

The Following are Excerpts From Articles Written About a New Breakthrough In Hearing Aid Technology....The EarPOD is Here! See it at www.theEarPOD.com! Or Call 505-332-9461!

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Acting on Sound Advice

Albuquerque Journal - By Michael Hartranft / Journal Staff Writer on Mon, Aug 29, 2011

The EarPOD is designed for people who suffer from age-related hearing loss and sells for \$325. It resembles an MP3 player, letting "an older person look like

a younger person," creator Garth Gobeli says with a chuckle.

The retired Albuquerque physicist made a splash at the 2010 Equity Capital Symposium with a prototype of his invention, the EarPOD – a high-tech, low-cost device to correct age-related hearing loss. Employing patent-pending technology, the EarPOD looks like an MP3 player, with volume controls for each ear and a rechargeable battery.

Its target customer is someone who's experienced ordinary hearing loss associated with age. "That type of hearing loss is one that starts generally at 45 to 50 and as you get older and older, it gets worse," Gobeli said. "It's characterized by a continual decline in the ability to hear high frequencies. By high, I mean, say 10,000 Hz."

Priced at \$325, the EarPOD costs a tenth of standard aids on the market and can outperform them, he said.

"The speech (range) people talk about, which encompasses the full range of sounds per the human voice, peaks out in what's called the sibilants — the s, v, th, f sounds — they're up very close to 8,000 Hertz. A small bird tweeting is about in that range, maybe 6,000 to 8,000 Hz," he explained. "Standard hearing aids

amplify fairly well until they begin to roll over and peak out. So ordinary aids will not assist in the 4,000 to 8,000 Hz frequency range, which contains all those high frequency sibilant sounds.

"Ours continues to increase the amplification all the way out to 10,000 Hz so speech comprehension is much better," he said.....

A Breakthrough in Hearing Aid Technology?

Innovation Magazine February / March 2011
By: Sherry Robinson Volume 9 Number 1

Experts told Garth Gobeli that he would need to spend \$5,400 on top-of-the-line hearing aids to address his age-related hearing loss, and even then, because of the limited performance of conventional hearing aids, he wouldn't hear well. Gobeli, a retired physicist with 14 patents and decades of experience at Bell Labs and Sandia National Laboratories, looked at the audiogram and knew he could create a device that would mirror the slope of the graph. The



result is the EarPOD, a new kind of hearing device that performs better than the best conventional hearing aid and can be sold for about \$320.

Gobeli's invention is straightforward. A commercially available earbud set with in-the-ear micro-speakers doesn't require custom fitting, as many conventional hearing aids do. Each ear has its own easily manipulated control knob to adjust

volume. The system, with its superior directionality detection, improves understanding of speech, even in a crowd.

The input microphones are in a small case worn on a lanyard around the neck or clipped in a pocket, and they work well under clothing; the separation between microphones and speakers reduces feedback problems.

As friends and acquaintances (and the occasional journalist) try the device, the reaction is always the same, Gobeli says. "They turn it on, look up, smile, and say, 'I can hear everything.' Then they ask when they can buy one."

The most eager testers already wear hearing aids. For now, Gobeli has focused on presbycusis, which is sensorineural or age-related hearing loss. It affects about 31 million people in the United States, but just 7 million own or use hearing aids, either because they can't afford them or they're dissatisfied with the hearing aids they've tried.

"Times have changed. The sight of earbuds is no longer unusual or a badge of old age," he says. And many potential users, like Gobeli himself, don't care what the device looks like – they simply want to hear.