

CENTRA™



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For those with a passion for the best.

[www.usa.siemens.com/hearing](http://www.usa.siemens.com/hearing)

**SIEMENS**



# The highest standard in hearing technology

Your passion for living life to the fullest hasn't changed. But like many Baby Boomers, you may not be able to say the same about your hearing. Decades of exposure to rock concerts and loud music have taken their toll. Today, nearly 40% of Americans with hearing loss are under 65. The good news is, hearing aid technology has changed dramatically as well.

Meet the CENTRA™ family of hearing instruments from Siemens. CENTRA was designed to exceed the needs of the most discerning wearers. Packed with premium features that provide the most natural, comfortable, and personal hearing experience possible, CENTRA sets the standard in hearing care solutions.

CENTRA Active™, the flagship product of the CENTRA line, is designed for those who lead an active life. Simple to fit and easy to wear, CENTRA Active is water-resistant, rechargeable, and offers unrivaled hearing performance.



# Industry-leading technologies for the best hearing experience possible.



## SoundSmoothing™

The clanging of glasses instantly smoothed.

Unexpected, impulsive sounds can be a big problem for hearing instrument wearers. Imagine noises like breaking glass, rustling paper, or clanging dishes amplified the same way as all other sounds. It can be startling and annoying. To tackle this problem, we developed the world's first transient noise suppression technology: SoundSmoothing. It responds to these sudden noises almost 400 times faster than competitive systems. It isolates and softens unexpected noises without affecting the quality of speech. So your hearing experience is comfortable and natural.



## DataLearning™

CENTRA's unique DataLearning technology constantly learns your volume and setting preferences. Just like a partner, it gets to know you better with time. It knows when you like the volume to be increased and when you like it to be reduced. It records every adjustment you make in different hearing situations. Even when your hearing environment changes, it automatically recalls the settings and selects your preferred loudness level. Over time, DataLearning virtually eliminates the need for you to make manual volume adjustments.

## e2e wireless™

Locate the source of sounds quickly and easily with e2e wireless technology. This remarkable technology automatically synchronizes the settings of both right and left instruments, so they work as a team to help you identify where sounds are coming from. In a conference room setting, for instance, e2e wireless could improve your ability to locate the speaker by 25%. It works automatically and effectively. So your ears work as a unified system.



## Feedback Cancellation

People who wear hearing instruments often complain about irritating and embarrassing whistling sounds. But with CENTRA, that's not a problem. CENTRA has an advanced feedback cancellation system that searches for feedback patterns and quickly identifies and reduces or eliminates them.

Hearing instruments help many people hear better, but no hearing instrument can solve every hearing problem nor restore normal hearing.

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