

be BY RESOUND™

Custom / Custom Power

**Introducing a more
powerful choice...**

**custom-made
be by ReSound™**



be BY RESOUND™
Custom / Custom Power

Everyone wants be by ReSound™

Now more people can have it.

What happens when you take the microphone out of a conventional CIC and hide it up inside the pinna? You free up a whole lot of internal space – opening up to a new world of possibilities with custom devices.

With its externalized microphone, custom-made **be by ReSound** represents a revolution that brings new levels of flexibility to create the most appropriate solutions.

This bold approach has made **be by ReSound Custom**:

- More open than other CIC-sized instruments
- More powerful
- Smaller and more discreet

Now many with severe hearing loss can enjoy the discreet benefits of CIC-sized instruments.

One solution. Two choices.

be by ReSound Custom models are CIC-inspired solutions that let you turn freed-up microphone space into larger venting options. Or cater for ear canals that are too narrow or unsuitably contoured for conventional CICs. More comfort, smaller size.

Want to prescribe CIC-sized devices for individuals with severe hearing losses? **be by ReSound Custom Power** models use the extra internal space to deliver the gain you would expect from much larger instruments. More gain, smaller size.

Whether your focus is openness, size and/or gain, you can now provide the innovation, wind noise reduction, and sound quality of **be by ReSound** – in a custom-made, discreet design.



More open comfort

be by ReSound Custom lets you prescribe a very small device that can't be matched for wide-open comfort.



More gain, less size

Want high-gain power without sacrificing invisibility?

be by ReSound Custom Power models offer as much gain as a typical ITE device.

Microphone out. New advantages in.

A snug new fit

The microphone is placed at the end of a flexible tube, and nestles securely in the concha symba of the pinna. The rest of the instrument is inserted into the ear as with conventional CIC designs. Users will find inserting these revolutionary new instruments to be every bit as easy – yet with the benefit of smaller size and great comfort.

Less wind noise

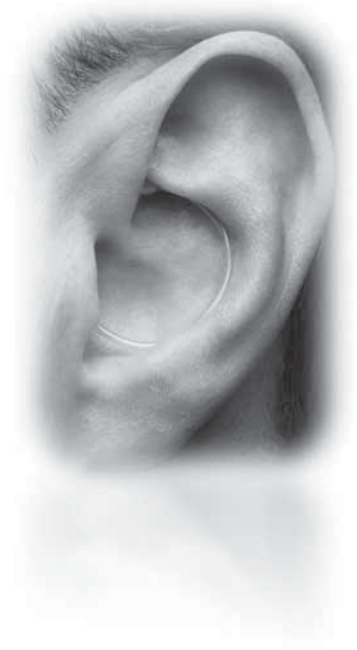
Correct positioning of the externalized microphone can provide natural shielding, helping to reduce the negative effects of wind noise.

Intelligent design

be by ReSound makes the most of the natural contours of the ear to deliver extra high-frequency gain and added directional benefits.

Quality first

For optimum microphone placement and discretion, a complete, high-quality impression of the pinna is required, including the helix.

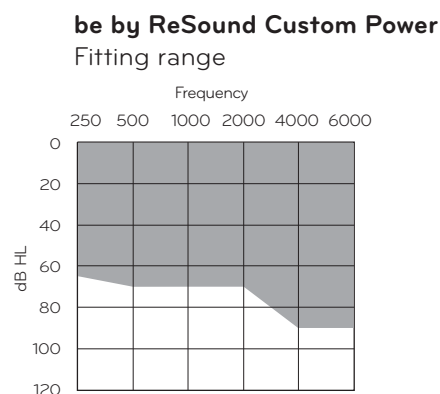
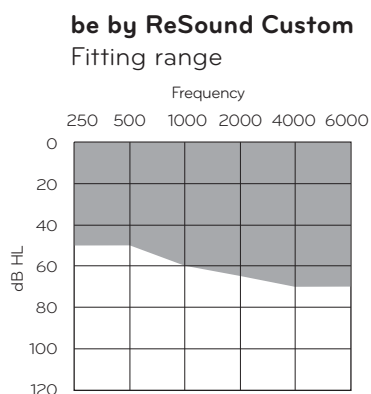


A dynamic duo – dual choices

Features	be 9 by ReSound™ Custom	be 7 by ReSound™ Custom
WARP™ 17 high-resolution compression	■	■
Enhanced Stabilizer™ II DFS	■	■
Hi-Fi digital speech amplification	■	■
Noise Tracker™ Noise Reduction		
Environmental Optimizer™	■	
Aventa gain handles	9	7
Advanced DataLogging™	■	Quickview only
Acceptance Manager™	■	

■ Sound by ReSound™

be 9 by ReSound and be 7 by ReSound are available in both Custom and Custom Power solutions:



Note: To achieve full benefit, high-quality ear impressions are important. It is critical to fill all the landmarks of the ear to obtain optimal fitting.

ReSound



rediscover hearing

ReSound – ReDiscover hearing

The ReSound brand provides excellent sound by offering innovative hearing solutions that combine original thinking and design with solid technology – all based on deep audiological insight and understanding of users. ReSound constantly strives to develop better solutions that help people ReDiscover hearing – so they can live rich, active and fulfilling lives.

Better hearing through better technology

Key to the ReSound philosophy is the recognition that technological innovations make sense only if they deliver actual user benefit. That's why ReSound looks for inspiration in the everyday realities faced by people with hearing loss.

An impressive heritage

ReSound has been responsible for a number of hearing industry firsts: WDRC (Wide Dynamic Range Compression) broke new ground for sound processing. DFS (Digital Feedback Suppression) was the first system to effectively eliminate howling and sound distortion. The world's first open-standard digital chip set a new standard for flexibility in programming. And the introduction of ReSoundAIR™ instruments meant that it was finally possible to avoid plugging the ear canal – and that sound became more natural than ever before.

A strong global brand

ReSound is today represented in almost every country in the world. The company draws on a vast pool of resources at technology centers around the world where our researchers work to apply technology to real human situations. To learn about our complete product portfolio, visit www.resound.com

Worldwide headquarters

GN ReSound A/S
Lautrupbjerg 9 • P.O. Box 130
DK-2750 Ballerup
Denmark
Tel.: +45 45 75 11 11
Fax: +45 45 75 11 19
www.gnresound-group.com

Australia

GN ReSound Pty. Ltd.
Unit R1 Regents Park Estate
391 Park Road
Regents Park NSW 2143
Tel.: (free) 1800 658 955
Fax: 02 9743 7472
www.gnresound.com.au

New Zealand

GN ReSound (NZ) Ltd.
12 Parkway Drive
Mairangi Bay
Auckland
Tel.: (free) 0800 900 126
Fax: (free) 0800 007 695
www.gnresound.co.nz

United Kingdom

GN ReSound Ltd.
1 Landscape Close
Weston Business Park
Weston-on-the-Green
Oxon OX25 3SX
Tel.: 0 1869 343 500
Fax: 0 1869 343 466
www.gnresound.co.uk

Canada

GN ReSound Canada
303 Supertest Road
Toronto, Ontario
CANADA M3J 2M4
Tel.: +1 888 737 6863
Fax: +1 800 666 4089
canada@gnresound.com
www.gnresound.ca