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THE EVERETT CLINIC OFFERS WORLD'S MOST INTELLIGENT HEARING AID

First hearing aid utilizing artificial intelligence

Everett, WA— The Everett Clinic Hearing Aid department is now offering a revolutionary hearing aid that uses artificial intelligence to mimic the way the brain processes sound. The Oticon Syncro hearing aid makes 17,000 instant intelligent calculations per second. These calculations significantly improve speech understanding in difficult and noisy environments, such as busy streets, congested malls, and crowded restaurants.

The new hearing aid uses software, which analyzes and adapts intuitively and automatically, based on an individual's personal hearing preferences. This results in a hearing experience that is clearer, richer, and more natural than any hearing aid has ever achieved.

Fritz Goset, audiologist at The Everett Clinic's Hearing Aid department, points out that, like the human brain, this hearing aid can detect whether it is hearing the human voice or just noise. It can also determine from which direction a sound is coming, how loud a sound is, and even if the wind is blowing.

"The hearing aid then intelligently analyzes these noises, instantly boosting voices and those sounds that are desirable, while suppressing background noises that interfere with hearing," he said. "This is the first time that artificial intelligence has been used in hearing aids, and the technology will transform the way people hear."

Goset is one of the first hearing care professionals in the U.S. certified to fit the new hearing aid.

The hearing aid is programmed using high-tech micro-processing software, inspired by the brain's auditory capabilities, which tailors the hearing aid to individual hearing preferences. The revolutionary technology prioritizes the amplification of the human voice over other sounds in the listening environment.

The Oticon Syncro is available in a full range of cosmetically attractive, small styles.

The Everett Clinic, founded in 1924, is a locally owned and operated physician group practice with 220 physicians providing more than 40 diverse specialty care services. The Clinic is often recognized nationally for its innovative approach to patient care and medicine, including articles in *The New York Times* and *US News & World Report*. The Everett Clinic can be found at www.everettclinic.com.

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