

be BY RESOUND™

It's not about  
getting old.

# It's about staying young.

These days it's pretty common for people to spend a lot of time (and money) on trying to stay young. What's strange is that most people's efforts tend to revolve exclusively around their looks and inner vitality, completely disregarding one of the most common and easily correctable signs of ageing: hearing loss.

At ReSound we understand this reluctance comes from a popularly held belief that contemplating any form of hearing correction would be to admit to a sign of ageing. Which is why we created **be by ReSound™**; an entirely new type of hearing instrument that's not about getting old, but staying young. Designed to never be seen, **be by ReSound™** is invisible when worn and boasts incredible sound performance.

It may not be the only anti-ageing product around, but we think it's the most effective.

# Could make you look younger.



# Will make you hear younger.



We'd love to claim that it will smooth lines and reduce the visible signs of ageing, but **be by ReSound™** will have absolutely no effect on your looks. Instead, it works to reduce the wrinkles in your hearing, rather than your skin.

# A design classic!

In an online survey, we asked nearly 300 people from the US, the UK and France to give us their first impressions of **be by ReSound™**. Thirty-one per cent said it was a microphone, five per cent, a miniature headset. Another four per cent said it was a lamp<sup>1</sup>. As to what the 10 per cent who thought it was a gearstick were thinking, we're not entirely sure.

When we revealed that **be by ReSound™** was actually a brand new type of hearing instrument, 91 per cent of those surveyed said that it completely changed their perception of what a hearing instrument should look like and how it should be worn<sup>1</sup>.

We're not surprised. **be by ReSound™** is the first product in an entirely new category of hearing instrumentation we call Invisible Open Technology (IOT™). As a result, **be by ReSound™** looks like no other hearing instrument, is worn like no other hearing instrument and literally disappears when in the ear.

**be by ReSound™** delivers impressive sound performance, turning back the clock on your hearing to give you the most natural listening experience available.



**be**  
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# Vitamins for the body.



# Vitamins for the soul.



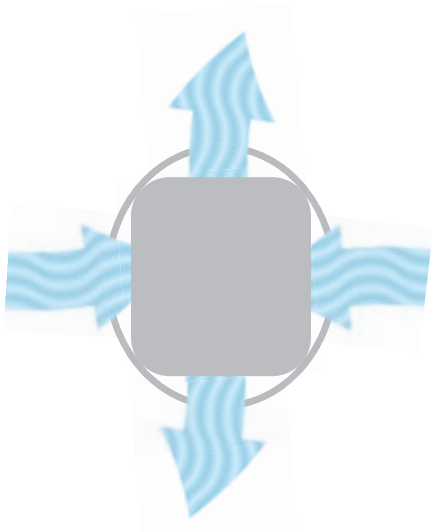
**be by ReSound™** is a truly reinvigorating treatment. In just one simple dose, it returns youth and vitality to your hearing.

# Wear and forget.

It's not just in the looks department where **be by ReSound™** is unique. Thanks to its innovative shape and ergonomic styling, **be by ReSound™** feels like no other hearing instrument. In fact, it's entirely likely you'll forget you're wearing it.

A completely new type of shape, **be by ReSound™** sits naturally and invisibly in the ear, resulting in wearability that's second to none. This unique fitting is further enhanced by a special design feature we call MultiVenting™. This allows air to travel freely in and out of the ear, ensuring you can hear your own voice – and those of others – as naturally as possible.

Add to this a microphone and tubing that are hidden by the ear's natural contours, and **be by ReSound™** provides you with an unparalleled listening experience that's out of sight and out of mind.



MultiVenting™ in the ear canal.

### MultiVenting™

This representation of the view from inside the ear shows how **be by ReSound™**, through MultiVenting, allows air to travel freely in and out of the ear.



### Out of sight and out of mind

The tubing and microphone sit unseen within the contours of the ear.

No pain,  
no gain.



# No pain, just gain.



Staying young doesn't have to be all about sessions, strains and 'feeling the burn'. If it's real improvement you're after then look no further than **be by ReSound™**. It delivers all of the gain with none of the pain.

# Sound by ReSound™

Though it weighs in at a paltry 1.1 grammes (battery included), and sits invisibly in the ear, **be by ReSound™** packs a seriously powerful punch. Providing the potency in **be by ReSound's™** unparalleled performance is ReSound's superior technology platform: Sound by ReSound.

Sound by ReSound is made up of three sophisticated technological elements that combine to deliver brilliant clarity, advanced elimination of whistling and the most natural listening experience available.



**be**  
BY RESOUND™

# The be all and end all.

Unlike anything that's ever been seen before, **be by ReSound™** is the anti-ageing product with the power to turn back the clock on your hearing. The world's smallest hearing instrument, it's the first product in a brand new category known as Invisible Open Technology (IOT™), comprising:

- a unique design that's invisible in the ear
- absolute comfort – in both wearing and listening – with MultiVenting™
- brilliant clarity of speech understanding
- advanced elimination of whistling
- the most natural listening experience available.



### Smart storage

The specially-moulded wells in the carrier box mean that **be by ReSound™** can only be stored with the battery doors open. This ensures that the hearing instruments don't draw power when not in use and, should moisture get in, are able to dry overnight.

Not that friends and family will ever see them, but here are the colour options ...

#### Housings



Medium  
Blonde



Dark  
Brown



Black



Charcoal



Beige

#### Battery Doors



Charcoal



Beige

# ReSound



rediscover hearing

ReSound provides excellent sound by offering innovative hearing solutions that combine original thinking and design with solid technology – all based on deep audiological insight and a profound understanding of users.

For more information about **be by ReSound™**, or to experience it for yourself, contact your hearing care professional today.

[www.bebyresound.com](http://www.bebyresound.com)

Reference:

1. Based on survey of 300 respondents in US, UK and France.

