Loop 202: Paving the Highway to Hearing

Arizona Commission
for the deaf and the hard of hearing

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Founder & CEO
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What is a Hearing Loop and How Does it Work?

https://www.youtube.com/watch?v=hlnx3ZImTw0

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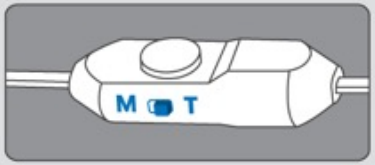
Experience a Hearing Loop Today

How to Get Started with OTOjOY LoopBuds

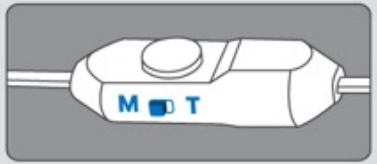
1. Download the LoopBuds App from the Apple App Store or Google Play Store.

2. Plug in your OTOjOY LoopBuds and switch them to "T" (telecoil) mode.



3. Open the LoopBuds app and enjoy crystal-clear sound in any hearing loop worldwide.

To make a phone call, switch your LoopBuds to "M" (microphone) mode.



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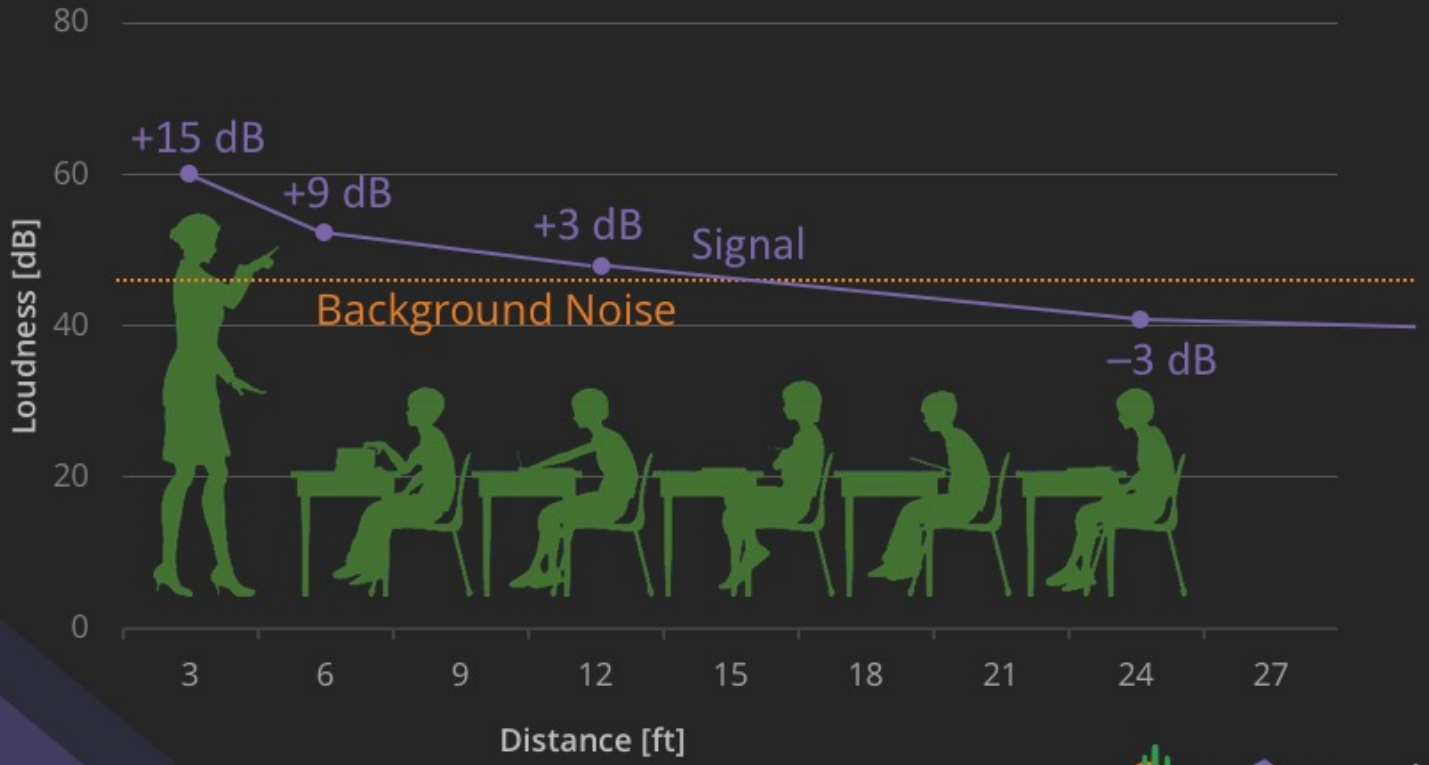
Signal-to-Noise Ratio

The Institute for Enhanced Classroom Hearing (www.classroomhearing.org/acoustics.html)



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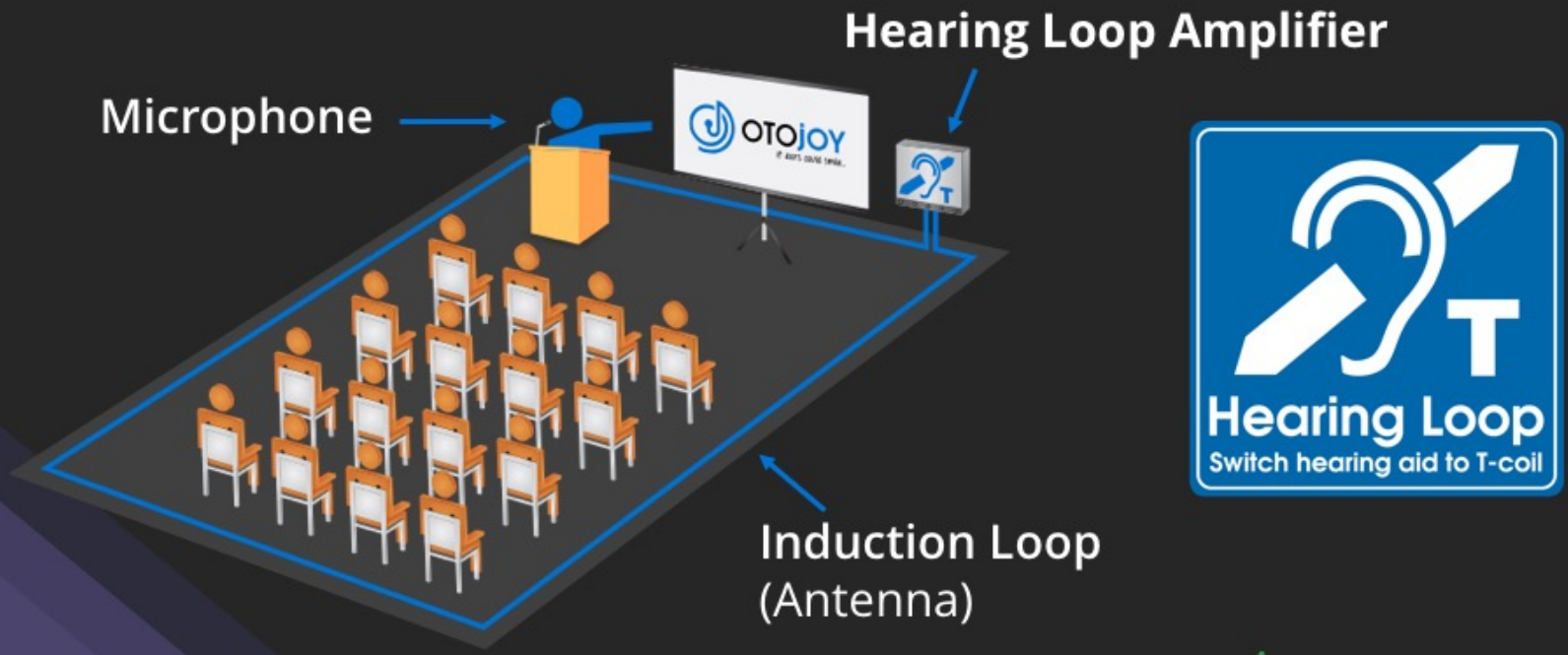
How Does a Hearing Loop System Work?

Inductive Analog Audio Streaming to Hearing Aids and Smartphones



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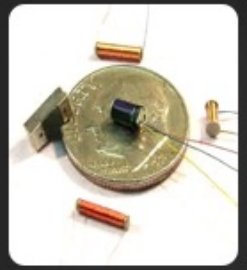
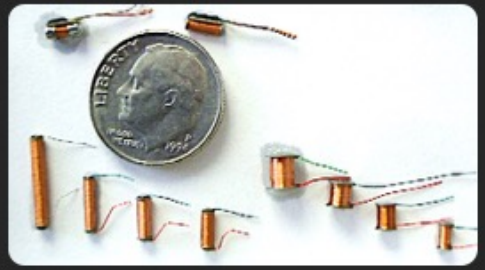
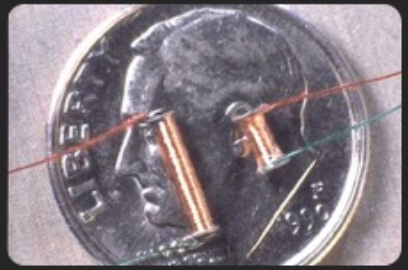
Telecoil in Device = Loop-Ready

- Is my hearing device loop-ready?
- How do I use a hearing loop?







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Show of Hands

1. Who has hearing loss?
2. Who doesn't have hearing loss?
3. Who didn't understand the question?
4. Who wears a hearing aid or cochlear implant?

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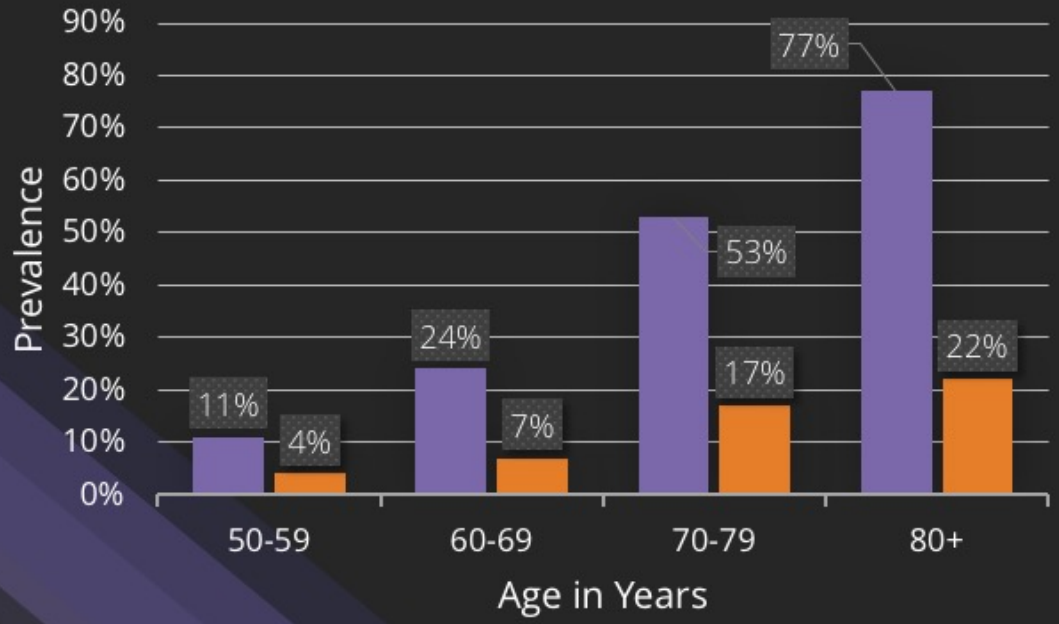
Hearing Loss & Hearing Aid Use

Prevalence in the United States, 1999-2006

Lin, Frank; Chien, Wade: Prevalence of Hearing Aid Use Among Older Adults in the United States. Arch Intern Med. 2012 Feb 13; 172(3): 292-293.



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Why not get a hearing aid?

Reasons for delayed or non-purchase

Kochkin, Sergei: MarkeTrak VII: Obstacles to adult non-user adoption of hearing aids. The Hearing Journal, 2007 Apr 60(4): 24-50.

Cost **Vanity** **Denial**

- Do not work in noise (48%)
- Pick up background noise (45%)
- Whistling and feedback (44%)
- Don't work in crowds (42%)
- Do not perform as promised (38%)

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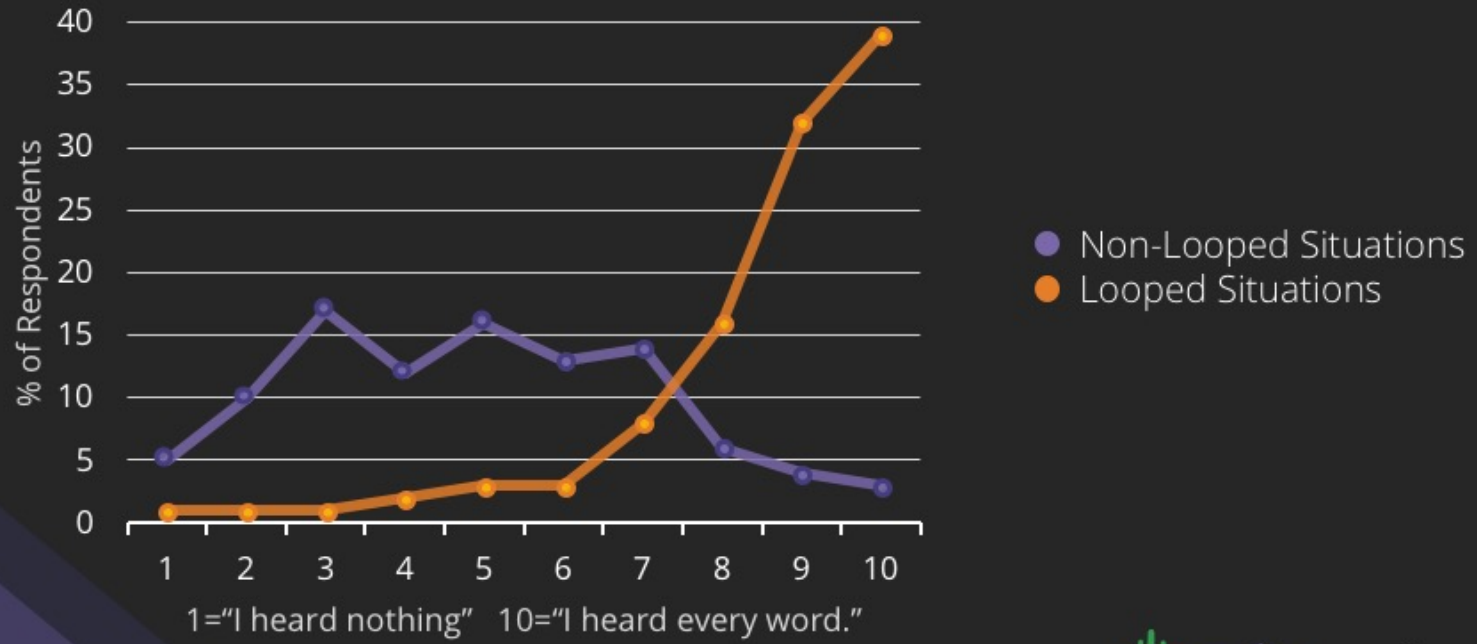
User Satisfaction with Hearing Loops

Kochkin, Sergej; Sterkens, Juliette; et al.: Consumer Perceptions of the Impact of Inductively Looped Venues on the Utility of Their Hearing Devices.The Hearing Review, 2014 Oct 21(10): 16-26.



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Hearing Loop Applications

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Legal Requirements: ADA

Americans with Disabilities Act:

General Guidelines, 219 Assistive Listening Systems

In each assembly area where audible communication is integral to the use of the space, an assistive listening system shall be provided.

Headset Receivers:

~1 headset receiver per 25 seats

Enforcement:

Anyone can file a complaint with the DOJ

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Legal Requirements: Arizona

Arizona State Legislature – Senate Bill 1348:

Any state-licensed audiologists or hearing aid dispenser is required to educate their consumers about telecoil technology.

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OTOjOY LoopBuds (Patent Pending)

- Affordable
- Inconspicuous
- Customizable sound
- Real-time captions
- Enhanced listening experience for everyone

CES INNOVATION AWARDS 2018 HONOREE

wfx 2018 NEW PRODUCT AWARDS WINNER

EDISON AWARDS 2018 NOMINEE

GLOMO Global Mobile Awards NOMINEE

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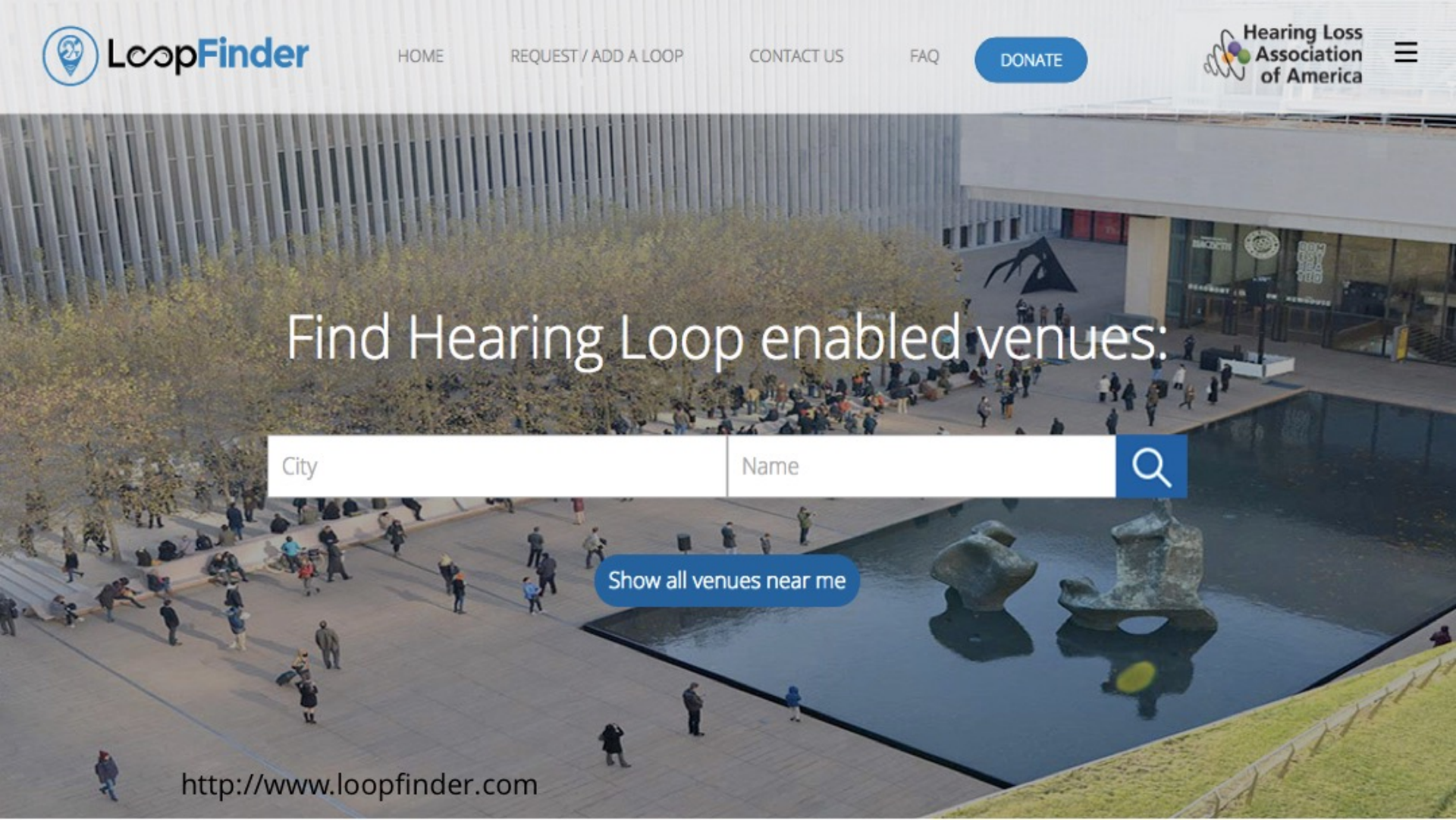
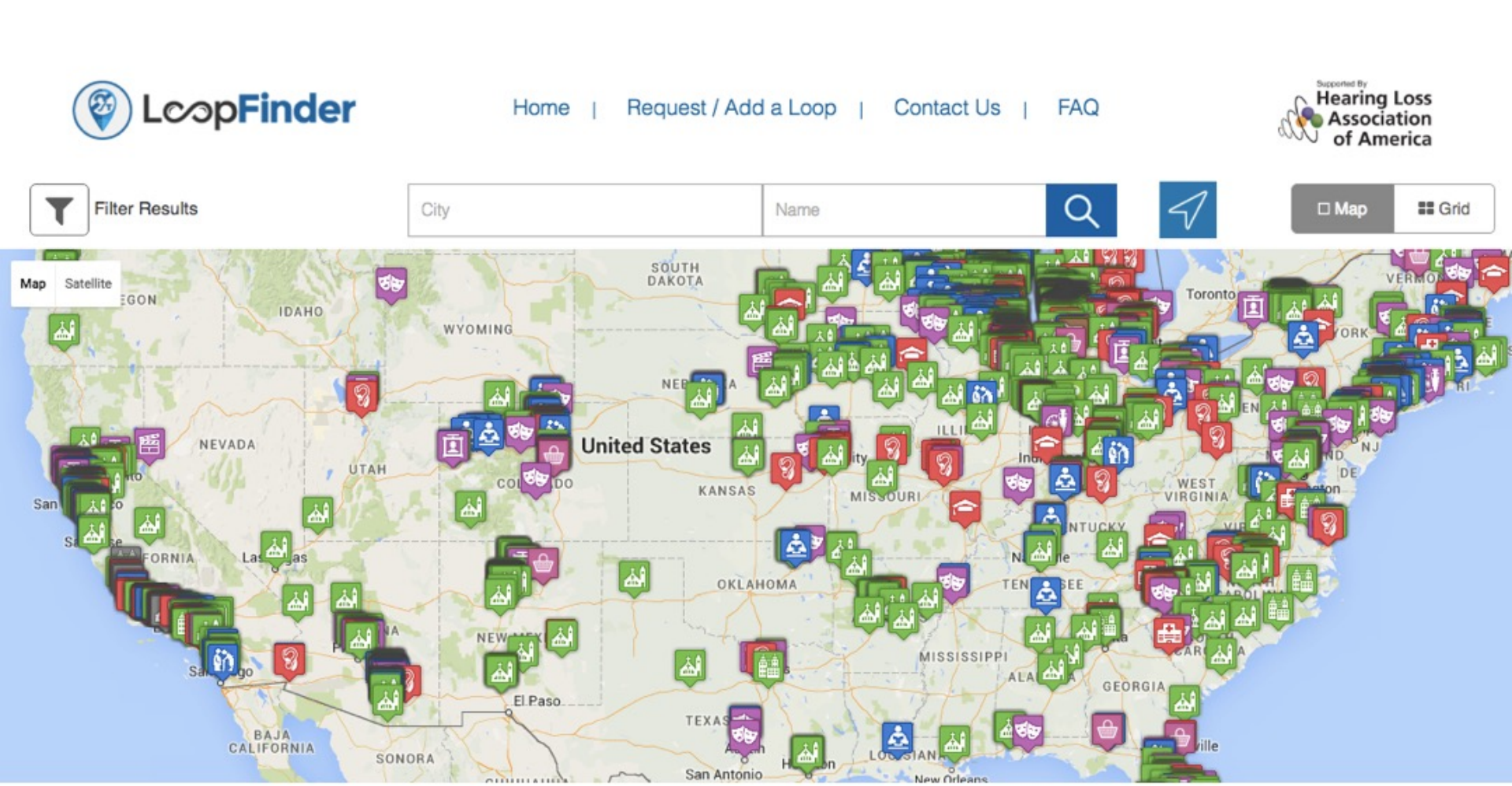

LoopFinder
HOME
REQUEST / ADD A LOOP
CONTACT US
FAQ
DONATE
Hearing Loss Association of America
Find Hearing Loop enabled venues:
City
Name
Show all venues near me
http://www.loopfinder.com



http://www.loopfinder.com

“Neglected” Venues

Movie Theaters

Concert Venues

Music Festivals

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Music Festivals

LIGHTNING IN A BOTTLE

BONANZA
MUSIC • ART • CAMPING

ONE LOVE
MUSIC AND ART FESTIVAL

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Concerts

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Largest Project to Date

Santa Barbara Bowl – 4,562 Seats

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What if you could hear like nobody else can?

https://www.youtube.com/watch?v=7Jjfok4L_ak

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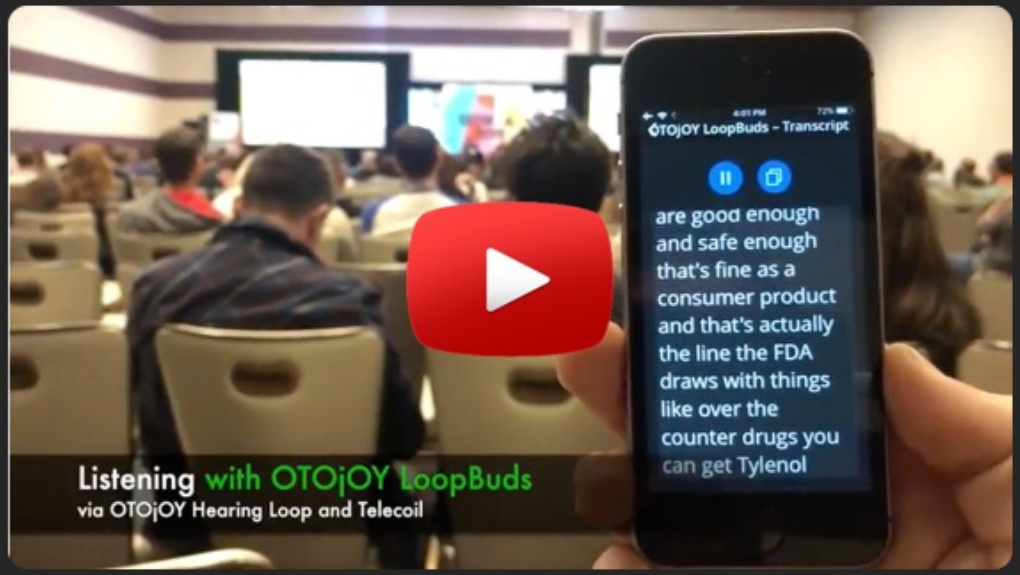

https://www.youtube.com/watch?v=WzAMGZZiDbE

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Hear every nuance there is...

What you think the night sky looks like...

What it actually looks like...

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Key Partners & Strategic Alliances

Hearing Loss Association of America

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- Loop California Nonprofit Campaign
- Hearing Aid & Cochlear Implant Manufacturers
- University Research Groups

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Loop Santa Barbara Campaign

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Loop Santa Barbara Campaign

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Celebrity Endorsements & Media Attention

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Loop Santa Barbara Campaign

https://www.youtube.com/watch?v=KILspOYLmYA

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The Key to Success

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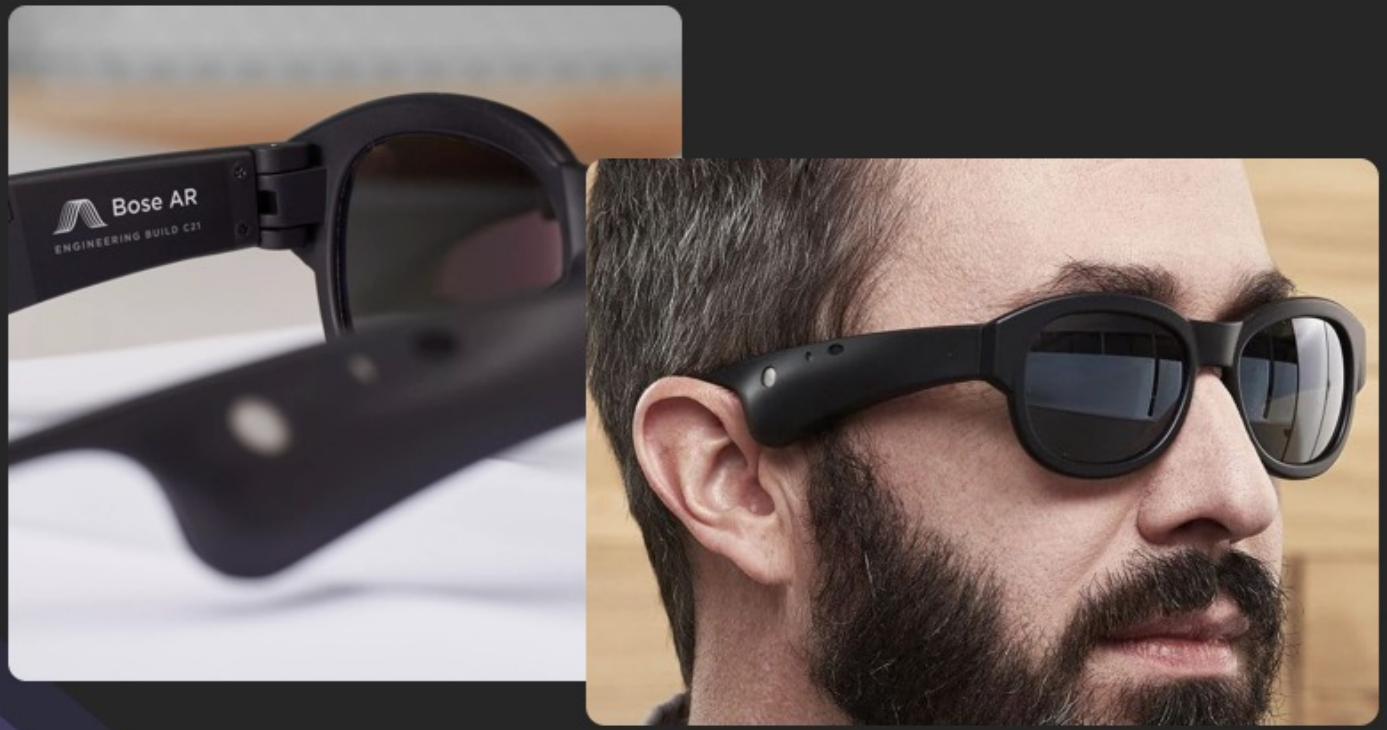
A Vision of the Future… – Bose AR



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