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# AMERICAN HEARING AIDS

*We are dedicated to improving your hearing and quality of life through technologically advanced products, competitive prices, and unmatched service!*

Fall 2018

## NEW: Artificial Intelligence Reinvents the Hearing Aid and It's Happening Right Now!

Starkey's newest hearing aid technology, Livio AI, uses artificial intelligence! It is a multi-purpose device that redefines what a hearing aid can do. Foremost, Livio AI is a high-performance hearing aid designed to address hearing loss with the best sound processing available to date from the company. Not to be lost in the many sensor-driven features are the hearing-related innovations.

Livio AI debuts Starkey's new Hearing Reality™ technology that reportedly provides an average of 50% more satisfaction in noisy environments, enhanced clarity of speech, and reduced listening effort and cognitive load through its processing and use of AI. It also uses a dual-radio (2.4 GHz and NFMI) technology for extremely clean and energy-efficient transmission of wirelessly streamed audio.

Sensors inside the hearing aids detect movement, activities, and different gestures. The hearing aids then communicate with each other, and with multiple accessories, to deliver meaningful



*"Today, we made the impossible possible," said Starkey President Brandon Sawalich in his opening remarks at the Livio AI launch. "We're going to start looking forward... Our capacity is limitless, and we're going to change the conversation on hearing aids for people. We're going to make hearing aids cool."*

benefits beyond traditional amplification.

This hearing aid runs machine-learning algorithms that continuously monitor your "acoustic environment" to help you hear what you want to hear. For example, in a noisy coffee shop, the devices will decide this is a "speech in noise" situation, and automatically dampen the sound of background chatter and espresso machines, and focus four directional mics (two in each device) to amplify the voice of the person speaking to you instead.

Until now there has never been a device that tracks physical activity and cognitive health as measured by hearing

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Debbie is fitted for Livio AI hearing aids at Starkey Labs.

aid use in social situations. Most fitness tracking devices use the wrist, but the ear provides far more accurate data – in fact, it’s the ideal spot for reliable tracking, and Livio AI is the first-ever device to take advantage of that.

Now you have the power to easily monitor your body and brain health with your smartphone and the full-featured Thrive™ Hearing app.

Compatible with both Android™ and Apple® smartphones, the Thrive app provides you with a Body Score, a Brain Score, and an overall score combining the two, called a Thrive Wellness Score. The Body Score (100 points possible) is generated from a combination of activity, steps, and overall movement. Livio AI measures the

*Continued next column*

brain benefits of wearing hearing aids and provides a Brain Score (100 points possible) derived from hours of daily use, social engagement, and the tracking of active listening. (Ever-increasing evidence shows treatment of hearing loss with hearing aids can improve or limit some serious health issues like cognitive decline and dementia.) The Thrive Wellness Score (200 points possible) is the combination of both scores and delivers a good overall assessment of your health and well-being.

According to the National Council on Aging, a person over 65 goes to the ER due to a fall every 11 seconds. Livio AI hearing aids can detect when the wearer has fallen, and with an impending software update, will be able to notify a loved one or 911.

Livio AI performs all the functions you’ve come to expect in a state-of-the-art hearing aid such as streaming phone calls, music, and messages directly from your smart phone and television. You will be surprised, however, that it offers *remote programming* so

American Hearing Aids can make minor adjustments without an office visit! These hearing aids can even listen to another language and whisper a near real-time translation in your ear, Star Trek style. In fact, the Livio AI has the ability to translate 27 languages in near real-time! While some of these features have been available in consumer devices known as “hearables,”



See Cover, next page

### Are you our next winner?



Congratulations to our newest newsletter contest winner, Ruth Thomas, who won a \$20 gas card. Stop in for a free, quick, and easy hearing aid cleaning by Friday, November 30, and you could be our next winner! How do two

Sacramento Kings basketball tickets sound? ✨

See Cover, next page

**Win two tickets for the Dec. 10 game at 7pm.**



**Yes! You Deserve to Win Sacramento Kings Tickets!**

**Just have a FREE hearing aid cleaning by Friday, November 30, 2018, and enter to win! (It takes only 5 minutes!)**

Name \_\_\_\_\_ Phone \_\_\_\_\_

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## Debbie's Varing Dream: Drag Racing

**That's Debbie under a fireproof hood, goggles, and helmet!**



Every entrepreneur is a risk taker, but something you probably don't know about Debbie Bond is that years ago she dreamed of racing dragsters! At the Annual Lincoln Center Car Show in August, she had the rare opportunity to experience what she calls "the thrill of lifetime" when she donned a "fire suit" in 100+ degree weather and sat in the ultra tight quarters of Roger Lee's top fuel

dragster. In the photo directly below, you can see actual flames shooting out of the engine. (Yes, that's normal.) Top Fuel dragsters are the quickest accelerating racing cars in the world and the fastest sanctioned category of drag racers, with the fastest competitors reaching speeds of 335 miles per hour and finishing the 1,000 foot runs in 3.64 seconds. ✨

*Photos by Tim Ulmer Photography*



**A radiant Debbie with dragster owner Roger Lee**



**Sweet moment: Debbie & her Dad hug as he helps her out of the dragster**



**Flames shoot out of the engine at ignition!**

*Cover, Continued from page 2*

they've never before been packed into a hearing aid—a government-approved medical device that has to be small, comfortable, and include batteries that last for days rather than hours.

Today, only 50 million of the estimated 466 million people with some hearing loss use hearing aids. Starkey is hoping to finally make it okay for all those untreated people to buy a product they haven't wanted to admit they need. It's a page out of the Apple playbook. "When Steve Jobs launched the iPhone, he totally disrupted a perfectly good cell-phone market by making it into a multipurpose device" that combined a phone, an internet communicator, and iPod into one product, says Dr. Achin Bhowmik, Starkey's chief technology officer and Silicon Valley phenom. "What Apple did to the smartphone, we're going to do to the hearing aid."

Starkey founder, Bill Austin, pressed his engineers to take advantage of the ear's potential for monitoring health metrics such as heart rate and for real-time language

*See next column*

translation. "I've been waiting so long for this—to be able to help people live healthier, better lives," Austin told a raucous crowd at Starkey headquarters during the launch of the Livio AI, via videoconference from Madagascar.

Such talk may sound like typical corporate blather, but Austin is not your average businessman. He was in Madagascar to fit locals with free hearing aids. For the past decade, he's left most of the day-to-day management to others while he and his wife, Tani, traveled with Starkey Foundation staffers giving the "gift of hearing" from Ramallah to Rwanda. The Austins typically spend more than 150 days a year on such missions, working long days in school cafeterias and community centers.

Visit American Hearing Aids soon and check out the Livio AI. The future of hearing aids is here, and we can't wait to show you! ✨

*Parts of this feature are excerpted from an article by Peter Burrows in the 9/5/18 issue of Wired Magazine titled, "This Hearing Aid Can Translate for You – And Track Steps Too" and The Hearing Review blog by Karl Strom, editor, August 28, 2018 edition.*

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# AMERICAN HEARING AIDS

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Debbie Bond,  
owner  
HA 3678

**Our calendars are available now! Please come in for a "Holiday Hello" & get your 2019 pocket / purse calendar!**

## American Hearing Aids honored by community



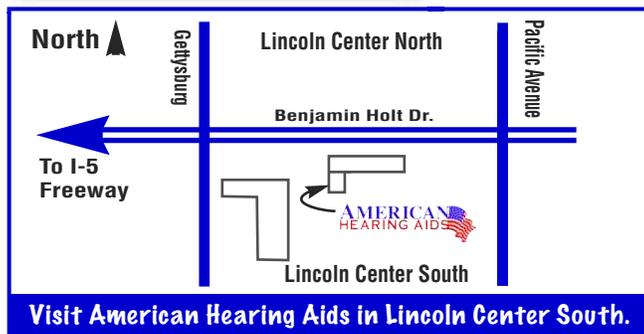
American Hearing Aids was named "Best of San Joaquin 2018!" This is the third time we have been honored in this way by our loyal clients. More great news: Herlife Magazine named American Hearing Aids winner of the "2018 Her Choice Award." We are humbled by the generous recognition of those we serve. We will always do our best to help those in our community solve their hearing challenges with professional expertise, the latest in hearing aid technology, stellar service, and compassion. \*



Debbie with Hear Now program recipient, Ruben

## AHA pays it forward

Through Starkey's *Hear Now* program, we are privileged to donate our time and expertise to examine, fit, and provide ongoing service for refurbished hearing aids provided by the *Hear Now* program for those with limited income. Every year, Starkey's *Hear Now* program fits thousands of people in need all over the world. (Read a little about it toward the end of the cover article.) \*



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