

Beltone. Helping the world hear better

Beltone was founded on the act of helping a friend to enjoy life more. Since 1940, we have provided knowledge, tools, service and training to the professionals servicing the hearing impaired. Beltone makes quality hearing care available to more people. To do so, we develop technically optimal hearing solutions without ever losing focus on the individual's needs. It is our belief that no individual should be denied the possibility of an improved life with better hearing.

Beltone True

True

Good hearing.
When it matters most.

Worldwide Headquarters

Beltone A/S
Lautrupbjerg 7
DK-2750 Ballerup
Denmark
Tel.: + 45 45 75 11 11
Fax: + 45 45 75 11 19
www.beltone-hearing.com



“We asked people about the situations they find most demanding.”

“I’ve been wearing hearing aids myself for over 30 years. That’s why I’m so pleased to introduce our newest product. You see, we asked people like you to tell us when they need the most help from their hearing aids.

Their true stories gave us invaluable insight into when people really struggle to hear. We designed Beltone True specifically to do the best possible job in those situations.

But don’t just take it from me – turn the page and learn why new Beltone True is so much better when it really counts.”



A handwritten signature in blue ink that reads "Steve Hannibal".

Steve Hannibal
Vice-President, Beltone Brand



Beltone True is the hearing aid for you when you:



Want to look good



Are in a noisy place



Don't want whistling



Watch TV with others



Talk on the phone



Need a hearing aid you can depend on

“I hope I don’t wind up
with one of those clunky
hearing aids!”

*Sheila enjoys yoga, swimming
and lakefront bike rides*



Designed to disappear

Most people would agree with Sheila: The more discreet the hearing aid, the better. That's why every element of Beltone True was crafted with invisibility in mind.

Beltone True is the smallest of its kind on the market. It's feather light. It closely follows the curves of your ear. And it comes in an array of colors that blend in with your hair and skin tone.

- **Exceptionally small**
- **Feather light**
- **Choice of discreet colors**

“It’s really important
that I hear what
they’re saying ...”

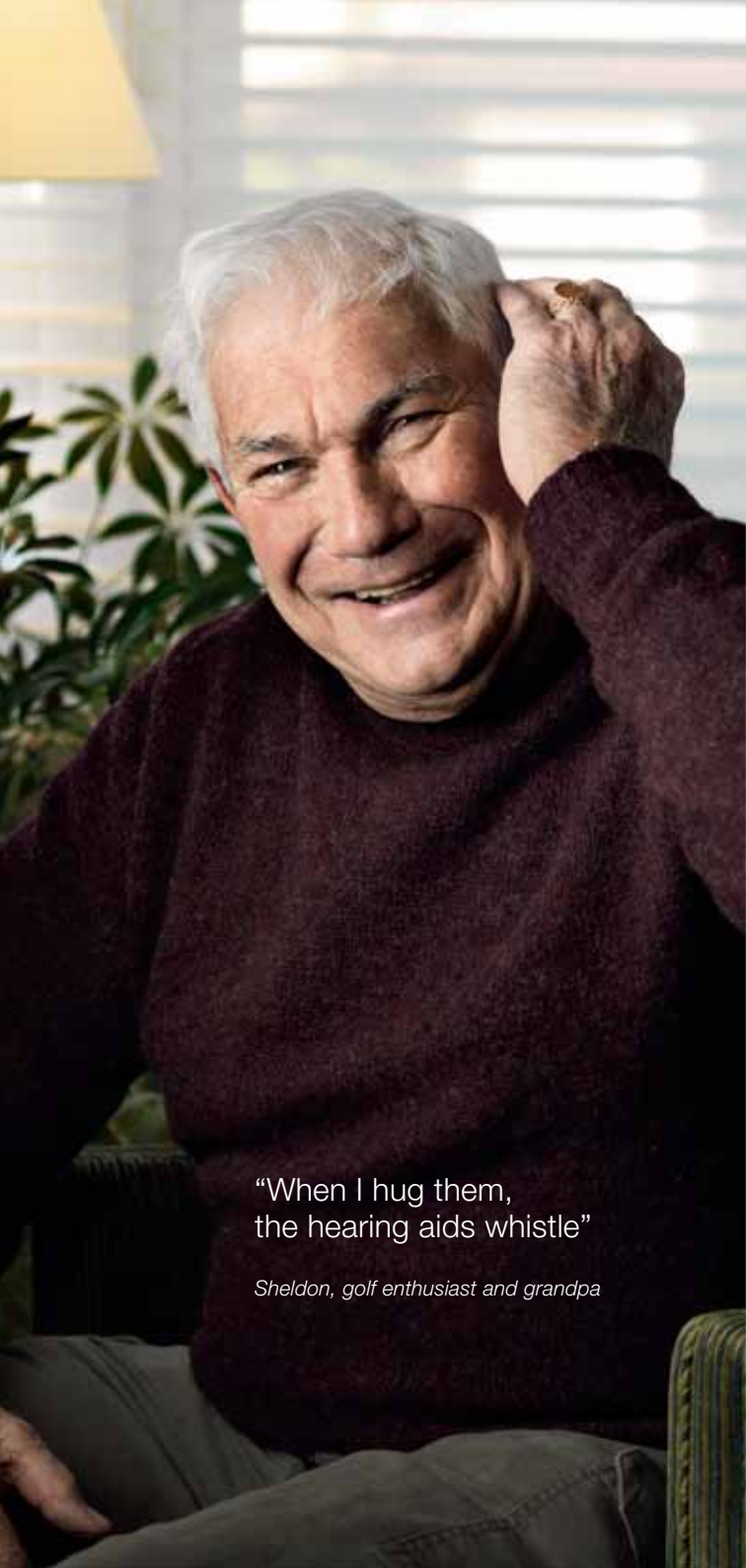
*Michael, Chicago police sergeant
and trumpet player*

Don't miss a thing – even when it's really noisy

For someone like Michael, catching every word is crucial. And no one wants to be cut off from the people and conversations around them.

Beltone True uses two sophisticated new technologies called Spatial Directionality and Speech Spotter Pro to make sure you catch every word, in every situation. Voices sound natural, and you remain in touch with your surroundings because background sounds stay audible, without being distracting.

- **Hear speech clearly**
- **Natural-sounding voices**
- **Stay in touch with your surroundings**



Say goodbye to that whistling

If you're like Sheldon, you've probably experienced whistling or buzzing when you hug someone, put on a hat or pick up a phone. Maybe you find it uncomfortable – or even embarrassing.

But with Beltone True, you can wave goodbye to annoying whistling and buzzing. An exciting new technology called the Feedback Eraser eliminates it automatically. So the Feedback Eraser helps you hear clearly and feel comfortable and confident.

- **No whistling**
- **Hear clearly**
- **Feel comfortable and confident**

“When I hug them,
the hearing aids whistle”

Sheldon, golf enthusiast and grandpa

Enjoy TV with friends and family

Do you, like Susan, find yourself turning the TV volume up so high that others complain? Or missing half of what's going on, instead?

With Beltone True and the wireless Beltone Direct TV Link, you get clear sound from the TV or stereo directly in your ears at the volume that's right for you. You can watch TV and hear and converse with others comfortably at the same time.

Just press a single button on your hearing aid or the user-friendly Beltone Direct Remote Control, sit back – and enjoy.

- **Direct wireless connection to TV and Stereo**
- **Great sound quality**
- **So easy to use**

“It’s not loud to me.”

Susan enjoys long walks, live theatre and feeding the birds in her yard



Beltone Direct TV Link and Remote Control

Talk on the phone with ease

With Beltone True, Joyce – and you – can feel relaxed and comfortable on the phone.

Beltone True offers Auto-Phone, which works together with a brand-new feature called WhistleStop to eliminate whistling when you talk on the phone. Auto-Phone means that there's no need to manually change to a phone program or activate a telecoil. And WhistleStop instantly blocks whistling.

The Beltone Direct Phone Link is a small and light hands-free for cell phones that's easy to use: Press a button to answer, and clear speech goes direct from the phone into your ears. A microphone on the Phone Link picks up your own voice, so you don't even have to take your phone out of your pocket or bag.

- **Small and light**
- **Easy-to-use hands-free for cell phones**
- **Eliminates whistling automatically**

"I think you're supposed to hold the phone earpiece up higher."

Joyce enjoys computer projects and babysitting for her 6 grandkids



Beltone Direct Phone Link

“It’s a real inconvenience
not to have them available.”

*Eugene never misses a chance to take
his 1962 Corvette out for a spin*



Your hearing aids belong on your ears

Eugene shouldn't have to do without his hearing aids – and neither should you.

That's why every vital component of Beltone True is coated with an invisible, protective coating we call HPF80 NanoBlock. It completely seals every part of the instrument. And protects it by repelling moisture and dirt.

- **HPF80 NanoBlock protection**
- **Keeps out moisture and dirt**
- **All components shielded**

There's more than one way to disappear



Beltone True comes in a wireless and a non-wireless model, and you can choose between three feature levels to suit your individual needs.

There's also a range of colors that match and blend in with your hair and complexion.



Beltone True is practically invisible

True

