

## Who are you leaving out?



**54% of Canadians aged 40 to 79 (4.8 million) could have difficulty hearing in your venue, place of business or office.**

**They can't become your patrons, customers, or employees.**

**Hearing loops change that. They are ideal for...**

## Get in the Hearing Loop

Is a communication access program of the *Canadian Hard of Hearing Association*. The *Get in the Hearing Loop* program is dedicated to providing community education, advocacy on behalf of people of hearing loss, and consultation services to help venues of all kinds improve hearing accessibility through hearing loop technology.

For additional information about hearing loops, the *Get in the Hearing Loop* program, or find out how to have a hearing loop installed...

Visit: [getinthehearingloop.ca](http://getinthehearingloop.ca)  
Email: [loops@chha.ca](mailto:loops@chha.ca)

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**Canadian Hard of Hearing Association**

1(800) 263-8068 | [chha.ca](http://chha.ca)



Canadian Hard of Hearing Association  
Association des malentendants canadiens



Get in the **Hearing Loop**  
Bienvenue à la **boucle auditive**



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## Ideal for Venues

**Best Value per Listener:** Hearing loops require minimal maintenance and less equipment to checkout.

**Barrier Free:** No need for most people to arrive early, stand in line to borrow or wait to return equipment.

**Maximum Impact:** Once installed, hearing loops are always active. They can accommodate one to thousands with little staff effort.

**Compliant:** Hearing loops are the only ALS that can meet the mandate for hearing aid compatibility in a large venue without the need to borrow and return venue-provided equipment. It is the only assistive listening system that automatically provides hearing aid compatibility via telecoils, thus eliminating the need to dispense neckloops.

**Universal Access:** Hearing loops help everyone with all levels of hearing loss who use oral communication. They are the universal global standard.

## Ideal for Businesses

Hearing loops are just plain good for business! They improve customer satisfaction, draw new patrons and their friends and family, boost employee morale and are good public relations.

With a hearing loop, a venue helps enrich lives, increases participation in activities and builds strong, engaged, inclusive communities.

## Ideal for Audiences

Hearing loops are the most user-friendly of the assistive listening options and the first choice for many people. They are:

**Simple** and discreet communication access

**Easy** and immediate

**Reliable** technology that listeners trust

**Clear** high-quality sound

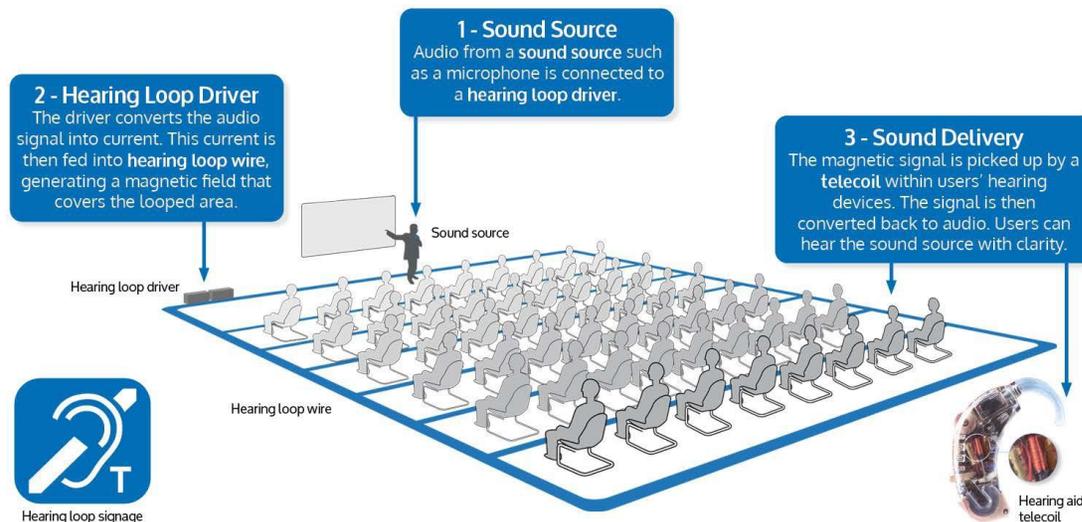
## Ideal for Everyone

Hearing loop systems serve everyone with hearing loss who would like to hear better. As with FM

and infrared (IR) systems, hearing loops also offer accessibility to people who do not have hearing aids or hearing aids without a telecoil via portable receivers and headphones. People without hearing aids can also use earbuds .

Properly installed hearing loops are required to meet the International Electrotechnical Commission (IEC) standard 60118-4.

## How Hearing Loops Work



**Hearing loop systems provide better communication access by transmitting sound directly to telecoil-equipped hearing aids, cochlear implants or other assistive listening devices. (Graphic courtesy of Contacta)**