



The latest technological
developments, plus news
from charities and the industry

News Update is provided as a service to readers and does not imply endorsement by ENT & audiology news.

News items on the following topics are welcomed:

1. New products or product developments in:
 - ENT instruments & equipment
 - Audiology instruments & equipment
 - Cochlear & other implanted aids
2. News from companies in the above fields
3. Free educational resources for the profession

Terms & conditions from:

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DEADLINES:

Jan/Feb issue – Nov 23
 Mar/Apr issue – Jan 25
 May/June issue – Mar 25
 Jul/Aug issue – May 24
 Sept/Oct issue – Jul 22
 Nov/Dec issue – Sep 27

Naída S – the new Phonak Spice generation now completed

Breakthrough Spice technology features are now available to people with significant hearing loss. Everything that made Naída the first choice for hundreds of thousands of power users has been empowered with the exclusive features of the Phonak Spice Generation technology. Furthermore signature features such as SoundRecover and WhistleBlock have been enhanced and are now more effective than ever. Naída S is available in three performance and price levels as well as two models (SP/UP), offering a broad product portfolio for people with significant hearing loss. Highest level of audibility and power communication everywhere. For people with significant hearing loss, feedback cancellation and high frequency hearing are especially important. It is because of WhistleBlock and SoundRecover that the original Naída became the first choice for power hearing. Thanks to Spice technology, these features are further enhanced in the new Naída S to deliver exceptional feedback-free audibility to those who need it most. Enhanced breakthrough SoundRecover technology makes previously inaudible high frequency sounds audible again – thus fundamentally changing the expectation of what



people with significant hearing loss can and cannot hear. The all new and unique binaural directional features such as StereoZoom (focus on a single voice in a noisy crowd) or auto ZoomControl (automatically focuses on speech, wherever it comes from), enhance communication in even the most challenging environment. As listening environments change

throughout the day, Naída S offers the comfort of automatic adaptation (SoundFlow) coupled with the personalized precision of manual control (FlexControl and FlexVolume). More choices and wireless freedom. The Naída S product portfolio meets every power hearing requirement: It offers both the SuperPower (SP) and UltraPower (UP) models and is available in three performance and price levels. Only Phonak has a solution for every spectrum of significant hearing loss, lifestyle, budget and age. FM and Bluetooth connectivity open up the world of wireless connectivity to wearers with significant hearing loss.

For further information contact: Phonak, Kelly Grundy, Tel: +44 (0)1925 623600, Email: kelly.grundy@phonak.com Web: www.phonak.com or www.phonakpro.com

Siemens Hearing Instruments strengthens its retail product range

Siemens Hearing Instruments has strengthened its retail product range with a series of new launches. Showcased at the BSHAA Congress 2011, additions include Aquaris™, Siemens' first waterproof, dust and shock-resistant device; Pure Carat, the only rechargeable receiver-in-canal instrument; Nitro™ SP behind-the-ear instruments; and miniTek™. Aquaris features a special casing with a sealed battery compartment, a watertight but air-permeable microphone membrane and a protective cover. It is ideal for anyone with hearing impairment that has an active lifestyle. Pure Carat is a new addition to the Pure family, the only rechargeable RIC



instruments available today. The device offers four different external receiver sizes, including a High Power version. The new Nitro™ 301 SP and 701 SP BTE instruments automatically increase the volume of low frequency sounds to give a better understanding of speech and improve perception of loudness. miniTek allows users to change programs and adjust volume while the sound from any Bluetooth® audio

device is wirelessly streamed directly into the hearing instruments. It is a natural technology progression from the Tek™ that Siemens has supplied since 2008.

For further information contact: www.siemens.co.uk/hearing

Starkey Laboratories now offer a great range of apps for ipod, iphone and ipad to support their product and software features

Starkey apps include: Hearing Loss Simulator – a great tool for allowing friends and family members to understand and experience the impact hearing loss can have on a loved one through demonstrations of various hearing losses. Lifestyle Solutions – lets patients become an active participant in the hearing aid selection process by allowing them to describe their individual lifestyles and drive them towards the best



solutions for their hearing needs. SoundPoint – Starkey's newest patient fitting and counselling tool is designed to more actively engage patients in the fitting process as part of your overall fitting strategy.

For further information contact: Starkey Laboratories UK Limited, Suzie Bryant, Tel: +44 (0)161 483 2200, Fax: +44 (0)161 483 9833,

Email: marketing@starkey.co.uk Web: www.starkey.co.uk

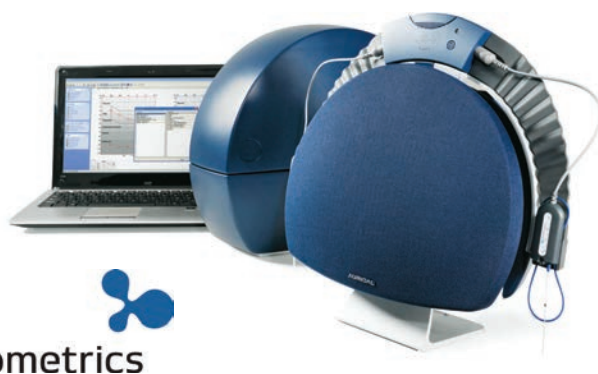
Come and see the NEW AURICAL at the BSA and BAA conferences in Nottingham & Llandudno

The new AURICAL is a complete, modular fitting solution in a stunning new design and is a complete re-think of what a fitting system should be. You can place it wherever you want or you can simply take it with you on the go. You can use it all together as a complete unit, or separate it as you prefer and it has everything you need:

- A true fitting audiometer delivering accuracy and efficiency
- A 'wireless' and 'binaural' Probe Microphone Measurement (PMM) unit providing better patient comfort and a quicker process
- Effective counselling tools providing more suitability to the fitting process
- A HIT box that can work independently adding total flexibility
- Intuitive OTsuite software that integrates it all and supports the entire fitting process

The new AURICAL has already had a vibrant welcome in the UK. You can now see the first impressions by one of the first customers, Matt Cannon, hearing aid audiologist at Sevenoaks Hearing Care Centre at www.futurefitting.com where you can also see and read more about the new AURICAL. We hope to see you at the BSA or BAA conference where we look forward to giving you a demonstration of the new AURICAL. You can also book a free demo on www.futurefitting.com if you can't wait until then.

For further information contact: GN Otometrics, UK, Tel: +44 (0)870 9000 675, Email: info@gnotometrics.co.uk Web: www.futurefitting.com



Unitron Announces Quantum, Moxi and TrueFit

New generation of hearing instruments and fitting software delivers high-fidelity sound the way nature intended. Unitron, a global provider of world-class hearing innovations announces the release of its new Quantum™ and Moxi™ product families, and its new and intuitive TrueFit™ fitting software. The release, one of the most significant in Unitron's company history, brings to the hearing healthcare marketplace a completely new generation of hearing instruments built on Era™, Unitron's next generation sound processing platform. Quantum and Moxi product families each leverage four signature features to deliver the sound the way nature intended:

- Automatic performance with SmartFocus™
- Pinna Effect
- Natural Sound Balance
- Best in class wireless

"These products will define their category, and offer our customers and their clients tremendous advancement in reliability, accuracy, performance speed and sound quality," says Bruce Brown, Unitron Vice President of Global Marketing. "We are particularly proud of Quantum and Moxi's ability to provide enhanced speech understanding and a more natural sounding hearing instrument."

For further information contact: Unitron Hearing UK, Tel: +44 (0)1925 247810, or International Inquiries: +1 519 895 0100, Fax: +44 (0)1925 247818, Email: info@unitronhearing.co.uk or international@unitron.com



Puretone introduce Labat products to the UK & Ireland

Puretone are very pleased to announce that they are now the exclusive distributor for Labat audiological products in the UK and Ireland. Founded in 1991, Labat has been at the forefront of innovation and new user-friendly products and solutions within the hearing industry. The range includes the AudioLab, a miniature two-channel clinical audiometer that is designed to be just as portable as a laptop. Combined with the Labat Audiologic Platform software, the AudioLab features tone and speech audiometry as well as all the main audiological tests. Also available from Puretone is the Labat EarLab hearing system maintenance kit, and the Audiolite lightweight and compact diagnostic audiometer. Readers may contact Puretone for more information on the new range of Labat products.

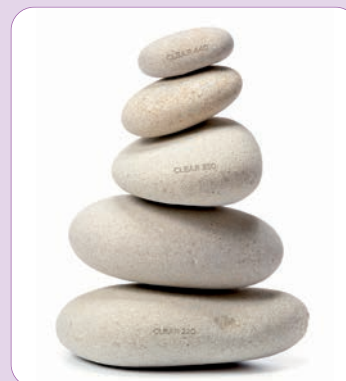
For further information contact: Puretone Ltd, Tel: +44 (0)1634 719427, Fax: +44 (0)1634 719450, Email: info@puretone.net Web: www.puretone.net



Widex launches two new products

Widex has launched the latest additions to its product range, the Clear 330 and Clear 220. These two new families boast many of the features and benefits already experienced by users of the high-end Clear 440. According to Widex, Clear offers the smallest wireless-capable hearing aids on the market and having three different levels of technology, 440, 330 and 220 helps meet the user's personalised listening needs, as well as offering a full range of styles for individual requirements. The Clear 330 provides clear hearing with a focus on sound localisation and sound comfort using new Widex technologies operating in each individual aid. The Clear 220 offers a great everyday listening experience with the renowned Widex sound quality and InterEar feedback cancelling.

For further information contact: Widex UK Ltd, Tel: +44 (0)1244 677220, Fax: +44 (0)845 302 6710, Email: sian.bostock@widex.co.uk Web: www.widex.co.uk



Siemens' BestSound Technology receives clinical applaud

BestSound™ Technology from Siemens Hearing Instruments has received independent evaluation for its FeedbackStopper™, SpeechFocus™ and SoundLearning™ 2.0 algorithms. A study at the auditory research laboratory of Todd Ricketts, Vanderbilt University, Nashville, USA focused on the effectiveness of automatic feedback reduction systems using the premier instrument from each of the six leading hearing manufacturers. Siemens' Pure™ 701 device had the joint highest mean added stable gain (13-14.5dB) and a 7dB advantage over its nearest competitor for Real Ear Insertion Gain. Clinical studies into the efficiency of SpeechFocus in Siemens' Pure 701 instruments were conducted at the University of Iowa and the University of Northern Colorado. Results revealed SpeechFocus was around 10dB better than adaptive directional microphone technology and about 5dB better than omni directional microphone technology. The capabilities of SoundLearning in Pure 701 instruments were tested at the University of Giessen, Germany. Having been initially fitted using Siemens' FirstFit prescriptive algorithm, participants were then evaluated after two weeks with SoundLearning and results revealed a 20% improvement in speech intelligibility.

For further information contact: www.siemens.co.uk/hearing



Cochlear™ leverages knowledge for health care professionals

Cochlear's relationship with surgeons and audiologists is further strengthened by targeted information via dedicated communication instruments.

A website targeted to professionals – first launched in the beginning of May – provides critical information which is always updated and directly relevant to the job of the professionals.

The professionals' website is behind a login and is intended to support patient management and provide trouble-shooting assistance. It offers access to current professional knowledge, as well as scientific and research information. Professionals can tap into Cochlear™ knowledge and material in downloadable text and image format.

Professionals who have received a log in will automatically find 'Sound Connection' in their inbox: a new e-newsletter which is issued quarterly and informs about updates and news about clinical and surgical topics.

Go to <http://www.cochlear.com/uk/for-professionals> and ask for your login. Enjoy finding accurate, up-to-date, pertinent and reliable information from a trusted source 'on tap'.

For further information contact:
Web: www.cochlear.com/uk/for-professionals



Starkey's SoundLens™ Wins Coveted Red Dot Design Award

Starkey Laboratories is excited to announce that SoundLens™ has been honoured with a red dot award: product design 2011. The red dot design award is one of the most renowned international product competitions in the world. More than 1,700 companies from 60 countries took part this year, submitting a total of 4,433 entries. Neil Pottinger, Starkey Laboratories, Sales & Marketing Director pointed out, "This demonstrates that the SoundLens™ answers so many more questions aside from being an excellent hearing instrument. The red dot award offers more emphasis to the overall performance of the SoundLens™ as this is an important business driver in our extensive product portfolio." Starkey Laboratories is putting on more of their BSA approved deep impression courses as demand continues to grow and customers. Please contact your Regional Manager or a member of the sales team at Starkey for more information

For further information contact: **Starkey Laboratories UK Limited, Suzie Bryant,**
Tel: +44 (0)161 483 2200, Fax: +44 (0)161 483 9833, Email: marketing@starkey.co.uk or
Web: www.starkey.co.uk



reddot design award
best of the best 2011

Royal Approval for hearing aid batteries

Hearing aid wearers around the world can now power their devices with royal approval. Rayovac, the UK's only manufacturer of hearing aid batteries, has been given the royal seal of approval and crowned with the prestigious Queen's Award for Enterprise. It has received the Innovation 2011 award for its groundbreaking work in developing a new mercury free hearing aid battery and for its long-term commitment to product innovation. The new Mercury Free AVA (Added Voltage Agent) battery has been developed by Rayovac over a seven year period at a cost of £3 million. It is the most powerful mercury free battery on the market offering 30 per cent more power than competitor products. Vince added: "We're delighted to receive the Queen's Award. It's a major achievement and we will continue to work with device manufacturers and users around the world to bring about further improvements." Rayovac has responded to the ever increasing power demands of hearing aids by constantly enhancing the power, reliability and lifespan of its batteries through technical innovations.

For more information contact: www.rayovac.eu



Take the next step: Upgrade to Cochlear™ Nucleus® 5!

Cochlear™ launched the Cochlear Nucleus® 5 System in September 2009. Since that time, more than 11,000 recipients worldwide have experienced the revolutionary innovations Nucleus 5 provides with the CP810 Sound Processor and CR110 Remote Assistant.

Cochlear reinforces its lifetime commitment and the 'Hear now. And always' promise by making the CP810 Sound Processor now available for users of Nucleus 24 Implant types (CI24M and CI24R Series) who currently use Sprint™, ESPrit™ Series or Freedom™ Sound Processors.

Nucleus 24 Implant users who upgrade to the Nucleus CP810 Sound Processor will have access to advanced features including:

- Cochlear's smallest sound processor
- Industry's first and only two-way remote assistant
- Exclusive dual microphone technology with new Zoom processing for even greater clarity in noise.
- Industry's first and only automatic phone detection through Auto Telecoil.

Visit: <http://www.cochlear.com/uk/nucleus-support/upgrades>

For further information contact: Cochlear, Tel: + 41 (0)61 205 0404, Fax: + 41 (0)61 205 0405, Web: www.cochlear.com



Improve AEP Efficiencies with GSI Audera 2.7 Featuring CE-Chirp®

Eden Prairie, MN – Grason-Stadler, a leader of clinical audiometric systems is pleased to announce the introduction of the CE-Chirp® and CE-Chirp Octave Band stimuli for the GSI Audera Evoked Potential Unit. Designed by Claus Elberling, the patented CE-Chirp® is a unique acoustic stimulus intended to maximise Auditory Evoked Potential (AEP) amplitudes resulting in waveforms that are as much as two times the size of waveforms typically achieved with a standard click stimulus. The CE-Chirp stimulus is formulated to address the inherent time delay of the cochlea's travelling wave characteristics. The frequencies of the CE-Chirp® stimulus are adjusted so that the low and high frequencies reach their respective areas of the basilar membrane in the cochlea nearly simultaneously. This unique stimulus presentation results in maximizing the synchronous neural response, increasing the overall amplitude of the AEP waveform structure. Also new to the GSI Audera Evoked Potential module is the CE-Chirp Octave Band stimuli, a derivative of the CE-Chirp®. CE-Chirp Octave Band stimuli elicit robust AEP waveforms that may be used for the evaluation of frequency-specific information of the cochlea. CE-Chirp Octave Bands are available at 500, 1000, 2000 and 4000 Hz. The potential clinical advantages for evaluating cochlear function using the CE-Chirp® and CE-Chirp Octave Band stimuli are compelling. Research suggests that larger amplitude AEP waveforms acquired with CE-Chirp® stimuli may result in improved waveform replication, faster averaging time, and more robust waveforms at lower intensity levels.

GSI Audera 2.7 software featuring CE-Chirp® and CE-Chirp® Octave Band includes: compatibility with Windows® 7 software, ISO calibration for short duration stimuli, and the B71 Bone Oscillator option.

For further information contact: GSI, Tel: US: +1 800 700 2282 or International +1 952 278 4402,

Email: info@grason-stadler.com

Web: www.grason-stadler.com

CE-Chirp®

gsi
Grason-Stadler

audifon via – the solution for CROS/BiCROS fitting

Audifon recently introduced 'via' - a wireless CROS/BiCROS system designed for the unique needs of customers with single sided deafness (SSD). The new 'via' uses a fully integrated real-time transmission technology based on Near Field Magnetic Induction (NFMI). It effectively resists signal interference while wirelessly streaming the quality audio signal from the customer's unaidable ear to the better ear. NFMI also allows program and volume control synchronisation between both systems. The 'sound resync' function synchronises signals of transmitter and receiver in BiCROS applications - an essential step for preservation of best sounding results. Digitally coded transmission eliminates the need for transmitter or receiver calibration. Like any of audifon's hearing systems based on the Storm DSP platform, 'via' offers high speed complex processing, brilliant sound quality and the added benefit and efficiency of reduced power consumption.



For information information contact: www.audifon.com or audifon's webchannel on www.audiologyonline.com

Comfort Audio awarded Best New Product at AudiologyNOW!

Comfort Audio's assistive listening devices are specialised for use in noisy situations. Using digital technologies their products filter out disturbing background noise and enhance speech, making it easier for people with a hearing loss to hear, understand and participate in all communication. At the AudiologyNOW! Conference in Chicago, attendees were asked to nominate the Best New Product of the Year and they chose Comfort Digisystem from Comfort Audio. "Our Comfort Digisystem has received a fantastic response. This award is yet another proof that we are offering something really unique. With several exciting products in the pipeline, the market growth opportunities and our current expansion, the future looks very promising," says Inger Rydin, CEO, Comfort Audio. All Comfort Audio products are developed and produced in Sweden, and they are available in more than 20 countries worldwide. Clean and simple product design is a further distinguishing feature.

For further information contact: Comfort Audio, Inger Rydin, CEO, Tel: +46 35 260 16 00, Email: inger.rydin@comfortaudio.com



Sonic Innovations – new future as part of William Demant Holding Group

William Demant Holding (WDH) Group has acquired Sonic Innovations, a hearing systems brand that has built its reputation addressing the needs of a variety of customer segments, in the US and worldwide. A restructuring of the company is now underway that will enable Sonic Innovations to benefit from the considerable resources of the WDH Group.



Newly appointed President and COO Joseph A Lugara and his team will oversee this restructuring. "For our customers, this will mean a more competitive and comprehensive product portfolio with advanced technologies and enhanced support and services," says Lugara.

Sonic Innovations will relocate its corporate offices from Salt Lake City to a new world headquarters in New Jersey. In Canada, the organisation will be headed by Marco di Manno, while Marcel Vennik will manage the continued development of the brand with distributors worldwide from new Sonic AG offices in Switzerland.

For information contact Sonic Innovations: USA: Tel +1 888 423 7834, Canada: Tel: +1 450 965 8213, Switzerland: Tel: + 41 31 560 21 21, Email: info@sonici.ch Web: www.sonici.com

Titan – a new dimension in newborn hearing screening

Interacoustics announce the release of their modular Titan platform featuring impedance, DPOAE and automated ABR – which they say is the first and only screener of its kind. It's hailed as a handheld infant screener that will evaluate the entire auditory pathway from middle ear to brainstem, a product that will reduce screening ABR test time by up to fifty per cent and yet is so intuitively designed that it requires only four buttons to do impedance, OAE and ABR. The ergonomic, lightweight Titan hardware contains unique technologies such as the ground-breaking CE-Chirp® stimuli, Bayesian weighting and a residual noise calculator, ensuring quick and accurate results. Learn more by visiting www.interacoustics.com/Titan



For further information contact: Interacoustics A/S, Tel: + 45 6371 3555, Fax: + 45 6371 3522, Email: info@interacoustics.com Web: www.interacoustics.com

Karen Darlington promoted to Marketing Director at Phonak UK

Phonak UK has promoted Karen Darlington from Marketing Manager to UK & Ireland Marketing Director. This reflects a recent restructure of the marketing function at Phonak UK. Karen has been with the company for four years and has been responsible for building the UK team and for the creation of many customer focused initiatives including the Phonak Partnership Programme. Stuart Neilson, Managing Director, said that the new position reflects "the continuous focus on marketing and customer service with Phonak UK". Commenting on the promotion, Karen Darlington said, "Since joining Phonak I have had the opportunity to work in a company which shows real innovation and passion for our industry. I am delighted to have the opportunity to continue working with such an effective and enthusiastic marketing team in increasing our communication and driving our customer focused marketing support."



For further information contact: Web: www.phonak.co.uk

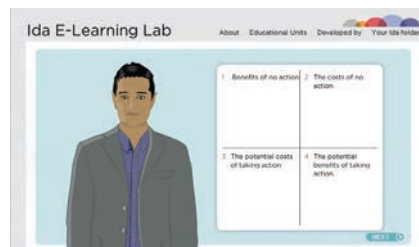
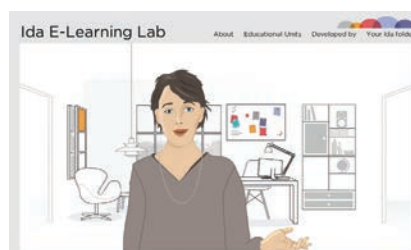
Ida Institute's e-Learning Lab offers collaborative learning experience and educational credits

Ida Institute has just unveiled its new e-Learning Laboratory at idainstitute.com. The online educational portal reflects the non-profit institute's commitment to freely sharing the knowledge, insights and tools that come out of its collaborative learning seminars and workshops.

"Through the Ida e-Learning Laboratory, we aim to expand the reach of Ida learning and tools to audiologists, speech therapy specialists and others working in the field of hearing healthcare worldwide and thus continue to contribute to a paradigm shift to more patient-centred care," says Managing Director, Lise Lotte Bundesen.

The first e-learning module focuses on Ida's Motivation Tools – The Line, The Box and The Circle – and features the active engagement and reflection that are hallmarks of the Institute's proprietary learning approach. Animated instructors guide e-learners through a series of active learning experiences – including virtual client consultations – in life-like clinical settings. Ethnographic videos, mirror exercises and reflective journaling provide an opportunity to experience the tools in a context that enables e-learners to reflect on their own patterns of behaviour and facilitate desired patient-centred changes in their clinical routines. Development of a Personal Action Plan as a final step in the learning process enables practitioners to identify precisely how they can best apply the learning from the course.

The e-learning module is available free of charge and has been approved for educational credit by the British Academy of Audiology (2 CPD points), Hearing Aid Audiometrist Society of Australia (2 CPED points) and the American Academy of Audiology (0.2 CEUs). 'My Ida' membership is required to access the e-learning module. The Institute plans to continue to expand the course offerings, focusing on sharing different aspects of the Ida world, primarily the Ida tools. **Membership is free at www.idainstitute.com**



Panasonic UK Introduces Hearing Instruments

Panasonic, a world leader in consumer electronics has recently introduced their first Hearing Instrument to the UK market.



Stuart Axon, Panasonic UK, Head of Hearing Instruments.

The Panasonic History

Panasonic is widely known for its consumer electronics - however it is more than just a consumer electronics manufacturer. Panasonic, a name consumers know and trust, is now offering hearing instruments to the UK market.

Founded in 1918, Panasonic Corporation is one of the largest electronic product manufacturers in the world, comprised of over 680 companies. With a wide and diverse product portfolio – including many industry firsts, and market leading products – Panasonic was born from a firm commitment to provide superior products to people all over the world.

Experience in Audio

When it comes to audio, Panasonic has been a leader in science of how people listen and hear for over three quarters of a century. Panasonic combines the words “Pan” and “Sonic” reflecting its mission to bring sounds to the world. Panasonic began developing hearing instruments more than 50 years ago abroad. Now that technology, for the first time, is being offered in the UK.

Stuart Axon, Head of Hearing Instruments, Panasonic UK, says “We are thrilled to bring Panasonic Digital Hearing Instruments to the UK and make products available from a brand that is associated with quality sound. Panasonic Digital Hearing Instruments deliver the same high-quality, reliability and innovation that our customers have grown to appreciate from our

audio products. We manufacture our own digital signal processors and have developed a unique algorithm to enable precise sound reproduction”.

Expanding Markets

Panasonic Digital Hearing Instruments are well established in Japan with the first product introduced back in 1959. Last year saw the products available to the U.S market and the UK is the first European company to introduce these products.

As Stuart Axon explains, the company enjoys strong brand recognition in the consumer electronics industry. “As innovative market leaders, we have a wealth of knowledge and experience that we look forward to transferring to the Hearing Instrument market. With the power of the Panasonic brand, and our innovative technologies, Panasonic is committed to working with healthcare professionals to launch these products in the UK” says Stuart Axon.

Panasonic Digital Hearing Instruments are designed for the patient and provide the features, convenience and performance requested by hearing care professionals and their patients. They are attractive, comfortable to wear, easy to use and have a unique circuit design for high performance and long battery life.

Experienced Background

Stuart Axon (pictured) has vast business experience and has worked in the hearing instrument industry for many years.

Sarah Guest Joins the Phonak Marketing Team as Channel Marketing Manager



Phonak are delighted to announce the recruitment of Sarah Guest into the marketing team as Channel Marketing Manager. Sarah brings a wealth of marketing experience from her previous role as Marketing Manager for a communications and training consultancy and her work as a freelance marketer. Sarah's previous experience ranges from supporting small start up businesses through to large multinationals including Barclays and Vodafone. Sarah's qualifications include a BA Hons degree in Business and Communications and CIM Professional Diploma in Marketing. Karen Darlington, Marketing Director, commented, "Sarah's experience of working across customer channels combined with her entrepreneurial approach provides a perfect fit for our industry. Sarah will be working alongside our business partners and driving our customer initiatives forward."

For further information contact: Phonak, Web: www.phonak.co.uk

Spiggle & Theis is a leading medical company, specialising in ENT-surgery

We offer the complete range of ENT instruments for:

- Rhinology
- Otolaryngology
- Laryngology
- Sinus surgery
- Tonsillectomy / Adenectomy

The new Oral Cavity Instruments catalogue is now available – from mouth gags to non-stick bipolar forceps. Please feel free to ask our instrument sales team for more details.

For further information contact: Spiggle & Theis, Email: info@spiggle-theis.de Web: www.spiggle-theis.com



MED-EL Welcomes New Manager to Australasian Team

With its continued expansion in Australia and New Zealand, MED-EL Australasia is pleased to announce the placement of a new General Manager. Following his successful role as MED-EL UK Business Manager, Phil Hiles has been promoted to General Manager of MED-EL Australasia, taking over from Gregor Ditrach in July 2011, when Gregor moves to MED-EL Headquarters in Innsbruck to assume a senior position as Head of Product Management.



From his previous role at MED-EL UK, Phil brings expert knowledge about the full range of MED-EL products such as the new MAESTRO CI system and a wealth of experience in meeting customer needs. He is looking forward to the challenges ahead and working with his new team, clinicians and health care providers in this exciting market.

For more information contact: MED-EL UK Limited, Cassandra Brown, Managing Director. Tel: +44 (0)1226 242874, Fax: +44 (0)1226 771056, Email: office@medel.co.uk Web: www.medel.com

Cochlear™ Baha® 3 Power

The new BP110 Power Sound Processor is part of the clinically proven Cochlear™ Baha® 3 System, offering robust and reliable solutions with unique design features that make it particularly suitable for active lifestyles and patients of all ages.



The BP110 Power Sound Processor (Baha 3 Power) provides greater access to power in the high frequencies with the world's most powerful transducer and Dynamic Output Stabilising technology for improved audibility and sound quality with less distortion.

Initial tests indicate that users may benefit from as much as 50% improved speech understanding in noise compared to Baha Intenso™. Patients with more significant hearing losses (up to 55 dB SNHL) can now benefit from the clinically proven automatic and adaptive directional microphone technology in Baha 3.

For further information contact Cochlear, Tel: + 41 (0)61 205 0404, Fax: + 41 (0)61 205 0405, Web: www.cochlear.com



Injection Laryngoplasty workshop with Radiesse Voice

Radiesse™ Voice and Radiesse™ Voice Gel* for injection laryngoplasty are supplied ready to use in a 1.0cc syringe and with either a transoral or percutaneous injection needle. The products are indicated for paralysis and paresis. The result with Radiesse™ Voice typically lasts 1 year and the result with Radiesse™ Voice Gel typically lasts 3 months (Radiesse Voice Gel is not yet available in Europe). We offer injection laryngoplasty courses in Europe and the US. Please note our advertisement in this magazine for upcoming courses. If you would like to be on our mailing list and receive our workshop schedule please contact us.



For further information contact: Radiesse™ Voice, Rose Henrichs, Tel: +31 (0)612 509 856, Fax: +31 (0)407 440 020, Email: rose.henrichs@merzaesthetics.com or Voice@merz.com

ReSound Alera®



A full lineup. And then some!

ReSound Alera® lets you fit 98% of all hearing losses, address a sea of personal preferences and give every client a comfortable, easy-to-handle solution.

ReSound Alera® is a full compliment of traditional hearing instruments. It's also advanced, one-of-a-kind models with unique benefits. The Alera Custom Remote Microphone, for example provides natural wind-noise protection, directivity and localization.

Stop by www.resound.com/alera to learn more about the ReSound Alera® product lineup. You'll see why it's a little bit different – and a whole lot more.



ReSound

rediscover hearing

Oticon Medical's Ponto Pro Power launched in UK

Oticon Medical successfully launched their new Ponto Pro Power to complete their range of Ponto bone anchored sound processors at a meeting held at Manchester United Football Club. Over fifty audiologists from all over the UK benefitted from the Audiology workshop and heard the positive results of the Ponto processors from two independent comparison studies. The first study was presented by Dr Arjan Bosman, Nijmegen University Hospital: "Our study showed that the Ponto Pro Power was superior to the Cochlear Intenso on subjective & objective measures." The second study was presented by Becki Gladdis, Audiologist at Manchester Royal Infirmary: "We found that in a randomised study conducted on experienced bone anchored wearers 9 out of 12 chose the Ponto Pro in preference to the Cochlear BP100." After an enjoyable lunch a patient from the Manchester study gave her reasons for choosing the Ponto Pro followed by Jo Williams, Advanced Nurse Practitioner from Birmingham Children's Hospital who ended the seminar by encouraging lively discussions on the hot topic of patient aftercare.

For further information contact: Tel: +44 (0)1698 208 234, Email: info@oticonmedical.co.uk



FREE RESOURCES

The resources below are offered free of charge to readers. Simply tick the items of interest on the Reader Enquiry Service on page 141 and return the coupon via fax.

Free Doctor to Doctor Booklets from Karl Storz

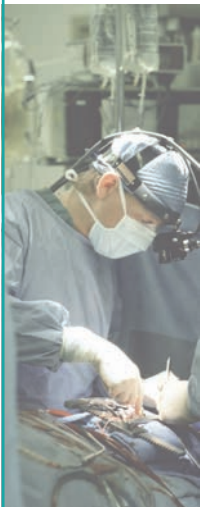


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Litechnica Lightlas 532nm

KTP Green Otology Laser



- Powerful - 4 watts delivered power
- Convenient - moveable microscope filter for clear view examination
- Compact - quiet, easy to use, variable pulse settings, fast repeat

- Reliable - backed by Litechnica's excellent service support
- Versatile - accepts range of Otology handpieces, fibres
- Portable - supplied with transportable case

Specification

Output: 4 watts/532nm - true cw, Aiming beam: Red/635nm, Weight: 15lbs, Dims: 14"sq x 5"
Repeat and variable pulse settings, Electrical: 240vac 3amps

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