



# Pride<sup>™</sup>

*Wireless hearing solutions  
made for life.*



# Made for **LIFE.**

*It's been proven that hearing health is directly connected to overall health and well-being.*

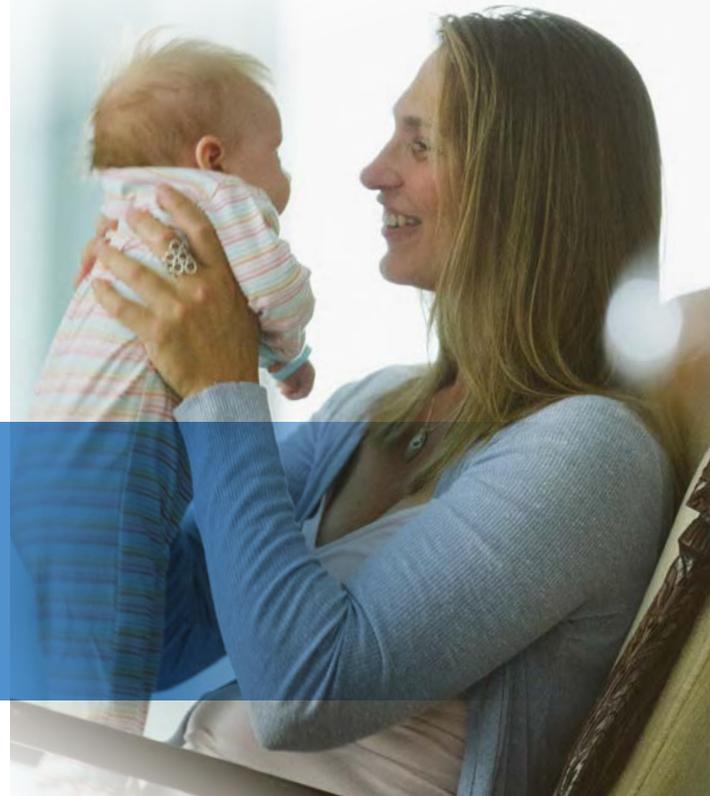
When you're able to hear and engage with the world around you, you live a better and healthier life.

Our pursuit to help people hear better and live better has led to our biggest breakthrough to date.

Introducing Pride™ All American Hearing's most advanced technology that offers supreme sound quality and premium features. Pride is customized to fit your unique hearing needs and enhance your listening experiences.

*All American Hearing Sound has cutting edge technology that delivers true listening enjoyment.*

*Pride hearing aids are made for life.*



# Made for your **DAY-TO-DAY.**



## **Listening in noise**

Advanced noise reduction technology and precise directional microphones work together to help make speech easier to hear in today's complex listening environments.



## **Better connections**

Stream TV, music and more to your hearing aids. SurfLink® Mobile 2, SurfLink Media 2 and SurfLink Remote offer carefree hands-free connectivity and control with no worn device.



## **Works with your phone**

While other hearing aid manufacturers require you to wear a device around your neck, SurfLink accessories offer a direct wireless connection between your phone – or any other Bluetooth® device – and your hearing aids.



# Made for CONVENIENT CONNECTIVITY.

With more and more wireless products, making connections between devices can be challenging. To navigate listening environments with high wireless traffic, our 900sync™ Technology provides a powerful solution. It delivers high bit-rate streaming, allowing for ear-to-ear phone streaming and wireless capabilities for single-sided hearing loss.

*Our All American Hearing wireless hearing aids wouldn't be complete without our popular SurfLink accessories.*

## SURFLINK®



Our compact cell phone transmitter, **SurfLink Mobile 2**, is an assistive listening device, media streamer and hearing aid remote all rolled into one.



**SurfLink Media 2** is a set-and-forget media streaming solution that connects to TVs, MP3 players and more, to wirelessly stream audio directly to your hearing aids.



Our **SurfLink Remote** can be used to adjust volume, change memory modes, go in and out of streaming mode and much more — all with the push of a button.



Our discreet, lightweight **SurfLink Remote Microphone** is worn by a conversation partner to aid patients in one-on-one conversations in difficult listening environments.



# Made for MUSIC LOVERS.

*“Life seems to go  
on without effort  
when I am filled  
with music.”*

*- George Eliot*



*Tastes in music may be unique,  
but the power of music is  
universally understood.*

Thanks to the processing power in  
Pride hearing aids, you can enjoy  
your favorite music in a whole new  
way with features that:

- Focus on music audibility, desired loudness and sound quality
- Make soft music sounds audible
- Allow on-demand and automatic control

The result is listening enjoyment for  
the way you want to hear music –  
automatically and in your control.



# Made for **EVERY TYPE** of hearing loss.



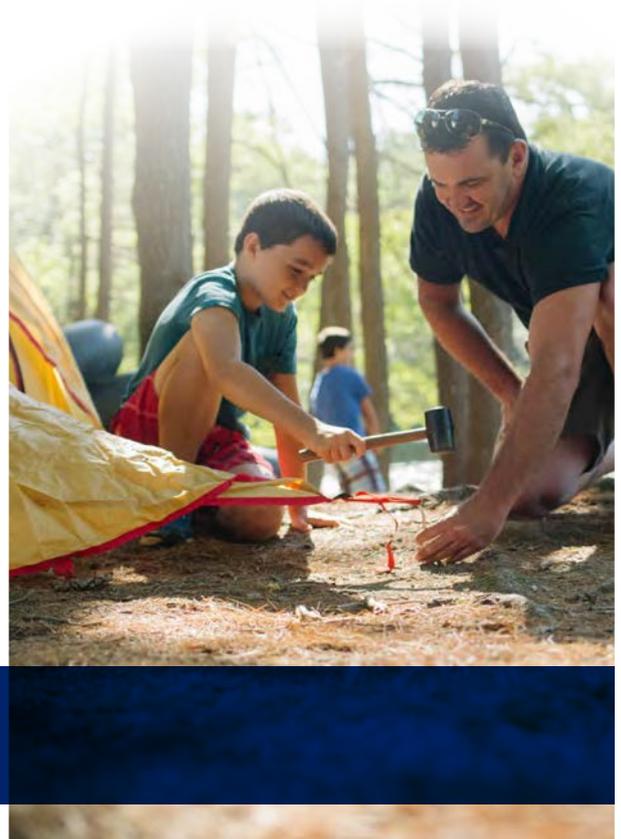
*If you have single-sided hearing loss, Pride has a solution for your hearing needs.*

Our wireless **CROS** and **BiCROS** hearing aids bring audibility and speech understanding to those who struggle with single-sided hearing loss. 900sync Technology allows streaming to the good ear to provide quality, clarity and consistency of sound.



*CROS/BiCROS functionality is available to you in RIC or BTE styles.*

*There are approximately 60,000 new cases of single-sided hearing loss in the U.S. each year.<sup>1</sup>*



<sup>1</sup> Williams, V. A., McArdle, R. A., & Chisolm, T. H. (2012). Subjective and objective outcomes from new BiCROS technology in a veteran sample. *Journal of the American Academy of Audiology*, 23(10), 789-806.

# Made to deliver the very best.



## You want

## Pride delivers

*To hear comfortably in  
challenging environments*

**Acuity™ Directionality** is designed to improve speech audibility in difficult listening situations along with **Speech Shift**.

*To easily adapt to  
new sounds*

All American Hearing's new feature speeds your transition to hearing aids by gradually adjusting settings to allow your brain to get used to new sounds.

*Better wireless  
streaming*

Technology that provides consistent wireless performance while streaming TV, music and other media with **SurfLink Mobile 2** and other **SurfLink** accessories.

*A comfortable, personalized  
listening experience*

Sound comfort technology designed to provide distortion-free listening comfort for loud sounds while ensuring ultimate clarity for soft sounds.

*No buzzing or whistling*

All American Hearing's best-in-class feedback cancellation system providing feedback-free, comfortable listening all day long.

*Durable, dependable  
hearing aids*

**Surface™ NanoShield**, our pioneering water, wax and moisture repellant system, to protect and ensure durability and dependability.

*Music the way it was  
meant to be heard*

**Pride** is designed to allow you to experience music in a whole new way. Now you can hear every note the way the artist intended – with pure, refined sound quality.

*Customizable tinnitus relief*

Advanced **Multiflex Tinnitus Technology** integrated into **Pride** to bring relief to those who suffer from ringing in the ears.

Features may vary by technology level.

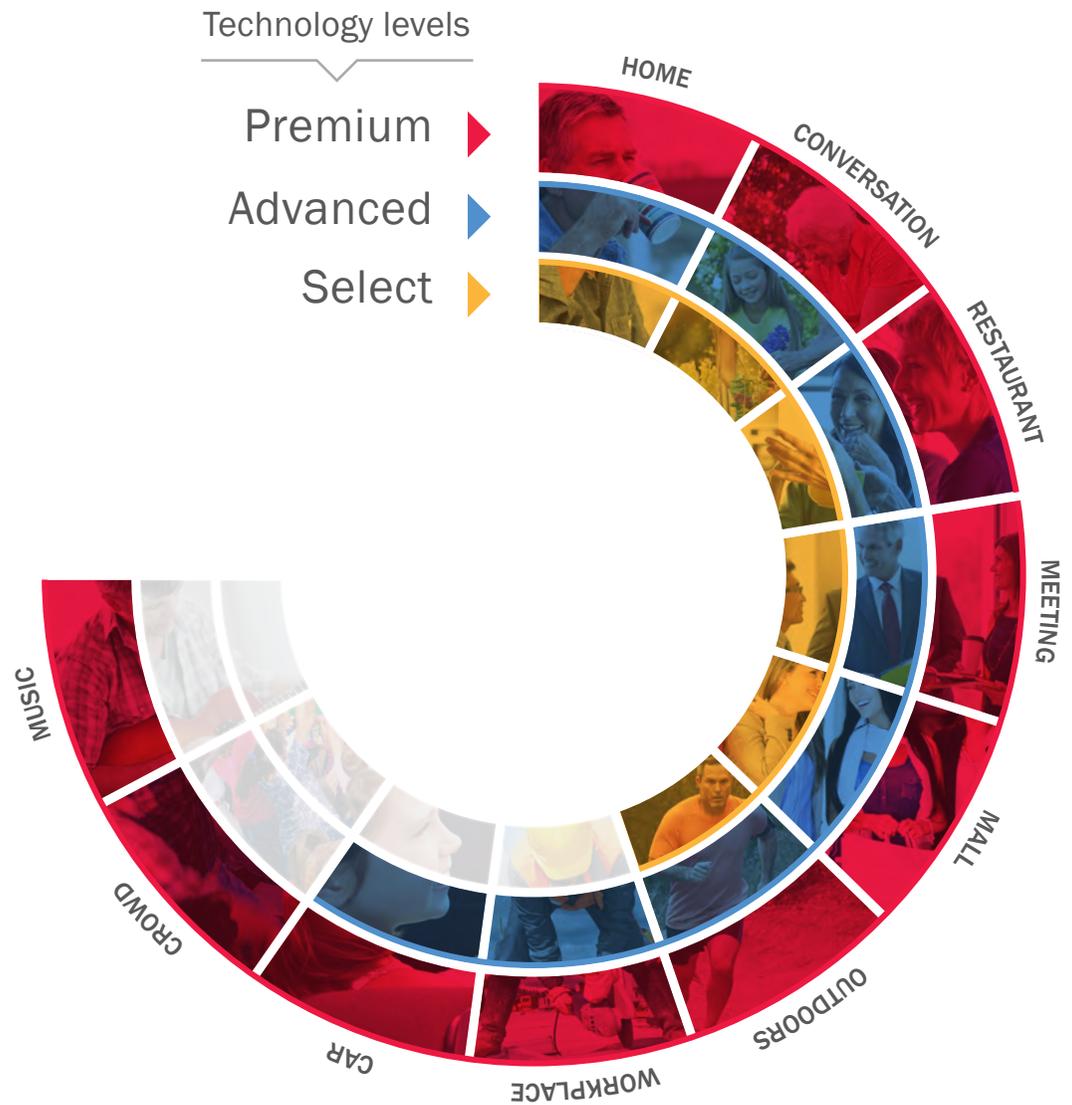
# Made for **EVERYWHERE** you are.

*From the beginning, our hearing solutions have enabled people to hear better in difficult environments and live a better life.*

You want to hear all the subtleties of life: the inflection in the voice of a spouse or the nuances in the notes of a favorite song. Whether it's one-on-one or in the most crowded places, you'll hear the world around you.



## LISTENING ENVIRONMENTS



*What is  
your  
hearing  
lifestyle?*

Our lineup of products enhances many different listening environments. What you need depends on your lifestyle and how active you are.

*Compare the listening environments on the chart inside.*

# Made for **YOUR STYLE.**

## STYLES AND COLORS



**Pride™**

Pick your favorite color among our new styles, which include our smallest devices and custom-fit options – both with tinnitus and wireless CROS and BiCROS solutions.

Consult your hearing care professional and start experiencing Pride's discreet, sleek styles for yourself.

## COLOR GUIDE



Black



Slate



Sterling



Bright White  
with Sterling



Espresso



Bronze



Champagne



Custom products are available in skin tone colors.

# STYLE GUIDE

*Made for your preferred fit.*



**IIC**

.....  
Invisible-In-Canal



**RIC**

.....  
Receiver-In-Canal



**CIC**

.....  
Completely-In-Canal



**BTE**

.....  
Behind-The-Ear



**ITC**

.....  
In-The-Canal



**ITE**

.....  
In-The-Ear



# Made so THE WORLD MAY HEAR.



*Our Founder and CEO,  
Bill Austin, has always held  
a strong belief that the gift  
of better hearing results  
in a fuller and better life.*

We prove our dedication to this philosophy daily, through our support of Starkey Hearing Foundation. And for every All American Hearing device purchased, we help someone in need.

The gift of hearing opens up new worlds of opportunity. It connects individuals to life and helps them realize they can accomplish more than they ever thought possible. Starkey Hearing Foundation uses hearing as a vehicle to change lives around the world.



**100+**  
COUNTRIES



**1.8 MILLION**  
HEARING AIDS



**COUNTLESS**  
LIVES CHANGED

***Made to help millions.***

**The gift of hearing opens up  
new worlds of opportunity.**

Spread hope from ear to ear. To learn more or give the gift of hearing, visit [StarkeyHearingFoundation.org](http://StarkeyHearingFoundation.org).



# Made for a **HAPPY, HEALTHY LIFE.**

Hearing loss isn't just an ear issue,  
it's a quality of life and health issue.

It can occur for natural reasons, but  
other causes might surprise you.



## Older adults\*

with impaired hearing may have a  
**shorter life span** than their peers  
without hearing problems.<sup>1</sup>

\*70 years and older



People\* with a hearing loss experience a  
**30-40% faster decline in cognitive abilities**  
compared to peers without hearing loss.<sup>2</sup>

\*75 years and older



People with low-frequency  
hearing loss are considered **at risk**  
for cardiovascular events.<sup>3</sup>

Pride hearing aids are made so people with  
hearing loss won't have to miss a single  
sound that brings them joy. They are made  
knowing people who hear better live better.

Adults\* with  
untreated hearing loss  
were more likely to report  
depression, anxiety and  
paranoia than peers who  
wore hearing aids.<sup>4</sup>

\*50 years and older



Over  
**360 million**  
of the world's population  
have disabling  
hearing loss.<sup>5</sup>

Adults with untreated hearing loss  
**are more likely to develop dementia.**<sup>6</sup>



There is a significant  
association between  
**high blood  
pressure** and untreated  
hearing loss.<sup>7</sup>



People with  
mild hearing loss  
**are 3x  
more likely**  
to have a history  
of falling.<sup>8</sup>



**90-95%**

of people with **hearing loss can  
be treated** with hearing aids.<sup>9</sup>

*Simply put, Pride hearing  
aids are made for life.*

<sup>1</sup> Norton, A. (2015). Older Adults' Hearing Loss May Be Tied to Earlier Death. HealthDay News. Retrieved from <http://health.usnews.com/health-news/articles/2015/09/24/older-adults-hearing-loss-may-be-tied-to-earlier-death> | <sup>2</sup> Lin, F. R., Yaffe, K., Xia, J., Xue, Q., Harris, T. B., Purchase-Helzner, E., ... Simonsick, E. M. (2013). Hearing Loss and Cognitive Decline in Older Adults. *JAMA Internal Medicine*, 173(4), 293-299. doi:10.1001/jamainternmed.2013.1868 | <sup>3</sup> Friedland, D. R., Cederberg, C., & Tarima, S. (2009). Audiometric pattern as a predictor of cardiovascular status: Development of a model for assessment of risk. *The Laryngoscope*, 119:4733-486. Retrieved from: <http://onlinelibrary.wiley.com/doi/10.1002/lary.20130/abstract> | <sup>4</sup> Reinemer, M., & Hood, J. (1999). Untreated Hearing Loss Linked to Depression, Social Isolation in Seniors. *Audiology Today*, 11(4). Retrieved from: <http://www.audiology.org/publications-resources/document-library/untreated-hearing-loss-linked-depression-social-isolation> | <sup>5</sup> World Health Organization. (2015). Deafness and hearing loss. Retrieved from: <http://www.who.int/mediacentre/factsheets/fs300/en/> | <sup>6</sup> Johns Hopkins Medicine. (2011). Hearing Loss And Dementia Linked in Study. Retrieved from: [http://www.hopkinsmedicine.org/news/media/releases/hearing\\_loss\\_and\\_dementia\\_linked\\_in\\_study](http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_and_dementia_linked_in_study) | <sup>7</sup> Agarwal, S., Mishra, A., Jagade, M., Kasbekar, V. & Nagle, S. K. (2013). Effects of Hypertension on Hearing. *Indian J Otolaryngol Head Neck Surg*. 2013 December; 65(Suppl 3): 614-618. Published online 2013 February 17. Retrieved from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3889339/> | <sup>8</sup> Johns Hopkins Medicine. (2012). Hearing Loss Linked to Three-Fold Risk of Falling. Retrieved from: [http://www.hopkinsmedicine.org/news/media/releases/hearing\\_loss\\_linked\\_to\\_three\\_fold\\_risk\\_of\\_falling](http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_linked_to_three_fold_risk_of_falling) | <sup>9</sup> Better Hearing Institute. (n.d.). Hearing Loss Treatment. Retrieved from: <http://www.betterhearing.org/hearingpedia/hearing-loss-treatment>



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[allamericanhearing.com](http://allamericanhearing.com)