

**LIVING**

Siemens Pure. It hides. You shine

BY SIEMENS

Make life a pure pleasure

For many people with a hearing impairment a discreet solution is a top priority. A solution that Pure™ easily provides. Pure is currently the smallest possible behind-the-ear or in-the-ear hearing instrument and is almost invisible thanks to its range of natural hair colors and skin tones. At the same time, it really shouldn't be so modest. It performs admirably in every imaginable situation and this means life can be enjoyed to the fullest even with hearing impairment.

A hearing instrument that you won't even think about

For many years Siemens has been an innovation leader in the area of modern hearing instruments. It should come as no surprise, then, that Pure's design incorporates everything that's technically possible today. Thanks to the latest BestSound Technology its sound and directional hearing capabilities shine. It adjusts automatically to everyday hearing situations and connects wirelessly to cell

Shawnae Jebbia on the phone with **Tek™**.

phones, telephones, televisions, stereo systems or computers. Some of the earliest testers even went to bed with their Pure still on because they had forgotten they were wearing a hearing instrument.

BestSound Technology for better quality of life

Our ears are highly complex structures. Together with our sense of hearing they recognize the direction from which a sound is coming and allow us to distinguish speech, enjoy music and filter out unimportant noise. The new Pure from Siemens can do all this, too—and do it completely automatically. It learns the behavior of its wearer and retrieves his or her personal settings depending on the situation. Whenever it detects speech, it adjusts to the best possible intelligibility, when it hears music it switches to the best sound or it suppresses background noise to a comfortable level. No other hearing instrument available today can learn as much as those from Siemens.

Hear what goes on behind you and next to you

For many years it has been standard for hearing instruments to be able to "hear" the direction from which a sound is coming. Until now, however, they've been designed so that people were best heard if they stood directly opposite the person wearing the hearing instrument. This is not the case with Pure. It automatically ensures the best speech intelligibility from any direction. It doesn't matter if the wearer is talking to someone walking beside them or the wearer's grandchildren are calling out from the back seat of the car.

Discretion meets comfort

Every aspect of Pure is designed for comfort. Its discretion and the resulting feeling of confidence.

Its natural sound quality and the completely new sense of hearing. But also its ease of use and care. Pure hearing instruments can be fitted with both single-use and rechargeable batteries, for example. Rechargeable batteries are recharged on a charger over night, which also dries out the hearing instrument. This extends the lifetime of the hearing instrument and therefore the pleasure it provides. At the same time it means less effort is required, which in turn translates into greater comfort.

The small and tiny **Siemens Pure™**.**Don't cut yourself off any more**

International studies in industrial countries have shown that around ten percent of the population actually need a hearing instrument but aren't currently wearing one. And this number will continue to rise, with both our aging society and the continuously increasing levels of environmental noise, particularly for young people, exacting their toll. Many people with hearing loss who don't wear a hearing instrument cut themselves off from many aspects of life by not wearing one, eroding their quality of life. With the new Pure from Siemens they can experience their world again. ■

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