

microtech

focus™



Call
Absolute Hearing Solutions
For Hearing Aid Deals
614-452-4280
www.absolutehearingsolutions.com

focus™

*everything
you want in a
hearing aid.*

And more.



Introducing Focus, MicroTech's latest, most advanced line of traditional, digital hearing aids. Sleek and modern outside, loaded with our innovative technology inside, Focus delivers the benefits you want and expect from the best.

Want to hear better in noise? Focus can help. Featuring SpeechTrax², our noise reduction and speech preservation system, Focus is specifically designed to improve speech understanding in noisy environments and make listening easier no matter where you are.

Want a hearing aid that no one else can see? Focus delivers — from MicroLens™, the world's first custom, invisible* and completely digital hearing aid, to our mini RIC, a hearing aid that hides virtually undetectable behind your ear.

Whether you're shopping for your first hearing aid, or are looking to upgrade to newer and better technology, Focus by MicroTech is everything you want in a hearing aid and more.

built for *today's challenges*



Focus adjusts instantly to different listening environments, and eliminates virtually all types of feedback – a common complaint with yesterday's hearing aids.

Designed to be powerful, adaptive and individual to your hearing needs, Focus hearing aids are so sleek and small they're barely visible. The only thing your friends and family will notice is how well you're hearing.

designed to
fit your life.

No matter where you are or what you're doing, Focus is designed to make listening easier. It's the ideal hearing aid for people who are active and on the go, enjoy spending relaxing time at home — or both.

focus⁵⁰
Vibrant

focus⁴⁰
Active

focus³⁰
Social

LIFESTYLES

CROWD



CAR



THEATER



PARTY



INDUSTRIAL
SOUNDS



MALL



MEETING



RESTAURANT



OUTDOORS



WORSHIP



ONE-ON-ONE



HOME



Focus

hearing instruments



Invisible-In-The-Canal (IIC)

- Completely invisible
- For mild to moderately severe hearing loss
- Custom-made for you



Completely-In-Canal (CIC)

- Virtually invisible
- For mild to moderately severe hearing loss
- Custom-made for you



In-The-Canal (ITC)/Half Shell (HS)

- For mild to moderately severe hearing loss
- Custom-made for you



In-The-Ear (ITE)

- Easy to adjust
- For mild to severe hearing loss
- Custom-made for you

Receiver-In-Canal (RIC)

- Comfortable open fit
- Sleek design barely visible when worn
- For mild to moderate hearing loss
- Variety of color options available
- Available in 312 and 13 battery sizes
- mPower version available for moderate to severe hearing loss



mini Receiver-In-Canal (mini RIC)

- Comfortable open fit
- Sleek design barely visible when worn
- Touch control panel
- For mild to moderate hearing loss
- Variety of color options available
- mPower version available for moderate to severe hearing loss



Behind-The-Ear (BTE)

- Touch control panel
- Discreet, barely visible design
- For moderate to severe hearing loss
- Variety of color options available
- Also available in mini, Power and Power Plus options.



receiver-in-canal and behind-the-ear **color options**



Designed to be discreet when worn, Focus RIC and BTE products are available in a variety of color options to match skin and hair tones.

Standard Colors

with chrome microphone cover



Sterling



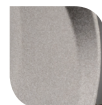
Pearl



Champagne



Bronze



Slate



Onyx



Bright Colors

with chrome mic cover and white push button



Blue Ice



Blue Pacific



Pink Foie



Fuchsia Fabulous



Red Hot



Purple Pop



comes loaded with
MicroTech's best technology

technology

benefits

Strategic Feedback Control

Virtually eliminates buzzing and whistling

SpeechTrax²

Designed to maintain speech understanding in noisy environments and reduce listening effort* *

Dynamic Directional Detection

Enhances SpeechTrax² by pinpointing sounds you want to hear and minimizing those you don't

Automatic Telephone Response

Can detect when you're on the phone and adjust settings for optimal listening

Music & Television Processing

Automatically adjusts to the preset music and TV listening settings most comfortable for you

T² Remote Control

Lets you adjust memory modes or volume via any touch-tone phone

HydraShield^{®2}

Makes your hearing aids resistant to water, wax, sweat, oil and corrosion

SmartTouch™ Technology

Lets you adjust memory or volume with a simple touch of your finger

FrequencyTrax

Replicates hard-to-hear high frequency sounds in lower frequencies, designed to enhance and expand audibility

Self Learning

Gradually and automatically learns your volume control preferences for less manual adjustments

Convenient Intuitive Features

Automatic voice and tone indicators tell you the status of your hearing aid and your hearing aid battery.

discover the **better way.**

The pioneering research development behind each new MicroTech product is based on a simple philosophy: You deserve the very best – hearing aids that are powerful, adaptive and individual to your needs.

When you are fit with Focus, you can be confident that you have MicroTech's most advanced hearing technology on your side, all backed by better solutions, support and customer care. Consult your hearing care professional today.





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*Individual results may vary. Invisibility may vary based on your ear's anatomy.

**Sarampalis, A., Kalluri, S., Edwards, B., Hafter, E. (2009, October). Objective measures of listening effort: Effects of background noise and noise reduction. *Journal of Speech, Language, and Hearing Research*, 52, 1230-1240.

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