to hearing loss, so HANSATON offers hearing systems that address both needs, improving hearing while also reducing tinnitus. By providing amplification in the range affected by hearing loss, you will hear natural, everyday sounds more clearly, while also perceiving the tinnitus less. During quiet moments, users can switch on the noise generator, which helps the body adapt and learn to compensate for the tinnitus.

HANSATON's multitalented sound and jam systems offer you a wide variety of tinnitus solutions and multimedia accessories. You have the choice: let our practically imperceptible in-ear systems support your tinnitus therapy, or choose a designer behind-the-ear hearing system for elegant form and color combinations.

No matter which option you select, you'll always be selecting relief for your ear, which means more relaxation in your everyday life and more ease in your hearing experience.



i Did you know ...?

Around 15% of older people constantly perceive noise in one or both ears. Research indicates that up to 25% of the population will be affected by tinnitus at some point in their lives.

Hearing with ease.
Nice to have you here.

Let us make life easier for you.

Nice to have you here.

We're so glad that you are looking into our hearing systems, because that's the first step on your journey to better quality of life thanks to more relaxed hearing and comprehension.

Now the only question remaining is: are you a HANSATON behind-the-ear type, or more of a HANSATON in-the-ear person? The best way to know is to try them out... together with your hearing systems specialist, so you can take plenty of time to discuss your options thoroughly.

- 1 *Take a hearing test.*
- 2 *Go in for consultation.*
- 3 *Choose the perfect hearing solution for you!*

Discover the new ease of hearing and look forward to even greater quality of everyday life.

We wish you all the best!