

# What's New at AAA 2013?

What's new at this year's American Academy of Audiology Convention? Plenty. Although several companies are "holding their cards tightly to their vest" and not revealing their offerings until the actual event, here is a sample of what you'll see on the exhibit floor at the Anaheim Convention Center on April 3-6.



## Able Planet, Booth 1683

Personal Sound™ amplifier (PS2500AMP) is reportedly the first in-ear personal sound amplification product with Linx® DSP, an Environment Management™ technology with 8 channels, 12 bands, 4 preset environment filters, noise reduction, and an adaptive feedback manager. Personal Sound is designed to amplify hard-to-hear sounds, reduce background noise, and enhance hearing in difficult listening environments. A light 2TAP™ over the device switches between preset environment filters and generates an indicator tone. Personal Sound is designed to provide a natural acoustic directionality and, with its small size, is nearly invisible. (877) 266-1979; [www.ableplanet.com](http://www.ableplanet.com)



## AuDbling, Booth 259

AuDbling has introduced several new products for 2013, including clocks, golfball markers, and money clips using its different designs. Designs support AuDbling's mission to promote awareness about hearing loss and to create excitement surrounding getting treatment for hearing loss. The company reports that more new products using these designs will be introduced in the near future. Other new products include magnetic necklaces using AuDbling's cochlea-shaped and heart designs. [www.AuDbling.com](http://www.AuDbling.com)



## audifon hearing systems, Booth 1637

At AudiologyNOW! 2013 in Anaheim, Calif, audifon is presenting its smallest BTE housing to date. The compact XS miniBTE is 45% smaller compared to audifon's M-housing and 19% smaller than the S-housing, offering design, comfort, and discreetness. The XS miniBTE also delivers high sound quality and audifon's most popular features. The XS miniBTE will be first introduced in the company's elia and prado family, and will be on view at booth 1637 at the AAA show. (800) 776-0222; [www.audifon.com](http://www.audifon.com)



## Beltone, Booth 643

Beltone will be featuring the Beltone Promise™, a new generation of virtually invisible hearing aids designed to simulate the way ears naturally process sound in various hearing environments. It is available in custom, RIE, MIC, and BTE models. These circuits use Beltone's 2.4 GHz wireless technology for Ear-to-Ear Synchronization. Promise also allows the wearer to change the volume or program settings on both instruments by adjusting only one instrument of the set. A CrossLink Directionality feature automatically adjusts the directionality pattern for each instrument with no input from the wearer. Visit Beltone at booth 643 to learn more. (800) 621-2175; [www.beltone.com](http://www.beltone.com)



## Comfort Audio, Booth 1791

Comfort Audio will highlight the Comfort Digisystem Micro Receiver DT20, a very small mini receiver that fits with all hearing aids equipped with an audio shoe with a Europlug input. The DT20 is compatible with most BTE hearing aids, and is powered by the hearing aid's battery. To configure and test the mini receiver, Comfort Audio is introducing the new Programmer DT20. With its clear color display and integrated software, no computer is needed. The step-by-step-guide is designed to make it easy for the dispensing professional to do a fitting; moreover, the current settings of the mini receiver can be read. (888) 421-0843; [www.comfortaudio.us](http://www.comfortaudio.us)



## ExSilent, Booth 1777

ExSilent is featuring Ytango at AAA. Ytango offers users the convenience and comfort of a BTE hearing aid, as well as the advantage of using the ear's pinna to collect sound. Ytango utilizes the pinna by placing both the microphone and receiver inside the ear canal. ExSilent calls its pinna-BTE innovation a "MaRiC" (Microphone and Receiver in Canal). To see a demonstration of Ytango, visit ExSilent's booth 1777 at AAA. +31 20 6751004; [www.exsilent.com](http://www.exsilent.com)



### Frye Electronics Inc, Booth 2009

Frye Electronics is releasing the FONIX Colt Audiometer. The FONIX Colt is a new breed of audiometer, controlled completely by the touch screen interface of an Android tablet computer. The user interface is designed to be intuitive, allowing the operator to perform all operations with a simple touch. The tablet computer sits on top of the FONIX Colt's advanced hardware platform, which creates an accurate signal generation. This platform contains an advanced collection of both digital and analog circuits. Flexibility and power are combined in one package. (800) 547-8209; [www.frye.com](http://www.frye.com)



### Grason-Stadler Inc, Booth 663

GSI introduces the GSI AudioStar Pro™ clinical audiometer with fast, efficient, and familiar GSI navigation. The one-button, one-function front panel of the AudioStar Pro has a user-friendly design, allowing clinicians to test within a few minutes of review. AudioStar Pro is full featured and includes an extralarge display that reduces eye strain, an ergonomic housing that maximizes hand and wrist comfort, and light pipes around selected test buttons, allowing concentrated focus on the patient. The GSI AudioStar Pro will be on display at AAA booth 663. (800) 700-2282; [www.audiostarpro.com](http://www.audiostarpro.com)



### Hansaton, Booth 1485

Hansaton's X-Micro is the first hearing instrument to use the company's new XearA digital platform. The new X-Micro is a tiny 10A RIC with a faceted, gem-like case design; 10-kHz bandwidth; new, high-reliability receiver connection; and four receiver power levels. The XearA Platform includes a new digital architecture with 40 processing channels and SNR enhancement that combines adaptive directionality with segregated noise reduction. Automatic Speech Beam is designed to accentuate off-axis talkers. Sound Restore frequency compression and Feedback X, a feedback cancellation feature, are also included. The XPressFit first-fit algorithm is designed to optimize both the frequency response and the dynamic range response. (888) 984-7432; [www.hansaton-usa.com](http://www.hansaton-usa.com)



### Harris Communications, Booth 1436

Harris Communications is featuring the Clarity® Ensemble™ Amplified Caption Phone at AAA 2013. The new Clarity Ensemble is an amplified captioned phone that is designed for those with severe hearing loss and low vision. Sound is amplified up to 50 dB with conversations displayed on a large 7-inch tablet-based display in real time. The touch screen display has adjustable font sizes and contrast with scalable on-screen dial pad. Any captioned conversations can be saved for later reference. Captioning for the Clarity Ensemble is free, but does require landline phone service and high-speed Internet. The phone also includes ClarityLogic™, which allows a Clarity representative to remotely adjust settings. (800) 825-6758; [www.harriscomm.com](http://www.harriscomm.com)



### HearingFusion, Booth 1666

Presenting HearingFusion, a new advanced cloud-based office management program. HearingFusion is an enterprise system that continually stays up-to-date and current with the ever-changing field of audiology. Modules include scheduling, patient profiles, sales, billing, inventory, and reports to organize and track every aspect of the hearing health business. It also offers insurance billing with CBO capabilities, care credit integration, as well as collection capabilities. HearingFusion is NOAH compatible and HIPAA compliant. They will be exhibiting at AudiologyNOW! 2013, booth 1666 with free demonstrations. (855) 822-2900; [www.hearingfusion.com](http://www.hearingfusion.com)



### Interacoustics, Booth 233

Interacoustics is introducing Video Head Impulse Test (vHIT), EyeSeeCam at AAA. vHIT is designed to be a fast, simple, objective measurement for assessing semicircular canal function. A small goggle, high-frequency camera, inertial measurement device, and calibration laser are used to capture, record, and analyze eye/head movements. EyeSeeCam advantages include lightweight goggles to prevent slippage, binocular testing, instantaneous gain measurements, velocity regression, and accurate data analysis proven and published with normative data. vHIT is a new vestibular assessment that allows for quick identification of vestibular deficits. It is designed to combine with VNG and EP for a comprehensive vestibular diagnostic test battery. (800) 947-6334; [www.interacoustics-us.com](http://www.interacoustics-us.com)



### McKeon Products, Booth 1589

Mack's® ProRinse Earwax Removal System is a fast and complete earwax removal kit. Designed to be safe and gentle on the ears, ProRinse is mildly foaming as it cleans, and is designed to ensure maximum rinsing with its steady-flow bellow syringe and soft, tri-stream rinse tip. The tri-stream tip directs water against the ear canal wall, minimizing the risk of eardrum perforation. The system also includes Mack's AquaBlock® Earplugs, which hold drops in both ears at the same time for faster treatment, allowing the user to move about while treatment is under way. (586) 427-7560; [www.macksearplugs.com](http://www.macksearplugs.com)



### Maico Diagnostics, Booth 315

Maico Diagnostics is featuring the next generation of its MA41 portable audiometer with a new ergonomic design and lightweight portability. The air/bone/speech audiometer includes a full color display that lets clinicians view settings and results on the screen during the test. Integrated wave files eliminate the need for a separate CD player, while on-board data file and PDF storage enhances its portability. The MA41 is also NOAH compatible and allows thresholds to be stored directly into a NOAH database for more convenient hearing aid fittings. The MA41 will be on display at booth 315 at AAA. (888) 941-4201; [www.maico-diagnostics.com](http://www.maico-diagnostics.com)



### MedRx, Booth 815

MedRx announces the commercial launch of a new and compact hearing aid test chamber. The MedRx AVANT HIT+ chamber is specifically designed to reliably test and verify hearing instrument specifications. The compact design provides the standard battery of ANSI and IEC tests, which are conducted automatically by the software-based system. MedRx HIT+ can be discreetly situated in virtually any office setting. The MedRx test chamber is a stand-alone device that connects to a computer via a USB port, requires no external power, and complements the full line of AVANT computerized diagnostic and testing systems. Test results are automatically stored in NOAH™. (888) 392-1234; [www.medrx-usa.com](http://www.medrx-usa.com)



### Micromedical Technologies Inc, Booth 415

New for 2013 at AAA, Micromedical Technologies features the Binocular Firewire (up to 250 Hz video recording) VHIIT—Video Head Impulse Test—now available through Micromedical's VORTEQ as an option on VisualEyes, or as a stand-alone VORTEQ/VHIIT system. The unit is also available as a single software package. The company also will display its System 2000 Reclining Rotational Vestibular Chair at AAA, as well as the Air Fx & Aqua Stim Caloric Irrigators interface with Spectrum Software on the Reclining Chair, and VisualEyes VNG. (800) 334-4154; [www.micromedical.com](http://www.micromedical.com)



### Oticon Inc, Booth 327

Oticon has introduced Oticon Alta, which combines premium hearing technology and innovative fitting tools to empower practitioners to factor more personal dimensions into each fitting for a highly customized solution. Built on Oticon's new wireless signal processor, Inium, Alta is designed to deliver exceptional performance, a compact size, and ultra-low-power consumption. Inium provides the ability to exchange real-time information continually between both ears for more natural, authentic sound. With Alta, Oticon also introduces a new generation of RITE receivers, domes, and molds called MiniFit, designed to provide a more personalized fit with improved flexibility, comfort, and listening performance. (800) 526-3921; [www.oticonusa.com](http://www.oticonusa.com)



### Otodynamics, Booth 421

Otodynamics expands its Otoport series of handheld OAE instruments. The newest model, the Otocheck LE, is designed to be a fast and affordable pediatric screener. It performs automatic DPOAE cochlear status analysis within seconds and with minimal training. All screening models feature fast testing and interactive graphic displays, powerful frequency-band analysis, customizable automatic protocols that give clear pass/refer indications, and a long battery life. Clinical models offer colorful high resolution OAE analysis. The Otocheck LE and the Otoport series will be on display at AAA booth 421. (800) 659-7776; [www.otodynamics.com](http://www.otodynamics.com)



### Otometrics, Booth numbers 591 and 1165

Otometrics is launching a series of new hearing assessment products with features designed for an efficient workflow and optimal client journey. The new MADSEN Astera2 offers a complete and dedicated module for pediatric testing, as well as tinnitus test modality. The AURICAL OTOflex features a powerful light source for clear image displays. Along with the company's OTOflex immittance and AURICAL fitting modules, the products are fully integrated in the OTOsuite™ software, which can operate through a PC or a touch screen panel. With the addition of the new MADSEN Capella2, it is now possible to run OAE in the OTOsuite. (800) 289-2150; [www.otometrics.com](http://www.otometrics.com)



### Pehrtek Products, Booth 778

Pehrtek Products features the new Headphone Docking Pod. The plastic Pod and 6-foot umbilical cord can relocate the testing transducers away from the jack panel to a more convenient location high up on the sound room wall. It stores all transducers in an easy-to-reach safe location while the jacks from the transducers plug into the bottom of the Pod. A single umbilical cord routes all the wires back to the jack panel up to 6 feet away. Installed using Velcro and screws, the Pod has storage compartments for headphones, bone vibrator, patient response button, inserts, and replacement tips or sanitizing wipes. (952) 470-9063; [www.pehrtek.com](http://www.pehrtek.com)



### power one, Booth 1575

power one now offers an alternative to conventional zinc air batteries. With the introduction of mercury-free hearing aid batteries, power one reports that it has reached its goal of becoming an environmentally friendly battery manufacturer. Previously, power one was able to hold mercury content to a minimum; now, it supplies cochlear implant and hearing aid batteries that are mercury-free. power one's Hg0% cells are manufactured in a large, modern hearing aid battery plant in Ellwangen, Germany, where mercury-free cells are produced under strict clean room conditions. (800) 468-2782 ext 203; [www.powerone-batteries.com](http://www.powerone-batteries.com)



### ReSound, Booth 379

ReSound is featuring 360° hearing with ReSound Verso's Binaural Fusion to help patients choose what's most important to focus on. Designed with high sound quality, Verso includes Music Mode for a more natural listening experience. Verso instruments work together to reduce background noise and provide patients with a comfortable, clear, and enjoyable sound experience. With Binaural Environmental Optimizer II, push-button convenience, and a durable, water-resistant nanocoating, Verso instruments can read and adjust to various sound situations. (800) 248-4327; [www.gnresound.com](http://www.gnresound.com)



### SeboTek, Booth 1477

The Intro HD2 is SeboTek's newest solution for cost-conscious patients. HD2 is designed to provide a visually attractive style, a virtually invisible fit, and exceptional sound quality and performance. The unique design of the Intro HD2 is aimed at reducing the time spent on fittings, making it more cost-effective to dispense. The Intro HD2 also includes the same type of housing as SeboTek's premium Sebo HD2 models, making the Intro HD2 an attractive solution for patients on a limited budget. (800) 388-9041; [www.sebotek.com](http://www.sebotek.com)



### Serene Innovations Inc, Booth 2008

Serene Innovations is introducing the Model SA-40 Smartphone Amplifier. This wireless amplifier is designed to work with virtually any cell or smartphone with Bluetooth. The amplifier boosts sound up to 100 times louder (40 dB) and features tone control, making incoming voices clear and more intelligible, even in noisy environments. A padded speaker grill adds comfort and noise isolation. The unit is designed as a handset for ease of use, and includes a selectable, speakerphone mode for loud and hands-free conversations. The SA-40 also is fully T-coil compatible. A rechargeable battery allows for up to 8 hours of talk time. (866) 376-9271; [www.sereneinnovations.com](http://www.sereneinnovations.com)



### Siemens Hearing Instruments Inc, Booth 1126

A CES 2013 Innovations Honoree, Siemens Aquaris™ micon is waterproof, dustproof, and shock-resistant. Aquaris received an IP68 rating for continuous submersion underwater and features a larger air exchange membrane and enhanced battery door. Now with micon technology, Aquaris comes with the new tinnitus therapy feature, wireless capabilities, and up to 65 dB of gain. Aquaris is appropriate for active wearers, from active kids to adults. Available in 7mi, 5mi, and new 3mi performance levels. (800) 766-4500; [www.usa.siemens.com/hearing](http://www.usa.siemens.com/hearing)



### Sonic, Booth 244

Sonic is introducing Bliss, offering features designed to make everyday conversations more enjoyable and simple connectivity to wireless devices. Bliss includes Speech Variable Processing for more natural sound, Speech Priority Noise Reduction to provide comfort and preserve underlying speech signals, and sophisticated directional systems so patients can focus on the important everyday sounds happening directly in front of them. Select custom and BTE models come ready to communicate with Bluetooth-compatible external audio sources via an easy-to-operate SoundGate unit. Bliss is available in four custom models and a miniBTE. (888) 423-7834; [www.sonici.com](http://www.sonici.com)



### Sonitus Medical, Booth 1493

The SoundBite Hearing System from Sonitus Medical is a nonsurgical and removable hearing solution that uses the principle of bone conduction to imperceptibly transmit sound via the teeth. It is intended to help patients who suffer from single-sided deafness or conductive hearing loss. Nearly invisible when worn, the SoundBite prosthetic device consists of an easy to insert and remove in-the-mouth hearing component and a small microphone unit worn behind the ear. Recent product improvements include an upgraded feedback canceling algorithm and a redesigned microphone tube with a smaller microphone body and new materials for durability and moisture resistance. (866) 816-2076; [www.soundbitehearing.com](http://www.soundbitehearing.com)

# Flex:trial

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## Unitron, Booth 1314

Flex:trial™ from Unitron is designed to be a risk-free business solution for providing immediate amplification to patients without compromising care. By building flexibility into the hearing instruments and software, Flex:trial gives hearing care professionals immediate control over fittings and technology trial. The result is an improved potential to meet the patient's expectations quickly, easily, and risk-free. Patients can leave the clinic with the right hearing aid, right away, while clinicians reduce inventory and increase business efficiencies. The Flex:trial will be on display at booth 1314 at AAA. (800) 888-8882; [www.unitron.com/us](http://www.unitron.com/us)



## Vitra International

Vitra International introduces its Metal Body Otoscope, designed for high-end performance, ease of use, and longer life. Features include durable and sturdy metal body, matt-chrome-plated body, fiber optic (FO) illumination, XHL Xenon halogen technology, and a scratch-resistant glass for unobstructed viewing. The otoscope includes three disposable specula, sizes 1, 2, 3, and a parachute pouch. A plastic case is also available. +92 524 5638 40; [www.vitraintl.com](http://www.vitraintl.com)



## Warner Tech-care Products, Booth 679

Warner Tech Care Products, a broad line distributor of hearing aid accessory supplies, will be demonstrating products by Bionix at AAA. Bionix has created a line of disposable products for audiologists. They include Lighted Ear Currettes, with various sizes and shapes. These provide a brilliant white light for viewing the ear canal. Bionix also has developed an articulating ear curette and a bright LED disposable ear light. Bionix's full line of audiology products will be on display at booth 679, or a full catalog is available on the Warner website. (800) 328-4757; [www.warnertechcare.com](http://www.warnertechcare.com)



## Widex USA Inc, Booth 454

Widex is featuring DREAM™, a new family of hearing aids. Powered by Widex True, the company's new technological platform, DREAM includes TRUE Integrated Signal Processing (TRUE ISP™) with four performance levels, each with six models. DREAM is fit using Widex's new COMPASS™ GPS fitting software, which has an updated user interface. Hearing professionals also can utilize the new [my.widex.com](http://my.widex.com) smart website, which can be personalized for every wearer and includes information about their hearing loss, hearing aids, and other information. (800) 221-0188; [www.widexpro.com](http://www.widexpro.com)

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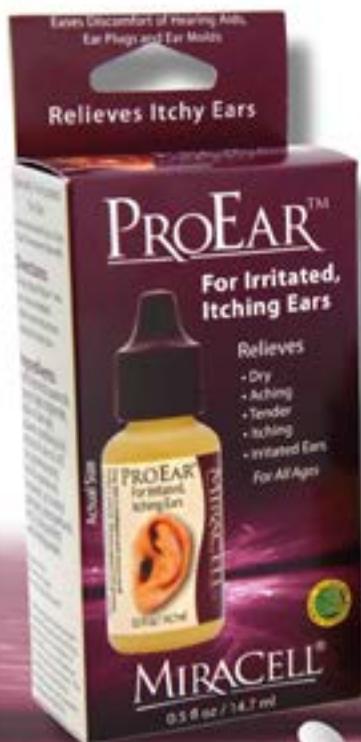


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