

SIMPLY SURPRISING



ReSound
Essence™

SIMPLY SURPRISING.

**ISN'T IT TIME YOUR CUSTOMERS
ENJOYED THE QUALITY OF LIFE
THAT RESOUND ESSENCE™
CAN PROVIDE?**



MOST PEOPLE THINK THAT IF YOU COMPROMISE ON COST, YOU'LL LOWER THE QUALITY OF A PRODUCT. THIS NO LONGER HOLDS TRUE. FOR THE FIRST TIME YOUR CUSTOMERS CAN ENJOY ALL THE BENEFITS OF A SUPERIOR HEARING INSTRUMENT AT A PRICE THEY CAN AFFORD.

RESOUND ESSENCE™ IS THAT HEARING INSTRUMENT.

For your customers, cost will always be an issue; many may not be able to afford the most advanced technology, and more to the point they may not need it. They are looking for an easy-to-use hearing instrument that can provide them with the best possible level of comfort, reliability and sound quality – as well as offering them the best possible value. And because ReSound Essence™ is based on tried and tested technology that has been delivering superb sound quality for several years – we know it will also do the same for your customers.

We want your customers to be simply surprised. Surprised at the technology; the sound quality and range of features. Surprised at the design; so simple, discreet and easy to use. Surprised at its strength and build quality; Resound Essence™ is a hearing instrument you can rely on. And finally, we want your customers to be surprised at the price; so much quality at such a reasonable price.

- **STRONG SOLUTIONS**

Jam-packed with great ReSound technology

- **WELL DESIGNED**

Built to last – both inside and out

- **EASY TO FIT**

Easy to fit, easy to explain the simple controls and easy to live with

- **MAKES GOOD SENSE**

Low cost entry level with good range of fitting options

**SURPRISINGLY STRONG
SOLUTIONS.**

**JAM-PACKED WITH
AN IMPRESSIVE
ARRAY OF GREAT
TECHNOLOGICAL
KNOW HOW.**



THE GREAT TECHNOLOGY IN RESOUND ESSENCE™ WILL BENEFIT YOUR CUSTOMERS; WITH A SIGNIFICANT INCREASE IN THE QUALITY OF SOUND AND COMFORT PREVIOUSLY UNAVAILABLE TO THEM.

At the heart of Resound Essence™ is the 6 Band Warp processing system, an advanced ReSound technology that is available in a number of successful hearing instruments. With six tightly overlapping bands it analyses, identifies and reacts to sound sources, delivering a smoother and more comprehensive sound solution.

Our Open Fitting options, combined with the fast processing speed, will provide the wearer with a natural sound and without any unpleasant echo or occlusion. This will help to increase your customer's comfort and satisfaction.

Each individual frequency band is analysed 500 times per second with the Noise Reduction system and is distinguished as either speech or background noise. Resound Essence™ then removes the unwanted noise. But that's not

all. Resound's DFS technology has also been incorporated to stabilise the sound quality and produce a steady, constant performance that eliminates feedback without reducing gain. And with the Power versions of ReSound Essence™, DFS provides greater gain without distortion, within the same small sized housing.

ReSound Essence™ uses an excellent fixed directionality system which manages surrounding sounds and noise to provide clearer understanding of speech in noisy environments. Focusing on the speech in front of the wearer requires less listening effort and better comprehension.

With all this great technology built into ReSound Essence™, your customers will benefit from a product that's top of its class.

- **6 BAND WARP**
Excellent sound processing and delivery of superb sound quality
- **OPEN FITTING**
Natural sound – greater comfort and satisfaction. For BTE only
- **NOISE REDUCTION**
Clearer understanding of speech in noisy environments
- **DFS SYSTEM**
Provides stability and a better gain performance offering extra power
- **FIXED DIRECTIONALITY**
Better speech understanding and less listening effort required

SURPRISINGLY WELL DESIGNED.

**RESOUND ESSENCE™ IS A
TRIUMPH OF DESIGN
IN LOOKS, COMFORT
AND EASE OF USE.**



RESOUND ESSENCE™ HAS BEEN BUILT TO LAST. OUTSIDE – IT'S STRONG AND COMFORTABLE TO WEAR. INSIDE – TRIED AND TESTED TECHNOLOGY MAKES IT EXTREMELY RELIABLE AND EASY TO USE.

Resound Essence™ is not only technically excellent, but has been designed to provide your customers with years of great sound quality. Being easy to use, as well as comfortable to wear within a strong and durable housing, Resound Essence™ really has been built to last.

We've put ReSound Essence™ through its paces with an exhaustive series of stress and performance tests – all of which it passed successfully. We're confident that Resound Essence™ is strong and robust enough to take the wear and tear of everyday usage in its stride; providing superb sound quality – day after day, year after year.

This durability, combined with the long life

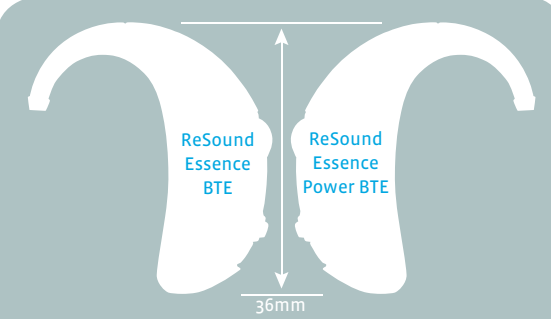
time of its battery, means ReSound Essence™ is very low maintenance.

ReSound Essence™ also offers a Power version in each model

available, so you can cater for a wider range of hearing loss. Power customers

will also be able to enjoy hearing instruments of the same size as the regular versions. On top of that, they're extremely easy to use and maintain and just as cosmetically appealing.

The ReSound Essence™ range also includes a very powerful Power BTE – in the same size housing as our small and neatly designed regular ReSound Essence BTE



The diagram shows two white earpiece housings side-by-side. The left one is labeled 'ReSound Essence BTE' and the right one is labeled 'ReSound Essence Power BTE'. A vertical double-headed arrow between the two housings is labeled '36mm', indicating their identical width.

- Ergonomic Power BTE design – same housing as regular BTE
- 6-band WARP™ Compressor
- Stabilizer DFS™ Feedback Cancellation
- Noise Reduction
- Fixed Directionality option
- Open Fitting option with a thin-tube
- Analogue Volume Wheel – 1-4 settings
- Low Battery Consumption Chip Technology
- Low Battery indicator
- Push Button with up to 2 environmental programmes + Telecoil, DAI or MT options
- Acoustic programme selection indicator
- Direct Audio Input

SURPRISINGLY EASY TO FIT.

**HIGH-TECH DOESN'T HAVE TO
BE COMPLICATED.
FITTING RESOUND ESSENCE™
COULDN'T BE SIMPLER.**



RESOUND ESSENCE™ IS FITTED USING AVENTA SOFTWARE IN 3 SIMPLE STEPS. EASY TO FIT, EASY TO EXPLAIN AND EASY TO LIVE WITH.

Getting to grips with the many features of Resound Essence™ is as easy as it gets. Aventa enables you to perfectly tailor it to your customers lifestyle and requirements.

From the customer's audiogram, detailing the type and severity of their hearing loss, Aventa will offer a range of ReSound Essence™ hearing instruments best suited to their particular hearing needs. Using Aventa, you can easily adjust the advanced features within ReSound Essence™ to personalise it to your customers needs, creating the best fit and sound quality. It couldn't be easier for both yourself and your customer.

The open BTE version of ReSound Essence™ is an instant fit. With the choice of a thin tube fitting and either standard or small hook attachments you can offer your customers the very best

combination of both comfort and discretion.

For first time users in particular, we've made learning how to use ReSound Essence™ as simple as possible. Once you have finished the set up in Aventa, there are only two functions your customer needs to know. The analogue volume control is clearly marked – 1 to 4, and they can literally change the program settings at the push of a button. Battery replacement is also simple to explain and perform, so customers can relax knowing that ReSound Essence™ will be simple and easy to use.

This combination of simplicity of use and advanced technology will enable you to benefit from greater customer satisfaction. Never before has a hearing instrument in this price category been so simple to fit and use, and yet so good.



Launch Aventa and click "What's connected?"

Essence hearing instruments are ON-LINE throughout the fitting process.



The fitting screen provides a great overview of gain and feature setting.

Manually fine-tune or use the text-based fitting guide to give your customers the best fit possible.



You can adjust the indication beeps and volume control range.

Finally program Essence and save all the settings.

SURPRISINGLY GOOD SENSE.

CUTTING COSTS, NOT CORNERS. DESIGNED TO FIT MOST POCKETS WITHOUT COMPROMISING QUALITY.



RESOUND ESSENCE™ PROVIDES A



MODEL	CIC	CIC POWER
FITTING RANGE	10-70 dB HL	10-70 dB HL
MAX GAIN 118-0	45 dB	55 dB
MAX OUTPUT 118-0	121 dB SPL	126 dB SPL
BATTERY SIZE	10A	10A
BATTERY LIFE	106 hrs	102 hrs
TELECOIL	-	-
VOLUME CONTROL	-	-
DIRECTIONAL MICROPHONE	-	-
OPEN FITTING	-	-

RANGE OF OUTSTANDING SOLUTIONS! WITH A CHOICE OF FIVE BTE COLOURS.



ITC	ITC POWER
10-70 dB HL	20-75 dB HL
55 dB	60 dB
123 dB SPL	130 dB SPL
312	312
174 hrs	168 hrs
✓	✓
✓	✓
Optional	Optional
-	-

ITE	ITE POWER
10-85 dB HL	20-95 dB HL
62 dB	70 dB
131 dB SPL	135 dB SPL
13	13
293 hrs	290 hrs
✓	✓
✓	✓
Optional	Optional
-	-

OPEN BTE	BTE	BTE POWER
0-80 dB HL	10-90 dB HL	20-110 dB HL
48 dB	62 dB	74 dB
122 dB SPL	131 dB SPL	142 dB SPL
13	13	13
372 hrs	333 hrs	293 hrs
✓	✓	✓
✓	✓	✓
Optional	Optional	Optional
✓	-	-

- Dark Brown • Black • Beige
- Medium Blonde • Marble Grey

ABOUT RESOUND

ReSound is one of the world's largest manufacturers of hearing instruments and related products. With more than 3,000 employees, 400 of whom are based at its Copenhagen headquarters, the group is renowned for its innovative approach to both technology and design.

www.resoundessence.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.: 02 9743 9707
Fax: 02 9743 7472
www.gnresound.com.au

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

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

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