

Take your
life back



Belton

identity™

There's a reason they call it a hearing **loss.**



When your hearing starts to decline, you lose so much more than sound. The way you communicate with friends and family, your social life, your sense of well-being and your self-esteem can suffer. You may even feel like you're not quite yourself anymore.

But not anymore. People whose hearing loss is effectively treated report benefits as fundamental and life enhancing as:

- **Better relationships with people around them**
- **Improved mental and physical health**
- **Better feelings about themselves**
- **Greater independence and security¹**

So you have a lot to gain from the right hearing instrument. Which is why we developed Beltone Identity – to help you feel more like your old self again.

1. Quantifying the obvious. *The Hearing Review*. January 2000. Sergei Kochkin, PhD, and Carole M. Rogin, MA.

The hearing instrument that gives you your life back.



Beltone Identity lets you:

Listen. Talk. Communicate.

When you can't hear, it's hard to interact – which can make you feel not quite yourself anymore. Beltone Identity helps you communicate confidently again in all kinds of environments.

Relax and forget about it.

Don't waste time thinking about your hearing instrument – and feeling anxious and unsure. Beltone Identity's automatic features make life simple again.

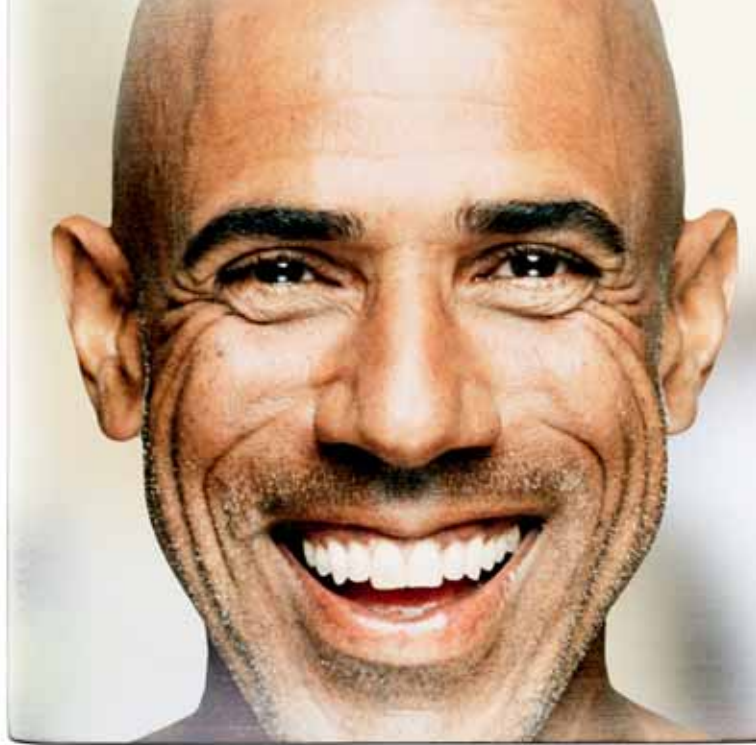
Feel good again.

Putting up with unwanted noise can leave you feeling tired at the end of the day. But not anymore. Beltone Identity helps you feel good again.

Use it. (You'll like it.)

With our extensive choice of exceptionally attractive, exceptionally small models, you'll be comfortable wearing your hearing instruments – and you'll feel good about them too.

Listen. Talk. Communicate.



If you have trouble hearing and understanding speech, you may find yourself keeping to yourself more – hesitating to join in conversations, perhaps.

Beltone Identity makes it easier to be an active participant again in all kinds of life situations. Even the ones you find it hardest to hear in today.

Focuses on words

– so you're confident you'll understand.

To feel sure of yourself, you have to feel secure about understanding words. Beltone Identity gives you your confidence back because it recognizes words, zeroing in on them and helping them come through more clearly.

So whether you're enjoying a family get-together, conversing one-on-one with a friend or talking with your spouse while walking down a crowded street, Beltone Identity will help you feel more at ease.

The loudness is just right.

So the communication is easy.

Your hearing care professional can fine-tune Beltone Identity to match your personal hearing needs in each of the different sound environments you're most likely to find yourself in.

That means you'll always experience the level of loudness that's best for you. So you'll hear more – and feel more comfortable again – in all kinds of social situations.

Relax and forget about it.

Beltone Identity's advanced automatic features mean you won't waste time thinking about adjusting your hearing instrument. The battery lasts a long, long time, so you won't think much about that either. And advanced fitting tools make getting used to wearing Beltone Identity easier too. Because you're sure to be less conscious of your hearing instruments, you'll feel relaxed, comfortable and more like your same old self again.

Perfectly amplified. Perfectly automatic.

Beltone Identity learns your loudness preferences and categorizes them within seven common hearing environments (one example might be an environment where both speech and noise are present, like a cafe. Another might be an environment where only soft speech is present, like a library). It then automatically "recognizes" the hearing environment you're in – and adjusts accordingly.



So forget all about adjusting the volume. Just "lean back" and enjoy better hearing.

Don't even think about the battery.

Worrying about your battery running out is another headache you don't need. But Beltone Identity's batteries last longer than most. And you get longer wearing time and greater peace of mind.

SATISFY satisfies.

To make getting used to wearing your new hearing instrument a positive experience, Beltone Identity uses a special fitting tool called SATISFY. SATISFY allows your hearing care professional to program your hearing instrument in a way that helps you gradually – and comfortably – adjust to your renewed hearing capability. Which is just one more reason you'll spend less time worrying about Beltone Identity.

Feel good again.



Beltone Identity makes life more comfortable again because when you hear better you feel better. It minimizes unwanted noise that can make you feel worn out – not quite your usual self – by the end of the day.

Ahhh, relief from wind noise ...

With some hearing instruments, wind noise can create an uncomfortable disturbance when outdoors. Beltone Identity reduces wind noise, so you can comfortably enjoy being outside – and hear pleasant sounds like the birds singing and the leaves rustling better too.

No more embarrassing whistling.

With Beltone Identity you'll never be embarrassed or distracted by a whistling tone coming from your hearing instrument, for example when you hug someone or listen to music. Beltone Identity simply shuts that noise out – practically instantly and better than ever – without compromising on sound quality. So you hear only the sounds you want to hear.

Less distracting background noise.

A better hearing experience.

Beltone Identity erases other kinds of noise too, so you can focus on hearing speech. The result for you is better listening comfort with less effort.

Use it. (You'll like it.)



Beltone Identity is so easy to wear. It's a comprehensive family of hearing instruments that are all uncommonly small and exceptionally attractive.

And with a wide selection of models and fitting options to suit just about everyone, you won't have to worry about how your hearing instrument looks – or feels.

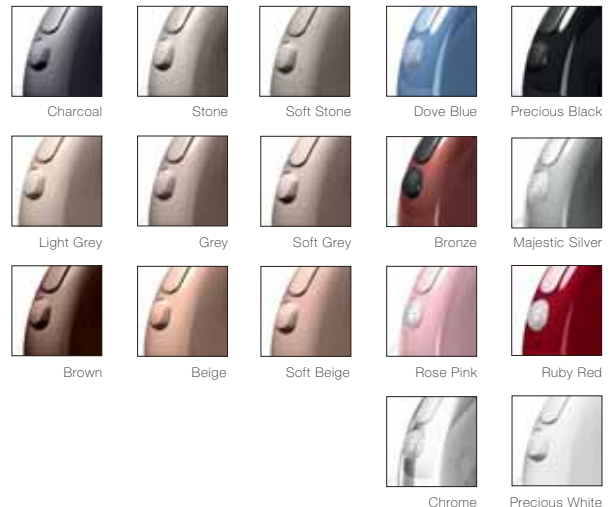
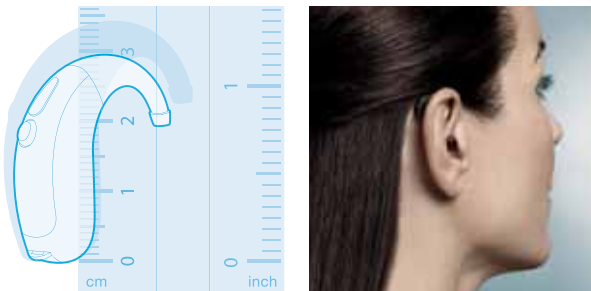
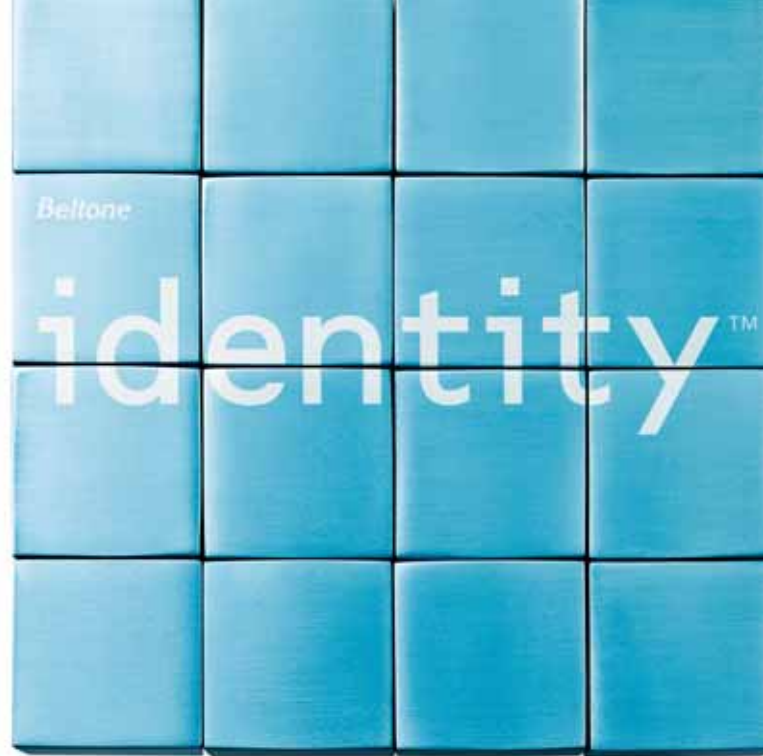
Looks better. Feels better. Works better. (And it's so small!)

Beltone Identity represents our most extensive selection ever. So there's sure to be a fitting that's right for you. There are small Behind the Ear models that come in a choice of many handsome colors. Nearly invisible Receiver In the Ear models. And a variety of discrete Custom models.

So whichever model is the model for you, you can be sure it will be one of the smallest, most attractive, most comfortable hearing instruments around.

Looking good!

Most Beltone Identity models are significantly smaller than comparable hearing instruments. And they're all available in a wide choice of colors. So you won't just like the way your Beltone Identity feels. You'll like the way it looks on you too!



Surprisingly small!

With significantly smaller housing Beltone Identity now offers the smallest, most attractive lineup in the world.

Everybody has the right to good hearing

Beltone was founded on the act of helping a friend to enjoy life more. Since 1940, we have provided knowledge, tools, service and training to the professionals servicing the hearing impaired. Beltone makes quality hearing care available to more people. To do so, we develop technically optimal hearing solutions without ever losing focus on the individual's needs. It is our belief that no individual should be denied the possibility of an improved life with better hearing.

Worldwide Headquarters

Beltone A/S
Lautrupbjerg 9
P.O. Box 130
DK-2750 Ballerup
Denmark
Tel.: + 45 45 75 11 11
Fax: + 45 45 75 11 19

