

## Denmark amazes, Stockholm mesmerizes

### 7th Widex Dealers Meet in Stockholm, September 26 - October 1st, 2011



Dear Friends,

A warm hello from my side. When I was asked to join in as the CEO of Widex India and step into Mr T S Anand's shoes it was a moment of great pride mixed with a wee bit of anxiety. My high regard for him and the outstanding work that Widex India has been able to accomplish under his guidance raises the bar even higher for me. I am confident that with your support and best wishes Widex India would continue to touch new heights in the time to come.

The dealer meet at Denmark followed by the leisure trip to Stockholm was a memorable one and we are flooded with stories of what a great time the group had there. We hope to create such magical trips every year, year after year. I would also like to take the opportunity to congratulate all of you who won the Widex Annuals Awards. Three cheers and keep up the great work!

As Widex India completes 10 years celebrations dotted Delhi, Kolkata, Bengaluru, Goa among other cities. On this occasion continuing with our philanthropic measures we distributed free hearing aids worth Rs. 15 lakhs to the hearing impaired children in Chandigarh. Also in Chandigarh celebrating the Deaf Day Week. Widex along with Times of India organized a Deaf Awareness March and an inter school painting competition which created a huge amount of buzz.

Bengaluru added another Senso Hearing Centre to its kitty. Keeping in line the Widex philosophy of bringing the latest technology to our customers we've launched Super, Clear 330 and Clear 220 series. I am confident that these revolutionary products would find great acceptance in the market.

I would also like to welcome Mr Surajit Mukherjee who joined us as the CEO for our retail business – Senso Hearing Centres. My heartiest congratulations to Mr Rajesh Malik and Mr. Dnyaneshwar W. Kshirsagar for completing 10 and 5 years of Service respectively.

As I pen off I look forward to your support and guidance in creating Widex into a Super Brand.

Cheers!

**Bhupendra Chaudhary**  
CEO  
Widex India Pvt. Ltd

A group of 60 people took Denmark by storm. It was time once again for the annual Widex Dealer Meet, a perfect blend of learning, interaction and enjoying the Danish hospitality and exotic sights.

The group reached Copenhagen on 22nd August, 2011. The first day was a relaxed affair with a welcome Dinner hosted by Widex Denmark.

On day 2, the group did an extensive tour of the Widex Factory and witnessed first hand how the best technology in the world powers the best hearing aids in the world. It was heartening to see how the forces of nature have been harnessed to power the Widex factory in the green way. The factory generates its own power through solar and wind technology. A great effort in the right direction by Widex to ensure the sustainability of the planet.

The factory tour was followed by a live demonstration of the revolutionary Clear 440 technology and a session on the advantages of Bilateral Hearing



Aid fitting. After the great learning experience was time to absorb some breath taking sights on the Canal trip. Phew! What sights!

Day 3 started with a paediatric session with Baby and Mind Hearing aid series for kids being the centre points of conversation. They recently introduced Zen and Tinnitus Management session was thoroughly enjoyed by everyone. After absorbing heaps of new learning it was time to unwind at the Rosenborg Castle and trip to Tivoli.

Day 4 was reserved for leisure with the group enjoying the scenic spots in Copenhagen followed by a trip to Malmo, truly memorable truly unforgettable. On August 26th, a part of the

group made a beeline for Stockholm, Sweden. Built on 14 Islands surrounded by Crystal Blue Waters, a rich history and the classic European Architecture, Stockholm is truly the capital of Scandinavia.

The four days in Scandinavia were sheer indulgence, dotted with sight seeing trips, Visit to the Vasa Museum where everyone was awed to see the 17th Century ship resurrected. But the most amazing experience was the Cruise Pier.

This trip was also memorable for everyone as this was Mr & Mrs T S Anand's last official trip before their retirement from Widex. We are sure that everyone enjoyed thoroughly and has fond memories of this brilliant trip.

### Editorial

## The sounds of change

It is said that greatness of a person lies in his ability to make others around him feel good, perfect and great. This is exactly how Mr. and Mrs. Anand made us feel as a whole. As an individual Mr. Anand has always been caring, soft spoken and an amazing human being.

His contribution towards Widex and the Hearing Industry all together is unprecedented and unparalleled. Back in 2000, when Widex India was born the Digital Hearing Aid market was non-existent and the hearing aid market itself was unorganized and scattered. His sheer passion and grit, a vision to become India's largest Digital Hearing Aid Company, bearing fruit in the year 2006, Widex was commanding more than half of the market pie share. Under Mr. Anand's leadership Senso Hearing Centres became one of the largest chain of hearing centre clinics in Asia. Mr. Anand would no longer actively be working at Widex India and proud that we all got an opportunity to work with a man who has been a beacon of hope, success and determination. Words fail me to express what these magnificent years mean to me. Three cheers for a man who brought a sound of life and team work in all of us.

As we turn a new leaf I would like to welcome Mr Bhupendra Chaudhary who has joined the Widex family as a CEO of Widex India. He has a rich experience spanning 20 years and we look forward to his guidance in taking Widex to further heights. I would also like to welcome Mr. Surajit Mukherjee as a CEO of Senso Hearing Centres.

There's a lot that still needs to be done to keep the Widex success story ticking and I look forward to the support of all team members, channel partners and doctors in ensuring that the best technology of Widex helps customers to hear better and live better.

— Shakeel H. Rizvi, Editor, Senso Times





*Congratulations  
to all the  
winners*

**Outstanding performance in sales - Dealers**

- Punjab Optical House (p) Ltd., New Delhi
- Hearing Aid Centre, Chennai
- Punjab Optical House (dr. Sunil Malik), New Delhi

**Outstanding performance in sales - SHCs**

- Senso Hearing Centre - Kemp's Corner, Mumbai
- Senso Hearing Centre - Lalbagh Road, Bengaluru

**Outstanding performance - Paediatric Segment**

- Speech N Sound Concepts, Mumbai

**Outstanding performance in credit record**

- Bhutani Hearing Aid Centre, New Delhi
- Audio Visual Aids, New Delhi
- Somani Speech & Hearing Rehabilitation Centre, Nagpur

**Outstanding performance in sales growth**

- Senso Hearing Centre - Dr. Rudrappa's Clinic, Bengaluru

## Bhupendra Chaudhary Joins the Widex India Team as CEO

Widex is delighted to announce the joining of Mr. Bhupendra Chaudhary into the Widex India team as CEO. Mr. Chaudhary brings a wealth of Sales and administrative experience from his previous role as country head. Mr. Choudhary's experience ranges from Indian business through to large multinationals. He holds a certificate in management from Singapore Institute of Management and he was heading the country operations of Haemonetics Corporation, USA, in his last assignment. He is looking forward to the challenges ahead and working with his new team.



## Widex India welcomes new CEO for Retail – Senso Hearing Centre

With the continued expansion of Senso Hearing Centre in India, Widex is pleased to announce the placement of new CEO **Mr Surajit Mukherjee** for its retails segment – Senso Hearing Centre. From his previous role at Women Care Global, he brings expert knowledge about the retail management system and wealth of experience in meeting customer needs.



## Binaural Hearing Aid Practices

The benefits of binaural hearing have been known for decades. They include, but are likely not limited to, elimination of the head shadow effect, binaural summation, binaural squelch, reduction of central auditory sensory deprivation, utilization of the unique characteristics of certain neurons to encode both arrival time and details about the shape of the acoustic input in order to enhance localization, optimization of auditory scene analysis, improved understanding of speech in adverse acoustic environments, better management of bilateral tinnitus, and greater user satisfaction. Yet a significant number of hearing health care professionals still do not, or feel they cannot, abide by the general consensus that unless a significant asymmetry exists between the ears in either sensitivity or word recognition ability, the standard should be trial with binaural amplification.

Furthermore, much of this disparity in usage of binaural amplification and recommendation of two hearing aids is geographic specific. For example, in the United States, approximately 80% of hearing aid users who have bilateral hearing loss, own two aids, but the same can be said for only 40–65% for Western European nations and unconfirmed data estimate binaural usage to be as low as 30% in certain Asian regions.

There are a number of reasons why users may not want to wear two hearing aids and why professionals may not recommend binaural amplification. Among the legitimate concerns from the user perspective, is the fact that there is greater cost for two hearing aids than for one hearing aid. Undoubtedly, cosmetics play a role in some rejection of binaural usage. A concern that has been expressed by some hearing aid users is the sensation of a larger occlusion effect when wearing two aids.

A legitimate concern that may impact both users and professionals is that some individuals actually do function better with monaural amplification than with binaural amplification. "Binaural interference" may occur in as many as 20% of elderly hearing impaired listeners. Better testing materials and procedures are clearly needed to identify this group of listeners.



## Widex For Children

Widex hearing aids in terms of features well supersede the requirements, as mentioned by American Academy of Audiology, of children with hearing loss. Widex is the only manufacturer to have designed a hearing exclusively for babies with hearing loss – Baby 440. Following summary of features is an indication from Widex that its products are ready for children and in fact offer one of the best solutions.

These features maximise the opportunities for incidental learning:

**TruSound compression** Based on Enhanced Dynamic Range Compression, the TruSound compression in the CLEAR and mind family and Passion440 facilitates the perception of soft, normal and loud inputs that are all important for the child's auditory and language development.

With TruSound, Widex is able to deliver a stable audible speech signal within brilliant sound reproduction.

**Audibility Extender** The Audibility Extender (AE) makes high frequency sounds audible. With AE, children with a steeply sloping or profound high frequency hearing loss are able to hear those high pitch sounds that would otherwise be inaudible.

**Multidirectional Active Feedback Cancelling** Advanced digital processing reduces feedback while maintaining the prescribed gain and output of the hearing aid. With young children there is increased risk of feedback because of the rapid growth of their small ear canals.

**HD Locator** A fully adaptive directional microphone system called the HD Locator operates in individual polar patterns across 15 channels.

This automatically switches between an omnidirectional setting and any relevant

directional characteristic. Directionality is determined for each channel independently in order to preserve audibility cues.

**Speech Enhancer** The Speech Enhancer increases speech intelligibility and also allows the child to hear speech more clearly in noisy conditions. It dampens unwanted noise and maximises speech intelligibility in all listening environments – even noisy ones. The Speech Enhancer algorithm reduces background noise below the child's hearing threshold and boosts frequencies important for speech audibility.

**ClearBand** A two-way receiver that extends bandwidth to over 10 kHz. Helps children's language development by delivering intelligible high frequency speech sounds. Superb sound quality across the whole frequency range due to increased bandwidth combined with low distortion

**Childfit** - a flexible fitting tool. ChildFit provides audiologists with a flexible fitting tool that is very easy to use. A quick estimated fitting of the hearing aid is made initially - ensuring a 'good fit within seconds. More detailed audiometric information is then added later to increase fitting precision.

ChildFit offers audiologists the flexibility to choose between Widex and DSL v. 5.0a paediatric rationales.



## COMPASS v5.4

Compass v5.4 is the latest of the Widex fitting software. This version comes in 2 CD-ROMs due to increased data. The new feature of this version is ChildFit option for all wireless hearing aids – Clear 440, Clear 330 and Clear 220. You can choose between the Widex paediatric fitting rationale (WPR) and the DSL fitting rationale, and you have access to all the features and tools known from the PrecisionFit fitting of the hearing aids.

## NEWS ROUND

### Widex India's 10th Year Celebration Bash

A decade of excellence was celebrated in full swing at Delhi, Kolkata, Bengaluru and Goa.



### Yet another feather in the cap-Senso Hearing Centre, Bengaluru

In our endeavor to service the customers better and bridge the gap, Widex India opened another Senso Hearing Centre at Basaveswarnagar, Bengaluru. The opening ceremony was held on 4th June, 2011 by Syed Kirmani in the presence of Mr T S Anand. The total Senso Hearing Centres in India is now 34; with the opening of this, Senso Hearing Centre are one of the Asia's largest chains of hearing care clinics.

A meeting with eminent doctors in the region was held at the newly opened centre in the evening. These centres are equipped with the latest high-tech diagnostic facilities.



### Widex Distributes Free Hearing Aids worth Rs. 15 Lakhs to Hearing Impaired Children in Chandigarh

As many as 25 students were given hearing aids at Vatika High School for Deaf and Dumb on 21st March 2011. Hon'ble Freddy Svane, Danish Ambassador to India, distributed the aids among the students.

Widex India Managing Director T S Anand said the company was making an effort to reach out to hearing-impaired children across the country and this event was also a part of its corporate social responsibility. All the students of the school were made to undergo clinical test and company's observation for possibility of them benefiting from these hearing aids, were distributed among the students.

Appreciating the effort of Widex India, Svane said "the hearing aids would give the students an opportunity to interact with their friends and family".



## SNIPPETS

- Widex India organized a Free Hearing Check-up camp at Film Nagar Cultural club, Hyderabad on 10th July 2011. All the club members were examined at the camp. Mr. T. Samuel, Clinical Audiologist Senso Hearing Centre, Banjara Hills, Hyderabad attended patients during the camp.

- Widex India organized a one day programme on Hearing Problem in Meerut on 11th August 2011. Rotarian & Dr. Ankur Gupta, ENT & Mrs. Seema Gupta, Hearing Solutions, Widex dealer in Meerut, spoke on ear and hearing problem. Mr. Lokesh Jha, National Sales Manager, Widex India gave a presentation on Hearing Loss and Widex Solutions. Also showed KUCH SUNA AAPNE? - A film on hearing loss and hearing aids. It was an excellent exercise for a defined target group which generated some immediate leads. It was also attended by a few ENTs, Paediatricians and General Physicians beside 60 Rotarians.



### Widex launches the new Super 440 series

**WIDEX SUPER™**  
THE POWER TO HEAR



WIDEX SUPER440 introduces RITE technology to the super power segment for the first time. It is one of the smallest yet most powerful RITEs available, providing maximum amplification within a minimum housing. It also helps users with severe-to-profound hearing loss to determine the direction of sounds. For the first time, WIDEX SUPER440 packs the power of more traditional BTEs into one of the smallest housings available and yet with space for a size 675 battery with up to three weeks battery life.

WIDEX SUPER is introduced in two product series simultaneously: WIDEX SUPER440 & WIDEX SUPER220

Super 440 comes with a choice of two receivers RIC P and RITE SP, which makes it possible to match both moderate-to-severe and severe-to-profound hearing loss. Both receivers can be used with custom hard or soft earmoulds, and the RIC P receiver also with instant receiver double or tulip ear-tips. Each series is now available in the VS model (without FM) with the flexibility of two receivers and various ear-tips and custom earmoulds. The VS model has room for a 675 battery with up to three weeks battery life.

With WIDEX SUPER they can enjoy benefits like:

- WeatherCover which makes WIDEX SUPER weather resistant and reduces wind noise
- Program button with LED
- Volume control
- Telecoil
- Long lasting battery
- Output Extender - a special sound bore which increases the maximum output at low frequencies (only available with CAMISHA made custom hard earmould)
- Flexibility to choose between different receivers and ear-tips

# MARKETING INITIATIVES

## Widex Launched Clear 330 & 220 series at AOI Delhi

Widex India launched and showcased its latest additions to its product range, the Clear 330 and Clear 220. These two new families boast many of the features and benefits already experienced by users of high-end Clear 440. According to Widex Denmark, Clear offers the smallest wireless-capable hearing aids on the market and having three different levels of technology, 440, 330 and 220 helps meet the user's personalized listening needs, as well as offering a full range of styles for individual requirements. The Clear 330 provide hearing with a focus on sound localization and sound comfort using new Widex technologies operating in each individual aid. The Clear offers a great everyday listening experience with the renowned Widex sound quality and InterEar feedback cancelling. In the two-day conference of Association of Otolaryngologists of India, Delhi Chapter held from 26th to 27th March 2011 in RML Auditorium New Delhi, the product received an enthralling response from the doctors, reinforcing our hopes to have a great year ahead!



## Deaf Awareness March organized by Widex

Widex India organized a Deaf Awareness March on the occasion of International Deaf Day. The event was supported by National Association for Deaf Way Foundation. The march was flagged off by All India Anti-Terrorist Front President Mr. Maninder Singh Bitta & General Manager Marketing Communications of Widex India Mr. Shakeel H. Rizvi from Rose Garden, Sector 16. All the participants marched towards Sector 17, where a skit was performed by deaf students showcasing how their life has become easier with the invention of sign language and hearing aids.

Widex India also organised an Inter-School Painting Competition for deaf students at St. Stephens School on 26th September 2011. The activity saw participation of nearly 200 students from Haryana and UT. As a part of this competition, different topics were given to senior and junior wings, out of which there were 12 winners who were honored for their excellence. During the campaign, stress was also laid on the importance of sign language and how every country has developed a sign language of its own within the Deaf group of that country. The importance was given to improve deaf people's living conditions by removing communication barriers.

IT & CMA Asia Pacific 2011 Conference in Bangkok



ISHACON 2011- Kolkata



Deaf Awareness March on the occasion of International Deaf Day



The play of Mahesh Bhatt "The Last Salute" was sponsored by WIDEX on 18th August 2011 at Tagore Theatre in Chandigarh



## NEW PRINT CAMPAIGNS

**WIDEX**  
HIGH DEFINITION HEARING

**YOUR HEARING LOSS  
CAN BE SOLVED IN JUST  
ONE DAY**

Syed Kirmani,  
Former Test Cricketer & Widex User

**JUST CHOOSE WIDEX DIGITAL HEARING AIDS  
THE NO. 1 CHOICE ACROSS THE GLOBE**

- The best patented technology
- Strong 50 year legacy
- Peace of mind with 24 month worldwide warranty\*
- World class hearing instruments starting Rs. 10,000\*
- 15 days money back guarantee\*
- Low running cost

**Is Your Hearing Complete?**

Now complete your hearing & balance your life  
with **WIDEX CLEAR HEARING AID SERIES.**

With the revolutionary **WIRELESS LINK TECHNOLOGY** these hearing aids offer you features like never before at a price which is true value for your money

Zen Technology for Tinnitus Management | Natural Hearing with Inter-Ear Technology | Synchronized Wireless Hearing | Revolutionary Reverse Focus Technology | Intelligent Smartpeak Technology

**VALUE FOR MONEY OFFERS\***  
**FREE 3 YEARS WARRANTY\*** All Clear, Mind, Baby & Passion Hearing Aid Series worth Rs. 50,000/-  
\*Within India including Two years worldwide warranty\*

**WIDEX**  
HIGH DEFINITION HEARING

Toll Free 1800 420 9439

## WATCH OUT FOR....

- 56th EUHA Congress** will take place in Nurnberg, Germany from October 19th to 21st, 2011
- 20th ISOCON 2011** - Annual Conference of Indian Society of Otolaryngology, to be held on the 11th, 12th & 13th of November 2011, at Amrita Institute of Medical Sciences, Kochi
- 9th CIGICON 2011** will take place in Lucknow from 25th to 27th November 2011
- 4th MISHACON 2011** - Fourth Regional Conference MISHACON 2011 to be held on the 3rd and 4th, December 2011 in Mumbai
- 64th AOICON 2012** - The next Annual Conference of the Association of Otolaryngologists of India will be held from 4th to 7th January 2012 in Allahabad
- 44th ISHACON 2012** - The Indian Speech and Hearing Association is organizing its annual Convention of Indian Speech and Hearing Association from 20th to 22nd January 2012 in Hyderabad
- Audiology Now** - American Academy of Audiology Annual Meeting will be held from 28th to 31st March 2012 in Boston, USA

## NEWS

### Loud noises kill hair cells

According to co-author Shaowen Bao, adjunct Asst. Professor in the Helen Wills Neuroscience Institute at UC Berkeley, tinnitus -- pronounced TIN-it-tus or tin-NIGHT-us -- is most commonly caused by hearing loss. Sustained loud noises, as from machinery or music, as well as some drugs can damage the hair cells in the inner ear that detect sounds. Because each hair cell is tuned to a different frequency, damaged or lost cells leave a gap in hearing, typically a specific frequency and anything higher in pitch.

Experiments in the past few years have shown that the ringing doesn't originate in the inner ear, though, but rather in regions of the brain -- including the auditory cortex -- that receives input from the ear.

## LAUGH RIOT

### NEW HEARING AID

Seems an elderly gentleman had serious hearing problems for a number of years.

He went to the Hearing Aids Specialist and the Specialist was able to have him fitted for a set of hearing aids that allowed the gentleman to hear 100%.

The elderly gentleman went back in a month to the Specialist and the Specialist said, "Your hearing is perfect. Your family must be really pleased that you can hear again."

To which the gentleman said, "Oh, I haven't told my family yet. I just sit around and listen to the conversations. I've changed my will three times!

## EXCELLENCE IN SERVICE

Thank you for the unstinted support and hard work that has significantly contributed to our growth. We look forward to your continued support in making Widex a bigger success. All the best!!!



**Mr. Rajesh Malik**  
Manager-Finance  
has completed his 10 years  
with Widex India, Chandigarh



**Mr. Dnyaneshwar W. Kshirsagar**  
Service Engineer  
has completed his 5 years with  
Widex India Pvt Ltd., Mumbai

## PERSONAL STORIES

### Manasi Gokhale, 22 years old. Born with a severe hearing loss.

"When my mother discovered that I had a hearing loss she was very concerned about my future. Would I ever learn to talk? Would I be able to attend school? Would I have friends? With the help of hearing aids and schooling from JOSH, I have achieved my goals, and today I work as an assistant designer and lead a happy and very social life."

### Krutesh Shah, 23 years old. Nearly deaf at birth.

"Thanks to the efforts of Widex Hearing Aids and an Audiologist's training and a speech developer. Today, I am able to speak in a language that is understood to most. I have graduated from college and I work with an animation company. For others with the same challenges as me, I would like to tell them to have faith in themselves and never give up."

## SUBMIT YOUR STORY

To submit your personal story, you must provide your details as indicated below and submit them to Senso Times. Submitting a picture is optional. Your email address will never be shared with any third party. It is required in case we need to get in touch with you.

Senso Times reserves the right to edit and abbreviate submissions of more than 500 words.

**Your Name, E-Mail & Title of your story**