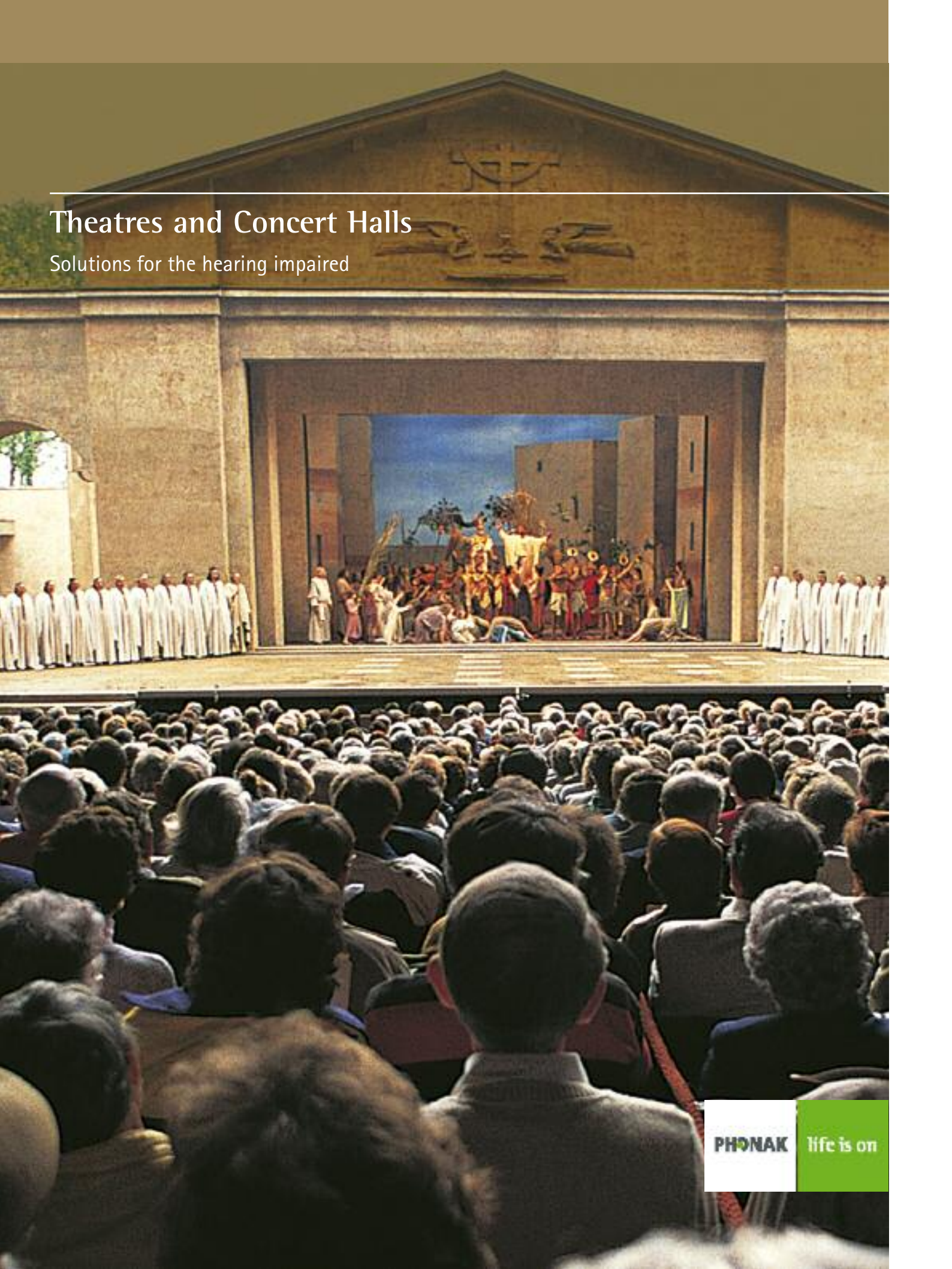


# Theatres and Concert Halls

Solutions for the hearing impaired



PHONAK

life is on

## Hearing is our specialty



- Flexible
- Crystal Clear
- Pioneering

Our sense of hearing is what connects us to people, music and our environment. In the modern world, an increasing number of people suffer from some form of hearing impairment.

It is estimated that as many as 1 in 6 people have a hearing loss. The prevalence of hearing loss is associated with increasing age, therefore affecting a large group of individuals over 50. As this is a rapidly growing population group, it is important that your theatre is equipped to accommodate the growing number of visitors from this group.

Consequently, a good hearing solution for those with impaired hearing is of great importance. Good hearing is essential for being able to enjoy a theatrical performance in all its subtleties. Hearing systems are thus essential for any theatre. The quality of the hearing device provided may even determine the choice of theatre. If a device isn't provided or it isn't functioning properly, those suffering from a hearing impairment will avoid certain shows, or even stay away altogether.

Do you (still) not have a hearing system or are you dissatisfied with your current system? Do you want the best possible solution for your theatre-goers, one that fully meets their needs? Then we advise you to read this brochure carefully.

**With Phonak FM, you will be able to offer your theatre-goers something quite unique!**



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### Years of experience with hearing disabilities

From the very beginning, Phonak has been a leading manufacturer of state-of-the-art hearing instruments and as such we are familiar with the requirements and needs of people with hearing loss. This means that we are not only advanced in a technical respect, but that we also understand the needs of the hard of hearing as people.

In addition to our revolutionary hearing instruments, Phonak develops and produces wireless communication systems that use FM technology. These systems can be connected to the hearing instrument and provide a dramatic improvement in hearing when distance or noise are a hindrance.

Every year, thousands of consumers discover the benefits of our FM systems which can be connected to a hearing instrument by a hearing care professional. Just imagine what it would be like when these people come and visit your theatre: your system would connect seamlessly to their own. This would be the ultimate theatre experience for those with a hearing impairment!

Through experience, we know that even those without a hearing instrument like to use an FM system when they go to the theatre. Phonak FM can accommodate these needs too. With Phonak FM, you have a flexible and versatile solution.



## State-of-the-art FM technology

Excellent sound quality, ease of use

An FM transmitter is used and each theatre-goer uses one FM receiver. FM is a radio wave that transmits crystal clear sound, free of disturbance to the theatre-goer's ears. Interference as encountered with inductive and infrared hearing systems is not a concern with Phonak FM.



TX-300 V

### TX-300 V – Wide area transmitter

The special FM transmitter for theatres, the TX-300 V, can easily serve a large theatre. The transmitter is both practical and easy to use. The transmission range is easy to control via the control panel.



MyLink  
(neck loop FM receiver)

### MyLink

This universal FM receiver is worn around the theatre-goer's neck and picks up the FM signal from the TX-300 V. The FM signal is then converted into an inductive signal which is received by the hearing instrument's telecoil. The hearing instrument must be switched to a T or MT program. MyLink can be worn discretely under clothing. Its outstanding sound quality and easy to use volume control all make this the ideal receiver.

For people without hearing instruments, the use of MyLink with headphones is recommended.



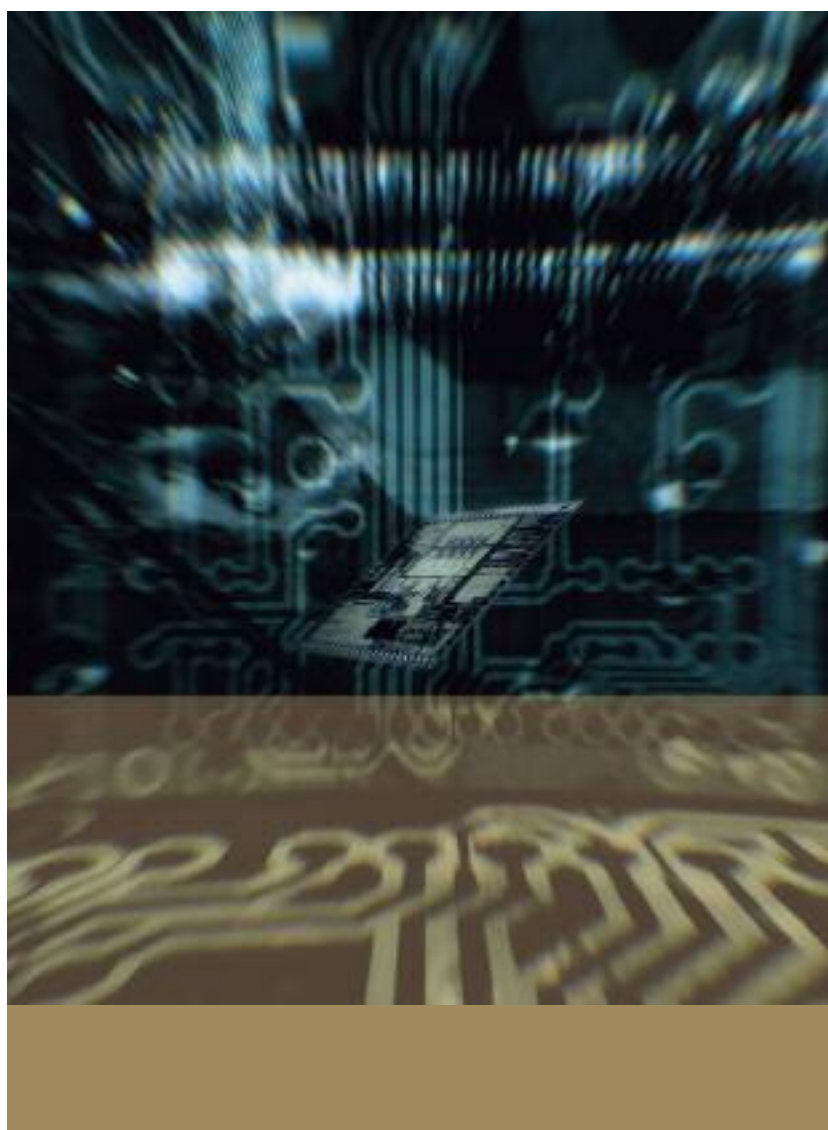
WallPilot™



Hearing device with miniature FM receiver below

**WallPilot™ – Always the right frequency (optional)**

Hearing impaired consumers that have purchased a Phonak FM set privately are able to freely use their own FM receiver(s) in the theatre. It is even recommended to do so, as the receiver has been optimized for the person's specific hearing instruments. The WallPilot automatically adjusts the radio frequency of Phonak FM receivers to the right frequency. A theatre-goer only needs to walk by the WallPilot for this. Therefore a WallPilot should hang next to the entrance of the theatre hall. By hanging the WallPilot close to the entrance of the theatre, the receivers are (temporarily) adjusted to the right frequency. This is achieved by using the unique Phonak multi-frequency technology. And as many thousands of hearing impaired persons already benefit from this technology, they will be able to get full enjoyment from their theatre experience!





## Exactly what people with hearing loss want

With Phonak FM, theatre-goers can choose to sit where they like. Now they are no longer limited to having to sit near the inductive system or within the range of the infrared transmitters.

Traditional assistive listening devices are often considered to be too soft, cause too much interference or offer mediocre sound quality. FM technology offers a combination of reliable performance and excellent sound quality. All hearing device users with their own FM receiver(s) will be able to enjoy the ultimate theatre experience: the FM signal is fed into the hearing instrument, which ensures crystal clear sound reproduction, adjusted to the individual degree of hearing loss.

The ideal sound level is always personal. Volume can be easily adjusted in MyLink using the volume control on the side of the device. As the quality of the telecoil varies for each hearing instrument, users can adjust the volume of the signal as they wish. Due to the extremely flat audio frequency response of MyLink, the signal is transmitted 'transparently' to the hearing instrument. This means the individual settings of the hearing instrument remain unaffected.

- Modern
- Small
- Surprisingly powerful



MyLink, universal FM receiver



Volume control (+/-) and on/off switch



**“With my own FM receivers I am now able to enjoy myself as never before. What amazing technology!”**

## Exactly what persons with hearing loss are looking for

Phonak FM is the system theatre-goers want. At the same time, there are also a number of important practical benefits of the system for you to consider.

### Easy to install

The TX-300 V is quick and easy to install. As the operation of the device is not impeded by any obstructions (such as pillars or scarves), no supplementary devices are required. This is very practical should you decide to make extensions to your theatre.

### Optimal sound quality in all situations

FM technology offers crystal clear and sustained sound quality with unparalleled loudness. Even in an open-air theatre Phonak FM can function without any problems!

### Benefits a whole range of target groups

You can offer a single system as a solution for:

1. Hearing instrument users
2. Hearing instrument users that own Phonak FM (privately)
3. People with normal or near normal hearing, who just want an extra boost

### Easily maintained

The MyLink FM receiver is a robust, small and handy device that requires very little maintenance. A handy charging and transport case provides professional storage for all equipment.



Charging Suitcase for  
10 MyLink FM receivers

### Seminars & Conferences

Do you also have conference and meeting rooms where you would like to be able to accommodate people with a hearing loss? You can freely use Phonak FM in these situations too.

The system is not fixed to one particular area, which thus offers you great flexibility. A special, small portable transmitter can be worn by speakers, with a built microphone attached to their lapel. Individuals with a hearing loss can use the same MyLink receiver in exactly the same way as in the theatre. This increases the overall flexibility of your system!





Persons with hearing loss will share their enjoyable experience with others.



## Your own unique system

### Strong links to the world of the hearing impaired

Let your visitors with hearing loss promote your theatre! They are happy to share their enjoyable experiences with other hearing impaired people. Like everyone else, they like enjoying a wonderful show without facing any problems. And so they are only too happy to share their positive experiences with others in the same situation.

### Still not convinced?

If you wish, our account manager can make an appointment for a visit and discuss the possible options for your theatre.

TX-300 V, wide area transmitter





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## Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

**Interact freely. Communicate with confidence.  
Live without limit. Life is on.**

