

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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 or heather@pinpoint-scotland.com

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

UNIDRIVE® S III ENT – when power meets precision

KARL STORZ is proud to launch the UNIDRIVE® in its 4th generation: UNIDRIVE® S III ENT. Surgeons around the world can rely on traditional features such as two motor outlets with six different functions and enjoy improvements like automatic motor recognition and a modified LED touch screen. In combination with the newly launched DrillCut-X II shaver hand piece the motor system enables an ergonomically sophisticated performance of shaver and sinus burr. Powerful rpm and high safety features make the UNIDRIVE® S III ENT and DrillCut-X II the perfect partner for ENT surgeons with high expectations.



For information contact: KARL STORZ GmbH & Co. KG,
Tel: +49 (0)7461 7080, Fax: +49 (0)7461 708 105, Email: info@karlstorz.de

Spiggle & Theis – ENT surgical specialists

Spiggle & Theis is a leading international medical company who have been specialising in ENT surgery for seventeen years now. We are happy to present our new range of non-stick bipolar forceps. Non-stick bipolar forceps - high-tech forceps for a low-tech price.



Advantages:

- No adhesion due to gold plated solid silver tips
- No punctual overheating on account of perfect parallel tip motion
- Standard adapter grants compatibility to all current HF systems
- Wide product range
- Quality made in Germany for an unbeatable price

Please feel free to ask our instrument sales team or your local distributor for more information.

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

OR Microscope MÖLLER ALLERA 500 – latest technology for ENT surgery

Apochromatic optics, motorised variable focus from 200 to 450 mm, 1:6 optical zoom, and the largest stereo base (25 mm) of all operating microscopes provide razor sharp vision with unprecedented depth perception. Light management with 5 filters and 2 diaphragms in the microscope head enhances the quality of vision.



Upon releasing the electromagnetic brakes, the surgeon can place the microscope quickly in all relevant positions. With its gyroscopic arm suspension, the microscope remains always in perfect balance.

The image of the integrated camera may be displayed on the MÖLLER MEDIS, a high resolution touch screen near the oculars. The screen may also be used to see endoscope or diagnostic images, or to select functions like video streaming or snap shots.

MÖLLER ALLEGA received the Good Design award of the Chicago Athenaeum and the iF product design award.

For further information Contact: MÖLLER-WEDEL surgical microscope,
Web: www.moeller-wedel.com



21st Century Consulting Room Facilities

The new out-patient departments at major UK hospitals are now choosing the Entemed treatment systems to streamline their patient throughput and treatment. These Entemed installations are based around the Futurent system which provides a total solution for the simplification of ENT procedures. Entemed have over 30 years experience and is supplied in the UK by DP Medical Systems Ltd. Full technical support via a team of factory trained service and installation engineers.



The Futurent system concept enables custom made solutions and specifications to suit individual requirements to be produced within a specified budget. The modular concept permits the inclusion of all necessary components such as microscopes, video, endoscopy, suction, storage, rhinomanometry, tympanometry, stroboscopy, data recording / storage, all the requirements of the ENT surgeon. All this is combined in stylish ergonomic units which can be upgraded as new technology is developed. The range covers single units for private rooms to fully equipped major departments such as those at Aintree, Peterborough, Walsall and Nottingham which have recently been completed with bespoke units.

Entemed have over 30 years experience in meeting the ENT surgeons requirements throughout the world. They are supported in these markets by distributors such as DP Medical Systems Ltd in the UK.

For further information contact: Tel: +44 (0)20 8391 4455, Web: www.dpmedicals.com



New Ponto Pro Power

During spring and summer 2011 Oticon Medical completes the Ponto bone anchored sound processor family by introducing the new powerful Ponto Pro Power. According to Oticon Medical – it's makers, the new Ponto Pro Power is the world's first fully digital and programmable bone anchored power processor, giving users with up to 55 dB sensorineural hearing loss access to the latest sound technology.



Through a close connection to Oticon, Oticon Medical possesses both the technology and the knowledge to help power users overcome everyday challenges. Being based on the proven RISE sound technology it is equipped with features designed to offer the two benefits that power users report wanting the most: speech intelligibility and less feedback. This is facilitated through a combination of:

- The unique, Split Directionality mode
- The new Speech Guard feature
- 2-stage Feedback Management.

Ponto Pro Power is fitted using the same easy to operate Genie Medical fitting software as other Ponto processors.

**For further information contact: Oticon Medical AB,
Tel: +46 31 748 61 00, Email: info@oticonmedical.com
Web: www.oticonmedical.com**

Wireless bronchoscopy suite powered by PENTAX – first for Southampton University Hospitals Trust

PENTAX LIFECARE has used new and innovative wireless technology to kit out a state of the art bronchoscopy unit for the Southampton Centre for Biomedical Research in Southampton General.



Following a competitive evaluation process, throughout which PENTAX equipment, customer service and pricing structure were scrutinised in comparison to competitors, the contract worth over £150,000 was awarded.

Clinician feedback from those who used the PENTAX equipment was very positive and the customer service the hospital received throughout the process was rated far above that of the competitors. PENTAX's offer, which was fully inclusive of all maintenance and support services, was evaluated to be the best economic choice.

Upon securing the order, PENTAX worked with the hospital from the initial design phase in order to develop and create a uniquely wireless environment within which clinicians could perform bronchoscopies with maximum flexibility and comfort.

The key to the design of the unit is the use of two retractable ceiling pendants which provide the power points for the PENTAX Hi Line processor and associated equipment; these eliminate the need for any cabling to be trailing from the wall across the unit floor.

PENTAX's newly developed wireless transmitter technology links the two pendant mounted monitors together and transmits images between screens to enable the full clinical team to see the bronchoscope image at all times.

Dr Tom Havelock, respiratory clinical research fellow at the Southampton Centre for Biomedical Research, was a part of the team instrumental in selecting PENTAX as lead supplier. "The endoscopy equipment from PENTAX was impressive all the way through the evaluation process and by working with us to create the wireless environment - they have exceeded all our expectations."

David Moore, managing director at PENTAX LIFE CARE: "We have steadily increased the use of our endoscopes within Southampton General in recent years and the hospital has become an important partner for us. We are very pleased to have provided their crucial research facility with such uniquely designed equipment and look forward to working with them more in the future."

**For further information contact: PENTAX UK,
Sangeeta Gehlot, Tel: +44 1753 798 178,
Email: sangeeta.gehlot@pentax.co.uk**

PENTAX

Multi-level radiofrequency surgery in OSA with re-usable, autoclavable probes

Radiofrequency Volume Reduction (RaVoR™) of the soft palate, tongue base and turbinates is a safe and effective



treatment option for OSA. The comprehensive range of re-usable, autoclavable probes, which are tailored to facilitate access to all possible obstructions sites, allow for cost effective and easy to use multi-level treatment. In the latest clinical papers users confirm the good short term and long term results. For more details, please also refer to page 14 in this magazine. The Sutter radiofrequency system is an 'all in one' ENT energy source. It can be used for OSA as well as for nose surgery, the tonsils, larynx or tumour surgery. Dedicated accessories make it adaptable to any ENT surgeon's or department's needs. For more information on the various applications and accessories, please visit our website or contact your Sutter representative.

**For further information contact: Sutter,
Web: www.sutter-med.de**

Welch Allyn introduces energy efficient LED replacement bulbs

Leading global manufacturer of medical equipment Welch Allyn has introduced light-emitting diode



(LED) replacement bulbs for its most popular otoscopes and ophthalmoscopes. The LED replacement bulbs last 30 times longer than traditional halogen bulbs and come with an impressive 7 year warranty. Using the LED bulbs means that rechargeable handles hold their charge for 3 times as long, providing even more cost savings. Welch Allyn LED bulbs feature patented new SureColor™ technology, which provides consistent colour output when light intensity needs to be lower to improve the view or to increase patient comfort. The replaceable LED bulbs are available for use with the 4 most popular diagnostic devices offered by Welch Allyn: traditional otoscopes, MacroView™ otoscopes, traditional ophthalmoscopes and PanOptic™ ophthalmoscopes. LED bulbs are available as simple upgrade kits, providing a bulb, bulb removal tool and step by step instructions for replacement in a matter of seconds.

**For further information contact:
Welch Allyn, Web: www.welchallyn.com**

WelchAllyn

Advancing Frontline Care™

'Cycling is the new golf'

There was a time when surgeons would relax with a round of golf, but it seems cycling is now becoming the leisure activity of choice. Pictures are many of the faculty of the British Paediatric Otolaryngology Course who chose to unwind after the recent BAPO course held in Glasgow at the beginning of March by cycling round the Island of Arran off Scotland's west coast. The weather was described as 'dreich' but a good time was had by all.

Haytham Kubba, course organiser and consul-

tant at Glasgow's Yorkhill Children's Hospital said, "Cycling has a lot in common with golf, they both involve fresh air and exercise, plus you get to wear unusual clothes and buy expensive technical kit. The difference is that cycling is a proper sport!"

For further information contact: Mr Haytham Kubba, Consultant in Paediatric ENT, Royal Hospital for Sick Children Yorkhill, Tel: +44 (0)141 201 0000, Email: haytham.kubba@ggc.scot.nhs.uk



Siemens launches its smallest ever hearing instrument - the iMini fits almost invisibly into the ear canal for ultimate discretion

Siemens Hearing Instruments has launched its smallest ever hearing



device, which can be inserted so far into the auditory canal that it is practically invisible from the outside. Made individually for each wearer at selected manufacturing facilities due to its extreme miniaturisation, the iMini features Siemens' BestSound™ Technology for greater hearing comfort even in difficult noise environments. The iMini is smaller than a one penny coin and consequently requires a very labour intensive manufacturing process to mount its individual components in such a small housing. Every device is custom manufactured for each wearer based on measurements carried out by professional hearing specialists using computer assisted technology. Consequently, the iMini provides a very natural, acoustic amplification without the need for manual adjustments. A fine, invisible nylon thread is used to easily remove the hearing system out of the auditory canal at night. The iMini batteries can last up to one week depending on the intensity of use and can be easily replaced.

For further information contact: Siemens,

Web: www.siemens.co.uk/hearing

SIEMENS

Oticon Safari 600 & 900 Super Power

Oticon Safari Super Power supports a strong paediatric audiological concept with a small, robust design and intelligent LED indicator. This is to confirm the hearing aid is in the appropriate operational mode and setting i.e. the child is listening.

According to Oticon, the Safari Super Power is designed to improve intelligibility more than any other super power solution, not only by enhancing audibility but by managing speech and noise signals in a manner appropriate for greater hearing losses. Speech Guard optimally preserves vital speech dynamics.

Speech Guard is designed to prioritise conversations and facilitate selecting and following a speaker to minimise listening effort. Speech Guard maintains signal fidelity and uniquely preserves the richness of speech dynamics as well as responding instantaneously to sudden changing sound levels helping maintain focus on the speaker.

For further information contact: Oticon UK Ltd, Tel: + 44 (0)1698 283363 Email: info@oticon.co.uk



oticon
PEOPLE FIRST

Starkey launch new SoundLens™ technology levels

Last year, Starkey Laboratories brought a new and innovative style of hearing solution to the market – the Invisible-In-The-Canal (IIC). This digital, custom and invisible solution quickly became one of the most in-demand products in the market!

Starkey Laboratories is now delighted to follow up the landmark success of SoundLens™, with the introduction of two new technology levels at iQ 9 and iQ 7. Now there's a SoundLens for every lifestyle.

These exciting additions to the SoundLens range will deliver even more options to dispensers and allow more patients to benefit from a custom, invisible and digital solution than ever before.

SoundLens uses Starkey's proprietary Comfort Fit process which leverages information captured from millions of ears to provide unmatched custom comfort for a greater number of patients. SoundLens 9 and 7 are available from 4th April 2011.

For further information, contact: Starkey Laboratories UK Limited, Suzie Butcher, Tel: +44 161 483 2200 Fax: +44 161 483 9833 E-mail: marketing@starkey.co.uk Web: www.starkey.co.uk



Starkey

New video otoscope from Interacoustics

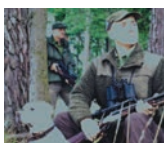
Interacoustics have released their new VIOT™ video otoscope for endoscopy and medical documentation. The LED illumination optical system and electronics are combined in a very compact, practical instrument powered via a USB connection. An integrated preheating unit is activated once the otoscope is placed in the custom holder which simultaneously turns the camera and light source off. Interacoustics say that the VIOT™ software guarantees high quality images and videos which are automatically saved at a push of a button. Images can be compared, edited and exported, ensuring their availability for further use in medical reports, presentations or archives. Images can also be combined with other Interacoustics instrument reports.



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

Stop shooting from backfiring on your hearing health

An innovative digital hearing protection tool for gun enthusiasts has been launched by Siemens Hearing Instruments. The device fits snugly in the ear canal and provides protection from gun shots yet also incorporates specialist software that amplifies sounds such as conversations with companions or movement in the woods.



The 'SecureEar' device dampens loud sounds that can cause hearing damage. At the same time it incorporates acoustic telescope technology that amplifies sounds important for hunting or stalking, such as rustling leaves or breaking twigs. Conversations with companions will also be made easier and avoid the need to remove ear defenders or traditional plugs.

For further information contact: Siemens,
Email: info-hearingaids.shi.uk.healthcare@siemens.com
Web: www.siemens.co.uk/hearing



Widex.co.uk goes live!

Widex.co.uk is now live. The site has a newsroom for all the latest local news, product information and the option to download user instructions and brochures. The UK is the first Widex distributor worldwide to launch their own website. "We're thrilled about the launch of Widex.co.uk," says Managing Director of Widex UK, Jon Billings. "The site will be a great additional reference tool for our customers and it will keep them up to date with all the latest company news." Jim Hoffskov, Team Leader of the Widex Denmark eTeam, adds: "Widex.co.uk is the first distributor website launched in a long list that are to be launched. In this respect, the launch of widex.co.uk has been an important milestone in the overall roll-out plan." All available issues of Widex UK's newsletter *Listen Light* can also be downloaded from the newly launched site



For further information contact: Widex, Web: www.widex.co.uk

Phonak continues to strengthen team

The Phonak Public Market team continues to strengthen in field support and is pleased to announce the placement of a new Business Development Manager for SoundField and a new Regional Sales Manager for the South division.

In testament to his dedication in his role as Regional Sales Manager, Gareth Jones (pictured bottom right) has been promoted to Business Development Manager for the Phonak Dynamic SoundField system. Gareth resumed his new role in January and will now be working across the country developing potential markets and opportunities for Dynamic SoundField.

Philip Stores, Public Sector Sales Manager commented, "We have seen recent changes in the public sector sales team that are all very positive for Phonak and our customers." Gareth has consistently given a high level of support and has built some fantastic relationships over the last few years and we wish him well in his new role.

Replacing Gareth's previous position as Regional Sales Manager for the South, Phonak are delighted to introduce Sarah Young (pictured top right) as a brand new member to the team. Sarah has joined the Phonak sales team after four successful years working within the industry in other sales roles. Her experience of dealing with audiology departments is hugely advantageous and many of her previous customers will be pleased to see her return. Please join Phonak in congratulating Gareth and welcoming Sarah to the team.

We are also delighted to announce the appointment of Chris Young (no relation to Sarah Young!) to the Phonak Sales Team. Chris Young joined the team in September 2010 and will be responsible for Scotland and Ireland. Chris's previous roles included a successful career with SEIKO UK.



The ENT & audiology news team would like to apologise for the misprint of the contact details featured on page 130 of the March/April edition.

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

PC Werth introduce profitable route to more client services

Recent EuroTrak and RNID research suggests that in referring clients seeking hearing and lifestyle assistance to other retailers, hearing professionals may not be meeting expectations and could even damage customer satisfaction, not to mention losing business. Clients are increasingly aware of assistive technologies available today, so turning this custom away reflects the difficulty in stocking a variety of product lines, more than any lack of demand. Happily, audiology professionals can now order the huge range of specialist hearing care products from Sarabec on their PC Werth account. Clients can simply browse the Sarabec catalogue and audiologists then order from PC Werth, as usual. PC Werth can even deliver direct to the client's home address, retaining custom, adding value and making a reasonable retail margin for the professional. The Sarabec range includes Doro mobile phones, loop systems, telephones, TV listeners and even fire protection systems. All PC Werth customers need is the latest Sarabec brochure; perfect reading material for reception or waiting rooms. Get in touch with PC Werth for a copy of the latest Sarabec catalogue.

Doro Specialised Mobile Phones from PC Werth



For further information contact: PC Werth, Tel: + 44 (0)20 8772 2700.

New Territory Sales Manager at Widex UK

Widex UK recently announced the newest addition to their Sales Team – Fahmidah Davey. Fahmidah is now the Territory Sales Manager (TSM) for the North West area. Previous roles have seen Fahmidah as a branch manager for high end independent opticians, Brosigill, and a specialist for Evident supplying custom made Danish designed and manufactured loupes to dentists and surgeons throughout the north of England and Scotland. "I saw in Widex the same passion for advancing technology in combination with great aesthetics and attention to detail that also attracted me to my previous roles and, to put it simply, I wanted to get involved," says Fahmidah. She adds, "I have relished the challenge of moving from optics into the audiological industry. I hope to carry much of my previous experience providing excellent support and customer service to the role. Widex has already achieved so much over the last few months, I feel very fortunate to be part of the forthcoming stages of its development and in to what promises to be an exciting future. Fahmidah joins Neil Daniel who covers the South West, Chris Lakin who is the TSM for the North East, Stuart Bowen whose area is the South East and David Keenan who covers Scotland. Sales and Marketing Manager Gordon Bethwaite says: "With experience in both retail and B2B sales and her professionalism, Fahmidah is fantastic addition to our sales force."

Widex UK representatives can be contacted as follows:

Fahmidah Davey, Mob: +44 (0)7725 215 853, Email: fahmidah.davey@widex.co.uk

Neil Daniel, Mob: +44 (0)7725 215 824, Email: neil.daniel@widex.co.uk

Chris Lakin, Mob: +44 (0)7725 215 813, Email: chris.lakin@widex.co.uk

Stuart Bowen Mob: +44 (0)7725 215 814, Email: stuart.bowen@widex.co.uk

David Keenan Mob: +44 (0)7725 215 831, Email: david.keenan@widex.co.uk

VARTA Microbattery wins first place in Products of the Year 2011

In March, readers of the professional magazine *Elektronik*, came together for the thirteenth time to choose their products of the year and CellPac LITE from VARTA Microbattery won first place. CellPac LITE is a product assortment consisting of a range of cylindrical and prismatic rechargeable lithium-Ion batteries. This battery programme covers capacities from 150 mAh to 2600 mAh. The standard CellPac LITE portfolio is available in sizes from 4 x 20 x 26 mm to 11 x 36 x 65 mm and provides customers with a ready made battery solution with various cables and connectors. CellPac LITE conforms to the requirements according to UL 1642 and can be used in environmental temperatures between -20°C and +60°C. Moreover, CellPac LITE is equipped with an electronic protection circuit and an additional overcurrent protection. VARTA Microbattery distributes CellPac LITE through selected partners and distributors. The CellPac LITE product range provides the energy to power applications in the areas of industrial, medical and data comms.

For information contact: VARTA Microbattery GmbH,

Tel. +49 7961 9210, Fax +49 7961 921 553,

Email: sonja.peitl-steinert@varta-microbattery.com



New DAC tinnitus retraining therapy models (TRT) from Puretone

Combining superb hearing technology with tinnitus retraining therapy features, the new DAC TRT range from Puretone, one of the UK leaders in tinnitus management systems, offers amazing versatility to patients who suffer a hearing loss and have a form of tinnitus. Available in custom made, BTE, mini BTE and open fit models, the innovative DAC TRT range has the flexibility to fit even the most demanding users' needs. Providing excellent hearing and tinnitus performance, while being extremely discreet in use, Puretone say that the PT-70 miniature BTE features an optional open fitting system for a more natural hearing experience. All devices are digitally programmable via the all new comprehensive Purefit 5 software, featuring a versatile tinnitus frequency shaping / matching module with the ability to auto calculate and change the frequency of the noise generated.

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



ReSound strengthens audiology team

ReSound are pleased to announce the appointment of Mohammed Qasim Shiraz as Senior Audiologist strengthening the UK Audiology team.



Mohammed's focus is the provision of Clinical Support. His recruitment will enable ReSound to increase still further the level of support and training offered to their customers. Mohammed combines a strong clinical background with an equally strong commercial awareness. He studied Audiology in Aston and since graduating he has worked as a Clinical Research Associate for Med-El in Austria. Asked about his professional objectives, he said "I am a firm believer in giving 100% in whatever I do. I'm looking forward to building strong and beneficial relationships with audiologists and dispensers". Mohammed can be reached on mobile number, +44 (0)78257 68559.

For further information contact: ReSound, Tel +44(0)800 023 2128

Acoustic Metrology Ltd providing on site calibration of NavPro

Acoustic Metrology Ltd (AML) working in cooperation with Biosense Medical Ltd



are now providing on site calibration for Biologic NavPro instruments throughout the UK and Ireland. Calibration of the AEP module is carried out to the reference levels specified in BS EN ISO 389-6:2007 and therefore meets the recommendations of the Newborn Hearing Screening Program. Calibration of the steady state (MASTER) and OAE (AuDX, Scout) modules is also carried out, in full, to the manufacturer's specifications. AML is unique in being able to offer a fully comprehensive, on-site calibration option for the NavPro system in conjunction with Bio-Logic UK distributors Biosense Medical Ltd. NavPro instruments will continue to receive a pre delivery calibration at Acoustic Metrology's technical centre and the existing laboratory calibration option remains an essential part of their service provision. Technical information sheet 'AEP Calibration' is available by ticking the Reader Enquiry Service on page 138.

For further information contact:

Acoustic Metrology, Alan Proudler,

Tel: +44(0)845 465 0141 ext 130,

Fax: +44(0)1642 271555,

Email: info@a-met.com

Web: www.a-met.com

AudiologyNOW! 2011 marks three millionth hearing aid milestone for Aridion™

Three million hearing aid users worldwide have now benefited from unbeatable protection against corrosion damage thanks to Aridion™, P2i's revolutionary liquid repellent nano-coating. Taking centre stage for P2i at AudiologyNOW! in Chicago in April, Aridion™ transformed conventional levels of reliability by substantially reducing warranty failure and repair costs, and ultimately increasing user confidence. Visitors to AudiologyNOW! 2011 witnessed the unveiling of the new compact Aridion™ 8 processing machine, designed specifically to address the needs of smaller hearing aid manufacturers and dispensers. Measuring just 580mm (W) x 860mm (H) x 750mm (D), the Aridion™ 8 machines allow for cost effective and efficient processing of lower product volumes, including custom fit devices. The machines can be installed at any location that has a standard power supply and are operated at the touch of a single button, opening up a unique opportunity for all hearing aid manufacturers to provide Aridion™ protection to the millions of hearing aids made each year. Dr Stephen Coulson, Chief Technical Officer at P2i, comments: "As hearing aids become smaller and more sophisticated, there's less space for traditionally engineered solutions that deter liquid hazards, such as sweat, rain and steam. As a result, these devices are a significant new market for nano-coating technologies. Aridion™ is the world leading nano-coating technology for electronic devices and the ultimate protective shield for high-performance hearing aids, regardless of where they are worn and the intricacy of their design. We're already achieving excellent results with three of the largest hearing aid manufacturers, and see huge potential for Aridion™ across the entire market through our new machine, which we're delighted to reveal to visitors of AudiologyNOW!"

For further information contact: P2i, Tel: +44 (0)1235 833100, Fax: +44 (0)1235 861214, Email: info@p2i.com Web: www.p2i.com



ExSilent's Ytango: world's first BTE with microphone and receiver in the canal (MaRiC™)

ExSilent, the Dutch Hearing Instrument company, have introduced Ytango, the first ever behind the ear hearing aid system with MaRiC - microphone and receiver in the canal. This new, patented technology places the microphone inside the ear canal, allowing the concha and the ear canal to retain their natural acoustic sound enhancing properties. Its makers say that with the Ytango, people experience natural sound, enabling them to better pinpoint where sound comes from, to experience less wind noise and to retain the ability to understand conversation in noisy situations. The new Ytango product line consists of three devices:

- The Ytango, a behind the ear device with MaRiC for natural hearing. High quality components and advanced technology ensure the highest quality sound and prolonged wearing comfort.
- The Ytango Pro adds AirTAP™, another technology first from ExSilent, originally introduced on the Qleaf Pro CIC in February 2011. AirTAP lets you select programs with a slight touch. Simply pat your ear and the Ytango Pro switches smoothly through four personal preset programs to adapt to different listening situations.
- The Ytango Pro-T adds a telecoil, opening the doors for people with hearing loss to listen to their mobile phones, MP3 players and other audio equipment, using a Bluetooth enabled neck loop.

The Ytango includes newly designed soft domes in different sizes with an open or closed fit, minimising the occlusion effect and ensuring a comfortable fit in any ear and rendering the need for ear impressions obsolete. The Ytango consists of two modules: a module with MaRiC and a module with the processor and battery behind the ear. The module in the ear fits deeply, so it is nearly invisible. The accompanying Qfit software enables easy fitting and rapid optimisation of the Ytango's settings for each individual. ExSilent developed the Ytango technology in cooperation with the Delft University of Technology and the TNO, both world renowned research institutes based in the Netherlands.

For further information contact: ExSilent Netherlands, Tel: +31 206 751 004, Email: shuizenga@exsilent.com Web: www.exsilent.com



Irwin Mitchell supports RNID

I currently represent many people who suffer from a hearing loss and tinnitus due to their exposure to noise. Over the years I have referred clients to the RNID for support, guidance as well as aids and appliances. Last year I was lucky enough to meet with some of the staff at the Birmingham branch of this charity and found out a lot more about the care homes, supported housing and outreach services that they offer to their members. There is a network of care homes and supported housing in the Birmingham area, providing high quality care and support to deaf residents who have additional needs. One of the services they provide is supported living for deaf and deafblind tenants at Lysways Street in Walsall. Irwin Mitchell are delighted to have been asked to help raise funds to establish a sensory garden at Lysways Street, Walsall and will provide volunteers to help landscape the garden. To help raise funds for this worthwhile cause Irwin Mitchell are planning a series of fundraising events throughout the year. This started with a supermarket bag pack at Marks & Spencer on New Street, Birmingham on the 2nd April which made £717.

For further information contact: Irwin Mitchell, Louise Scott, Tel: +44 (0)121 214 5489, Email: louise.scott@irwinmitchell.com Web: www.irwinmitchell.com or Web: www.rnid.org.uk



Happy 30th birthday to the Birmingham & District Tinnitus Group

In April 1981, a press advert announced the first meeting for tinnitus sufferers in Birmingham. Since then, B&DTG has continued to maintain progress and to achieve its purpose in supporting tinnitus sufferers in and around the West Midlands. When I moved to Birmingham in January 2010 I contacted the Birmingham & District Tinnitus Group to see whether they could provide help, support or simply a friendly voice for my clients struggling with this condition. A year later I am honoured to be a committee member of the Birmingham & District Tinnitus Group and am delighted to support them by holding their committee meetings and support group meetings at Irwin Mitchell, Temple Street. We are also planning to celebrate their 30th birthday in style at Irwin Mitchell on 16th April. Numbers for the event are to be confirmed but we expect 60 - 70 people including tinnitus sufferers and medical professionals as well as the Deputy Lord Mayor and the Deputy Lady Mayoress of Birmingham.

For further information contact: Birmingham & District Tinnitus Group, [Web: www.tinnitusbham.org.uk](http://www.tinnitusbham.org.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



Karl Storz Endoscopy has continued to make huge contributions to education across all surgical specialities worldwide. With their ongoing commitment to surgical education and the support of courses, workshops and new pioneering surgical techniques, Karl Storz has developed a huge library of literature in the form of their famous silver Doctor to Doctor booklets. These are written by doctors and surgeons for doctors and surgeons on topics of interest or to describe a new surgical technique. Further material includes the popular EndoWorlds and EndoGrams which provide brief overviews of new surgical techniques. Please visit the Karl Storz website for a full listing of publications on www.karlstorz.com. Alternatively, contact the Karl Storz Endoscopy UK Ltd Customer Service Department for a full list of publications currently available.

For further information contact: Karl Storz Endoscopy UK Ltd on Tel: +44 (0)1753 503500, Fax: +44 (0)1753 578124, or Email: customerservice@karlstorz-uk.com
Please specify the area of interest on the Reader Enquiry Service when requesting literature.

CMOS video rhinolaryngoscope

The new CMOS video rhinolaryngoscope from KARL STORZ is a universal and compact solution for diagnostics and documentation in laryngology. With its universal monitor the device is an inexpensive and mobile solution providing 140° deflection in both directions. Outpatient doctors and private practice physicians will enjoy the inbuilt camera control unit, CMOS chip technology, brilliant LED light as well as the photo and video documentation via SD-Card. Many adjustments can be made on the lightweight portable monitor, providing great vision and colours.



For further information contact:
KARL STORZ GmbH & Co. KG,
Tel: +49 (0)7461 7080,
Fax: +49 (0)7461 708 105,
Email: info@karlstorz.de

New addition to ReSound NHS Sales Team

ReSound is pleased to announce the appointment of Oliver Townend as Public Sector Sales Manager for South Wales and South West region. Oliver joins ReSound from the Bristol Imperial College Healthcare Trust where he has spent the past eighteen months. Oliver's knowledge and enthusiasm will be a great asset to the team and will enable ReSound to further enhance the level of support offered to their customers. Oliver can be reached on mobile number + 44 (0)78251 88607.



For further information contact:
ReSound, Tel: +44 (0)800 023 2128

Upgrade to Cochlear® Baha BP100

Cochlear is constantly working to develop new technologies to ensure that users have the best hearing opportunities possible throughout their lifetimes.

As a result of this, Cochlear™ Baha users with a Classic, Compact or Divino® Sound Processor can now upgrade to the Baha BP100 without the need for additional surgery.

Cochlear say that research shows that patients, using the Baha BP100 compared to the Divino® Sound Processor, can experience up to 25% improved speech understanding, even in noisy situations.

Patients who upgrade to the BP100 can take advantage of following advanced technology:

- 12-channel sound analysis for better signal processing
- Adaptive directional microphone designed for better speech-in-noise ratios
- GORE-TEX® microphone covers for better water protection than ever before
- Paediatric features: keylock and optional tamper proof battery door.

For further information contact: Cochlear AG,
Tel: +41 (0)61 205 04 04, Fax: +41 (0)61 205 04 05,
Web: www.cochlear.com



New software for Interacoustics' VF405 Video Frenzel system

Interacoustics' latest software release (V. 1.1) for the VF405 Video Frenzel system has a series of new features, enhancing the user experience. The software is fully Windows® 7 compatible and has camera speeds of up to 105 Hz with automatic camera brightness adjustment. VF405 is available in basic and extended versions. Both versions are operated through the OtoAccess™ patient database, and they are also both upgradeable to Interacoustics' VN415 or VO425 systems for vestibular and oculomotor analysis. VF405 uses the same cutting edge combi goggle as the Interacoustics VNG systems. Other new software features include right and left eye indicators, video sound indicator, fixation light activity bar, video recording, and elapsed time indicator. The user can also highlight sections of interest in a video, and add notes relating to this section. With VF405 Extended version users also get external video recording capabilities, webcam, video recording and built-in report editor.



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

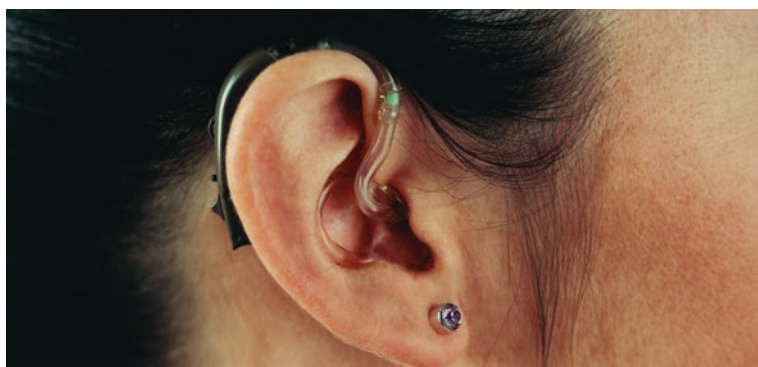
New improved Ponto sound processor family

In association with the launch of the new and more powerful Ponto Pro Power during spring and summer 2011, Oticon Medical introduces a number of new improvements. Those improvements are made available not only in the new Ponto Pro Power, but also in Ponto and Ponto Pro. New unique Ponto features include Dynamic Feedback Cancellation, Speech Guard and a water resistant nano coating. A new Genie Medical 2011.1 fitting software has been developed to support the new improved Ponto sound processor family. The new Genie Medical version comes with new fitting tools including Feedback Management, BC in-situ audiometry and a dedicated soft band fitting mode. Via the software it is also possible to update older versions of Ponto and Ponto Pro with the new features. All three Ponto sound processor models are powered by the unique Oticon RISE platform and fitted via the same easy to use Genie Medical fitting software. So, if you can fit one Ponto processor you can fit them all.



For information contact: Oticon Medical AB,
Tel: +46 31 748 61 00,
Email: info@oticonmedical.com Web: www.oticonmedical.com

ReSound iSolate™ Nanotech reduces moisture related repairs by 50%



Hearing aid manufacturer, ReSound, is using a protective coating for hearing instruments that has resulted in a 50% reduction in moisture related repairs. ReSound, one of the leading companies in hearing solutions, has released results from a recent study into the iSolate™ nanotech protective coating for hearing instruments. In a review of 50,000 hearing aids sold, the iSolate™ nanotech protective coating was shown to decrease moisture and debris related repairs by 50% in the first six months. "The benefits of iSolate™ nanotech become more evident with time," said Jennifer Groth, Global Audiology, ReSound. "We expect even better results at the 9 – 12 month mark." iSolate™ nanotech works by coating all elements of the hearing aids with a thin protective layer that bonds at a molecular level with the internal and external components, shielding them without affecting their performance. Liquids or moisture coming into contact with any element of the hearing aids, including internal elements, will simply roll off without being absorbed. The ReSound iSolate™ nanotech technology treats completed devices, not just individual vulnerable components as others may do. The application process, which is done in a vacuum chamber, ensures global coating of all components inside and out. "With iSolate™ nanotech, we're able to offer more durable hearing instruments that have greater resistance to moisture, humidity, oil and wax," said Groth. "This translates into more satisfied patients and fewer returns and repairs."

For further information contact: ReSound,
Web: www.gnresound.com/professionals/technologyandinnovation/isolate.aspx

UNITRON UK APPOINTS CHRIS MILLS

Unitron is pleased to announce the appointment of Chris Mills, Regional Manager, South East and London.



Chris has worked in audiology for more than 7 years, and brings several years of retail and sales experience to the role. Chris will be responsible for building new and existing relationships, demonstrating the Unitron product range as well as providing training and business support to customers.

Commenting on his role, Chris says, "I'm thrilled to be joining Unitron at such an exciting time of growth and development. I'm particularly looking forward to meeting our customers and developing mutually prosperous relationships."

Chris Auty, Director, Unitron UK adds, "The continued growth of Unitron in the UK has been a reflection of not just technological innovation but also a genuine passion that runs throughout the organisation to exceed our customers expectations, and support them as a true partner should. With extensive experience in the industry combined with a strong desire to deliver customer-centric service, Chris is a valued addition to the Unitron team."

For further information contact:
Unitron UK, Web: www.unitron.com/uk

Starkey launch new Wi Series technology levels

Starkey Laboratories is pleased to announce the introduction of two new technology levels to their new wireless range Wi Series, from the 4th April 2011. The Wi 90 and Wi 70 will be available alongside the flagship product Wi 110 to provide dispensers with even more choice for their patients. The new Wi Series with IRIS technology is the first hearing aid that truly lives up to the promise of wireless. It's seamless, effortless and truly wireless; the way wireless was meant to be. The power behind Wi Series' superior performance is IRIS Technology, Starkey's proprietary new wireless integrated circuit platform. IRIS Technology leverages a unique ear to ear communication strategy with the introduction of binaural spatial mapping. In addition, thanks to Starkey's innovative SurfLink™ accessories, Wi Series delivers on the true promise of wireless by eliminating the need for body worn devices during programming and daily listening.



For further information contact: Starkey Laboratories UK Limited, Web: www.starkey.co.uk

Amplivox introduce next generation screening audiometer

Amplivox is pleased to introduce the new Amplivox 116 manual screening audiometer. Combining style with functionality, the new 116 offers a reduced test time and improved patient concentration with the use of a threshold retention function.



Test results can be completed manually, printed on the optional portable printer or transferred to a PC for electronic storage.

Lightweight and compact, the Amplivox 116 is totally portable and is ideal for both desktop and mobile use. The Amplivox 116 is supplied inclusive of patient response switch, mains power supply and carry case.

For further information contact Amplivox,
Tel: +44 (0) 1865 842411, Email: sales@amplivox.ltd.uk

Paw-fect partnership raises money for hard of hearing

A fundraising partnership between the UK's only hearing aid battery manufacturer and Hearing Dogs for Deaf People has hit a major milestone. Rayovac have raised over £10,000 for the charity to support its work in training hearing dogs to support deaf and hard of hearing people around the UK. Dogs trained by the charity help to provide support to those with hearing difficulties by alerting them to everyday sounds. Rayovac has collected the money through a combination of donations from battery sales and fundraising activities undertaken by employees working at the company's factory in Washington. Paula Brinson Pyke, marketing manager at Rayovac, said: "Hearing Dogs for Deaf People is a fantastic organisation and we're delighted to have it as one of our chosen charities. It costs around £10,000 to train a new hearing dog so reaching the £10,000 mark is another major milestone for the partnership. We look forward to working with them for many years to come to help train even more dogs."



For further information contact:
Rayovac, [Web: www.rayovac.eu](http://www.rayovac.eu)

Stuart Axon joins Panasonic UK

Stuart Axon has joined Panasonic UK as Head of Hearing Instruments. Stuart is a well known figure within the UK Hearing Instrument industry and joins Panasonic following successful senior roles with Siemens Hearing Instruments and the ear mould and hearing aid company, Starkey Laboratories. Following his appointment Stuart said, "After lengthy periods with established manufacturers, my role at Panasonic should prove to be exciting and challenging, as our impact on the UK market grows." Stuart will be based at the Panasonic HQ in Bracknell, Berks.



For further information contact:
Panasonic UK Ltd,
Tel: +44 (0)1344 853128,
Email: stuart.axon@eu.panasonic.com

National 'local rate' number for Acoustic Metrology Ltd

As part of an upgrade of the telephone system at their technical centre, Acoustic Metrology Ltd (AML) has introduced a national local rate number - 0845 465 0141. The national local rate number provides a more direct connection to staff at the technical centre in Glasgow and the registered office in Middlesbrough. The new number can be used from outside the UK at normal international call rates and becomes +44 (0)845 465 0141.



Existing fax numbers remain unchanged. AML is retaining its original phone numbers, +44 (0)141 764 2100 for the technical centre and +44 (0)1642 325382 for the registered office.

For further information contact: Acoustic Metrology Ltd, Alan Proudler,
Tel: +44 (0)845 465 0141 ext 130, Fax: +44 (0)1642 271555,
Email: info@a-met.com [Web: www.a-met.com](http://www.a-met.com)

Joey McIntyre partners with Hear the World in public service

Musician Joey McIntyre is the latest famous face to lend his support to Hear the World, a global initiative launched by hearing instrument manufacturer Phonak to raise awareness about the importance of hearing and the consequences of hearing loss. Known worldwide as a member of pop sensation New Kids on the Block, McIntyre will also appear in a Hear the World public service announcement around the importance of pediatric hearing testing and early diagnosis.



After his son Rhys was born with severe hearing loss, McIntyre made it his mission to educate the public about the importance of early diagnosis, as well as solutions available to treat hearing loss in children.

"As a musician, music – and the ability to hear it – is the cornerstone of my life, so when my son was diagnosed with severe hearing loss, I wasn't sure how to handle it," said McIntyre. "Thankfully, because of today's advanced hearing aid technology, I don't have to worry about my son missing a beat. That is why I am honored to join Hear the World in their mission to educate the public about hearing loss and the solutions available to treat it."

McIntyre will join a host of other celebrity ambassadors including Jude Law, Kelly Osbourne, Elle Macpherson, Annie Lennox, Sting and Peter Gabriel. Each ambassador has been photographed by musician and photographer Bryan Adams holding the Hear the World pose – with one hand cupped behind his or her ear to convey conscious hearing.

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

Cheapest loud mobile that's hearing aid compatible

Specially designed for people with hearing problems, Amplicom's M4000 has a booster button that will increase the volume up to 20 times louder than regular phone calls. It has a high level compatibility rating with hearing aids and the extra loud ringer ensures a call is never missed with a powerful vibrating alert too. Easy to use, the M4000 has no gadgetry; it simply allows calls and messages to be sent and received and has a large screen with big fonts and big buttons. Available for £69.99 from www.bootshearingcare.com.



For further information contact: Amplicom,
Tel: +44 (0)845 072 0870,
[Web: www.bootshearingcare.com](http://www.bootshearingcare.com)

