

Hear now. And always

As the leading global expert in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people all over the world. For thirty years, Cochlear has pioneered this technology, helping more than a quarter of a million people reconnect to their families and friends.


Along with the industry's largest investment in research and development, we continue to partner with leading international researchers and hearing professionals, ensuring that we are at the forefront of hearing science.

For our customers, that means access to our latest technologies throughout their lives, and the ongoing support they need.

That is why seven out of ten people worldwide who choose a cochlear implant choose Cochlear as their hearing partner.

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582764 ISS1 NOV14



VOLUME I / ISSUE 1 December 2014

# HEART TO HEART

- The Inspiration Lane
- Invention of the Cochlear Implant
- Tech Update

Exclusive newsletter for Cochlear™ Nucleus® Recipients

'The Ear is the avenue to the Heart'

- Voltaire



Hear now. And always





# Nucleus® 6

Listen to every sound of childhood



SmartSound® iQ has a unique range of specifically designed technologies to meet your child's needs in every listening environment.

## Brave the waves, with confidence.

The Aqua+ accessory waterproofs your sound processor.



- Reusable
- Soft, flexible silicone sleeve
- Water protection rating of IP68
- Compatible with CP810 or CP900 series processor

To find out more, visit [www.cochlear.com](http://www.cochlear.com) or speak to your audiologist.

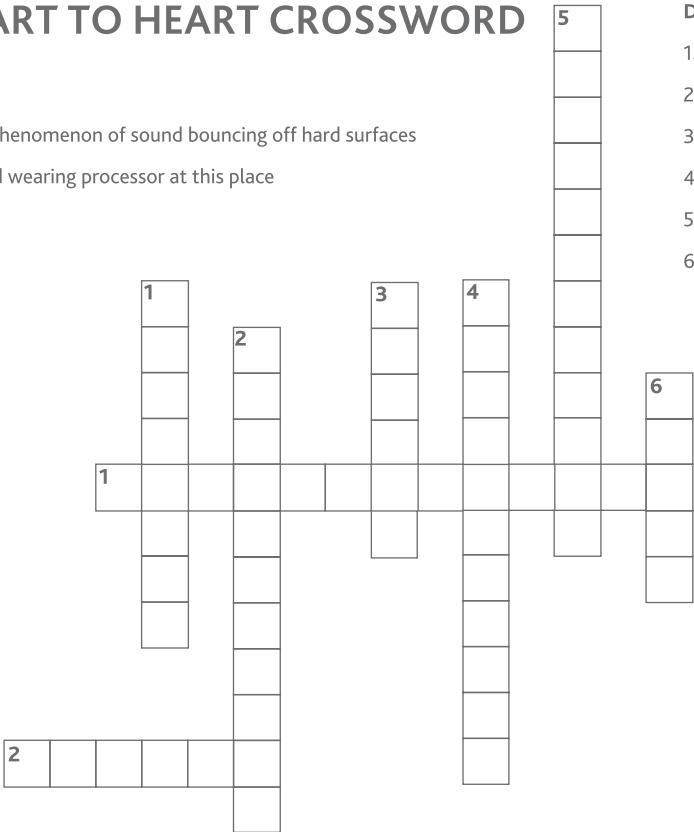
Available for Nucleus® 6 and Nucleus® 5 sound processors only.



HEART TO HEART CROSSWORD

Across:

- 1. The phenomenon of sound bouncing off hard surfaces
- 2. Avoid wearing processor at this place



Down:

- 1. Advertisement at the beginning of the newsletter
- 2. Pioneer of cochlear implant
- 3. Cochlear global headquarters is in
- 4. Cochlear's first research implant recipient
- 5. World's most intelligent sound management system
- 6. Name of the recipient featured in the cover story

Key:  
Across: 1. Reverberation 2. Shower  
Down: 1. Nucleus 2. Graeme Clark 3. Sydney  
4. Rod Saunders 5. SmartSoundIQ 6. Sunny



WE ARE LISTENING

If you have any questions regarding your processor, its accessories or any other query related to life with an implant, write to us at [CINcustomerservice@cochlear.com](mailto:CINcustomerservice@cochlear.com) and our team of experts will resolve it as best as they can. Check out the Expert Talk section on this page to see your queries answered in the next issue.

You can send your child's craft, photograph, drawings, artwork etc. on [CINcustomerservice@cochlear.com](mailto:CINcustomerservice@cochlear.com)  
We will be more than happy to publish it on this page.

 Search for 'Cochlear India' on Facebook and 'like us' to keep in touch.

The **EAR** is the avenue to the **HEART**

Dear Cochlear Family Member,

We've known each other through our struggles, fears, joys and victories of hearing. We have seen that together we can make 'listening' a reality. It is this journey that makes us a part of each other's lives and families.

Today, we begin a new chapter in our journey and hope that it brings us closer to each other.

Heart-to-Heart is our attempt to have meaningful conversations. A medium of sharing joys, hardships, hopes and dreams – this newsletter aims to be a platform for the Cochlear family to get together and share ideas on how we can make the future brighter for all our family members.

There's no better time for a family to get closer to each other than the festive season. With our first issue, let us celebrate the joy of hearing, which binds the Cochlear family together irrespective of our ages, stages and backgrounds.

Let us not forget to thank all who helped us to take the leap from the world of silence to a world buzzing with sounds of crackers, prayers, chimes and laughter while we anticipate the New Year.


To add to the celebrations, we also learn with pride and hope about Sunny, a bilateral CI recipient, who is now pursuing an engineering degree in the United States. His story is one that makes us believe – anything is possible!

We hope reading this issue is as enjoyable as putting it together has been. We welcome feedback at [CINcustomerservice@cochlear.com](mailto:CINcustomerservice@cochlear.com).

Happy reading!

Cochlear India Team

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Real life story of the struggles and achievements of Sunny, a bilateral cochlear implant recipient




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Learn how the cochlear implant become a reality and the whole exciting story behind it



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An automatic and intelligent sound processor. What does that mean?



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Therapy@Home

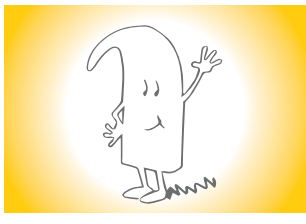
Know how you can create the best listening space for your child in your home.



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We are listening

We'd love to hear from you. Find out how you can get in touch with us.



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Care & Maintain

Your implant will live as long as you love it. Learn some easy ways on how you can care for your implant.



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Fun Corner

Spend some family time solving these puzzles.


## Cochlear™ Wireless TV Streamer



Listen to commentary while watching a cricket match relayed from a noisy stadium. Or watch a movie marathon with your friends. It has never been so easy. Enjoy stereo sound from your TV.

- Move around while watching TV
- Automatically reconnects when you return to the room within five minutes
- Multiple Nucleus 6 System users can connect to the same device

## Cochlear™ Wireless Phone Clip



For effortless phone conversations, just clip it onto clothing.

- Works with any Bluetooth enabled phone or device
- Built-in microphone picks up the user's voice when the phone is away

Coming Soon\* ...  
Talk to your clinician for more details.

\*Exclusively for Cochlear™ Nucleus® 6 sound processors.



# Accessorize your Sound Processor

Never miss out on a conversation again

Cochlear Wireless Accessories are a revolutionary range of wireless devices. When paired with your Nucleus® 6 Sound Processor you enjoy an enhanced hearing experience.

Now attending a seminar or lecture shouldn't make you nervous and jittery. The Cochlear Wireless Accessories are built so that you can hear clear sound from a distance and that too, without wires.

Pair any of the Cochlear Wireless Accessories with your Nucleus 6 Sound Processor for hassle-free hearing and feel the difference.



Phone Clip

Mini Microphone

TV Streamer

## Cochlear™ Wireless Mini Microphone



Be it a noisy classroom or a conference room with the AC noise in the background, listening becomes easy with a Mini Microphone.

- Slightly bigger than a match box
- Pairs easily with multiple Nucleus 6 sound processors
- Hand over to the teacher or speaker and hear them talk clearly from your seat

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# Therapy@Home

Not just hear. Help them Listen

Small changes that we make at home go a long way in developing the listening environment of your child.

Here are some ways to help you create a favourable environment so that listening and learning becomes easier for your child.

## Rooms

First let us tell you something that you may already know;

- Sound bounces off hard surfaces. This is called reverberation.
- More reverberation makes it a lot harder for your child to hear.
- Soft furnishings absorb the sound and stop it bouncing around the room.

**ACTION:** Have rugs / carpets, cushions, curtains, material wall hangings, etc., in your room to absorb the sound.

**ACTION:** Identify good listening rooms. Choose the best room to have after school conversations or a hearty chat with your child. We know that the kitchen is definitely not going to be your pick.

## Background noise

Any sort of background noise will have a negative effect on your child's listening.

**ACTION:** Use machines at night / evening / day time during school when they will not interfere with your child's listening. **Turn off noise creators like television and radio when not in use.**

**ACTION:** Try and be between 1 and 2 metres away from your child when talking together, depending upon their listening skills and the others involved in the activity.

## Unnecessary noise

Stop. Look. Listen.

Ask: Where is noise coming from?

Ask: How can I stop it?

- Other people – some families get used to shouting to others between rooms or up the stairs.

**ACTION:** Try and establish an expectation that both, adults and children don't shout to other people in another room. See to it that people rather walk to the room and speak to the person there.





# Invention of Cochlear Implant

You will never know what you can achieve until you try. And 'try' is what he did.

Professor Graeme Clark made continuous efforts towards developing an implantable hearing device – a cochlear implant. He was determined to develop it since he knew and understood the pain his deaf father felt. Small but concentrated efforts made since 1967 eventually resulted in the creation and development of a multi-channel cochlear implant.

Here we chart the beginning of the Cochlear journey...



Dr. Graeme Clark begins researching the possibility of a cochlear implant.



Dr. Graeme Clark is appointed Professor and Chairman, Dept. of Otolaryngology at The University of Melbourne.

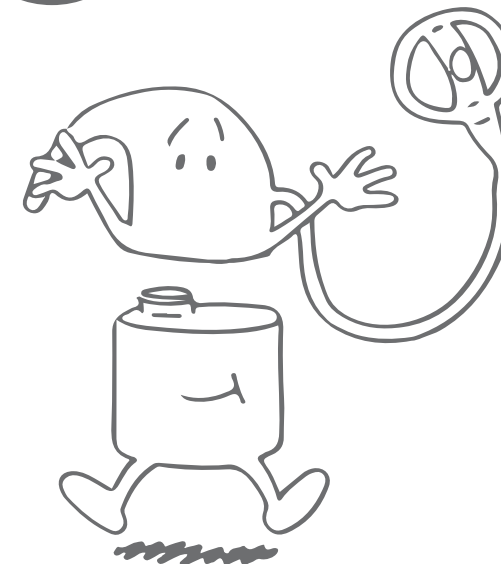


When experimenting with a blade of grass and a small turban shell, he discovered a way to get the electrode placed securely in the inner ear.



Rod Saunders was the world's first cochlear implant recipient to show the benefit of multi-channel stimulation. Clinical data from Rod's implant helps drive the cochlear implant industry.

## Weekly

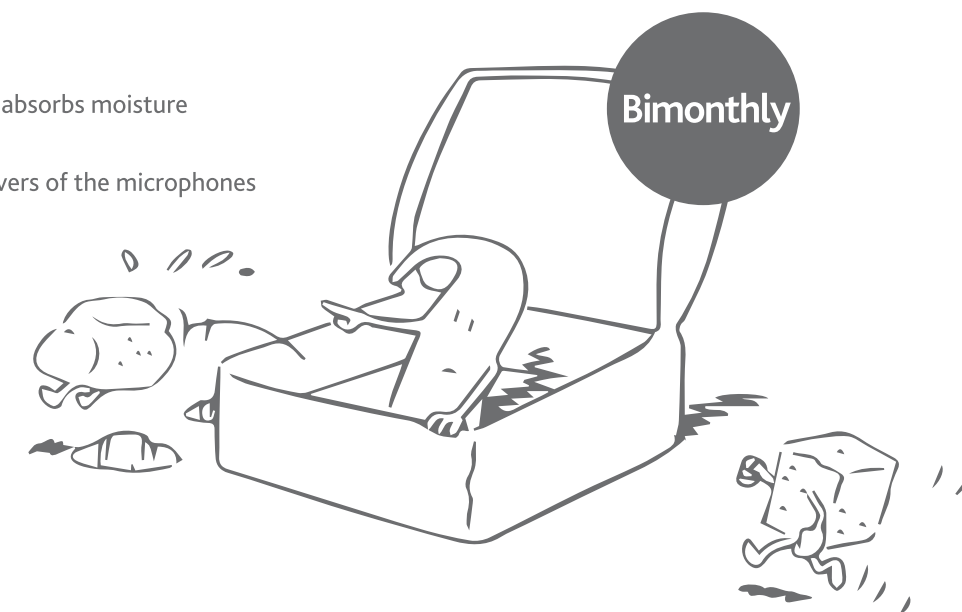


## Do

- ✓ Disconnect all the connection points once a week and clean it with a soft dry cloth
- ✓ Brush the battery contacts and accessory port with a soft brush to remove dust
- ✓ Use protective covers to keep dust and moisture out

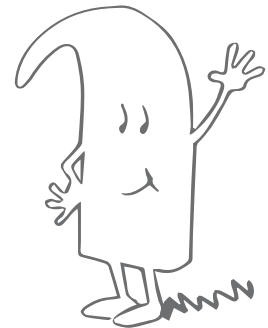
## Do

- ✓ Change the Dry-Brik that absorbs moisture every two months
- ✓ Change the protective covers of the microphones to avoid clogging



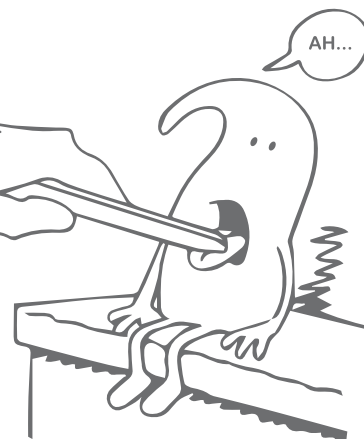
# Care & Maintain

Long Live  
the Sound Processor



Here are some simple tips to show your love to your sound processor so that it keeps loving you back for a long time. What's more, you'll also save money by avoiding frequent service and repairs.

## Daily



### Do

- ✓ Keep the inside of your processor clean and free from moisture
- ✓ Wipe the outside of your processor, cable and coil with a soft dry cloth
- ✓ Place the processor in the Dry & Store to remove moisture from the inside
- ✓ Straighten the cables to avoid tangles

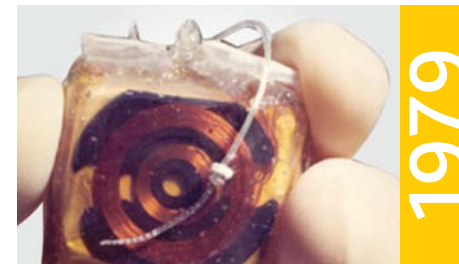
### Don't\*

- ✗ Use oil on your hair
- ✗ Use your processor while in the shower
- ✗ Use the processor when swimming, applying powder, makeup or hairspray

\*Applicable only for Nucleus Sound Processor without Aqua Accessory



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Nucleus, a medical device company, Cochlear (a company formed in early 80s) and the Australian Government partner to develop a commercially available implant.



Paul Trainor (owner- Nucleus Group) receives AU\$4million to start commercial development of the multi-channel cochlear implant.



The first commercial Nucleus® implant (the Nucleus CI22) was implanted at the University of Melbourne. The recipient was Graham Carrick, aged 37 years.



Professor Clark with the first two paediatric cochlear implant recipients; Scott Smith on right (10 years) - first child - and Bryn Davies (five years) on left - second child at the Royal Victorian Eye and Ear Hospital.

Clinical trials for cochlear implant for children begin in the US.



One of the first paediatric cochlear implant recipients Pia Jeffrey is featured on the Sydney Telephone Directory. A local newspaper captured the moment when she first heard sound – "her face lit up!"

Cochlear celebrates the 5,000th Nucleus® recipient.



Cochlear becomes successfully listed on the Australian Stock Exchange (ASX). Cochlear Ltd. continues to be one of the most high profile companies in Australia.

Our journey doesn't end here. In fact, it has only begun. Stay tuned to learn about the rest of the Cochlear story in our next issue...

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## The Inspiration Lane

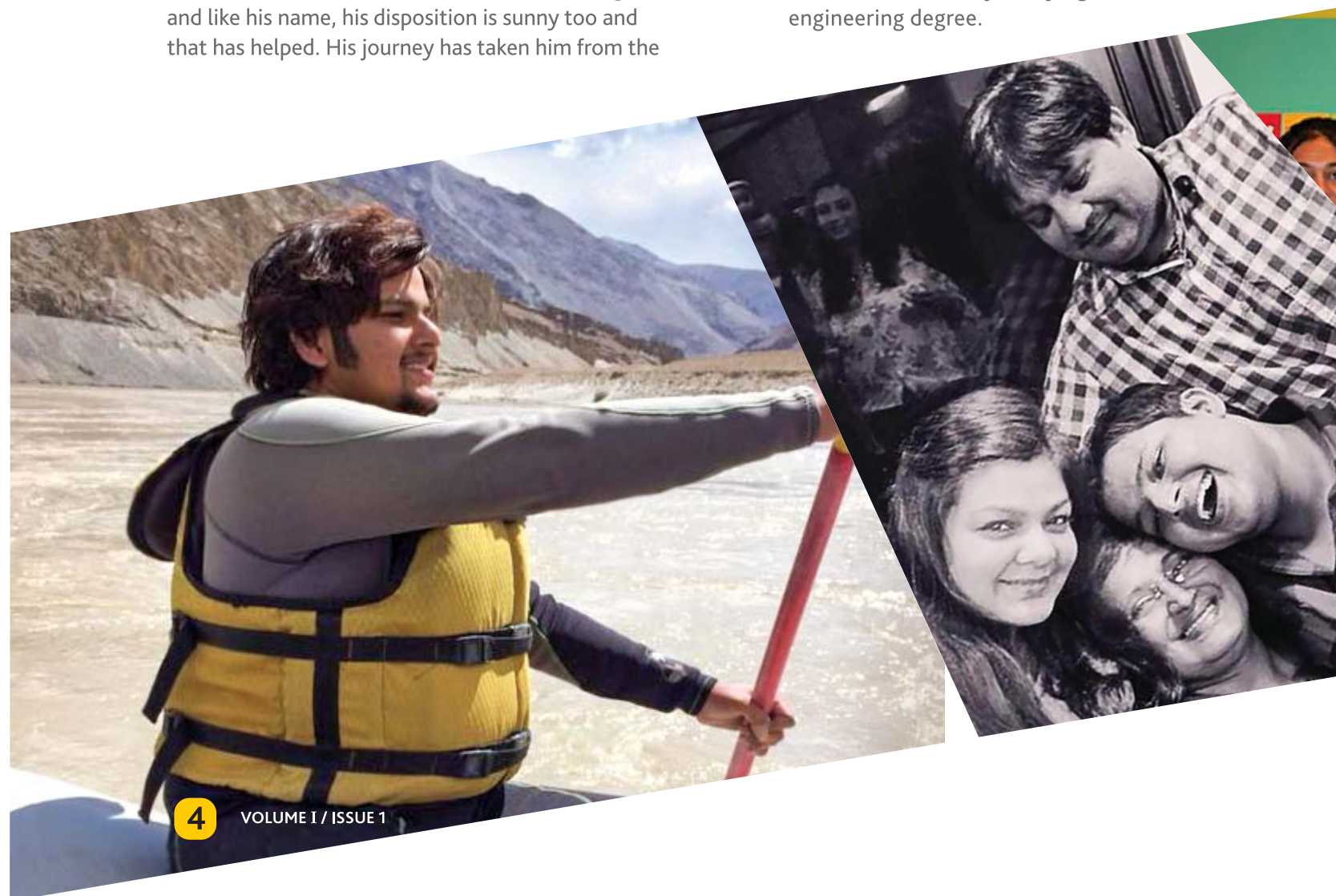
The Struggle & Sunrise of a bilateral CI recipient – Sunny

Twenty year old engineering student Sunny loves math, reading, technology and is just as ordinary as any other youngster his age. Being a bilateral CI recipient changed his world and made it truly multi-dimensional. We spoke to Sunny and his mum, Vibha, about their struggle, learnings and why Sunny chose to move a world away, to pursue his engineering degree.

In this excerpt, we talk about the discovery of his hearing loss, his therapy, his challenges, his and his parents' fears, and how Cochlear changed the way he connected with the world...

Sunny is on a long journey called life. It has been a trying experience for him in many ways, but he is a more seasoned traveller than most others his age; and like his name, his disposition is sunny too and that has helped. His journey has taken him from the

depths of silence to a life of sound and music and to the United States of America where he is currently studying for his engineering degree.



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## Tech Update

The new, advanced Nucleus® 6 System, lets your child be a child in the true sense.

Being a child is not easy. School, friends, home, television and parents; all these demand their undivided attention.

The Nucleus 6 System understands what it means to be a child and hence comes with an all-in-one-solution – SmartSound iQ.

### SmartSound iQ



The world's most intelligent sound management system helps your child hear best in any of the following listening environments – Speech, Speech-in-Noise, Noise, Quiet, Music and Wind.

### Fully automated



The Nucleus 6 System analyses the listening environment and automatically\* applies the right sound processing technology for the best hearing in every situation.

### Truly wireless



Connect to an incredibly wide range of wireless devices. The wireless signal from TV, Stereo and GPS devices will be broadcasted directly into the sound processor.

### Smallest sound processor



With the Nucleus 6 System, your child now has the choice of the smallest sound processor on the market – the Nucleus CP920.

### Most water resistant



The water-repellent nano-coating makes it more reliable around water than ever before. It is also compatible with the Cochlear Aqua+ accessory which makes it waterproof (IP68).

### Choice of styling options



A range of sound processors and coil covers in 12 bright colours and patterns. Choose one to match your outfit!

Now nothing can stop your little star from shining bright.

\*Alternatively, your health professional can program the Nucleus® 6 system for the situations that are most suitable to your child.

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# Happy New Ear

Gift your child a new sound processor before the New Year and avail the benefits of the **StayNew Plan.\***

Open to all recipients only till  
**December 31, 2014**

Talk to your clinician to know more.



\*Terms and conditions apply

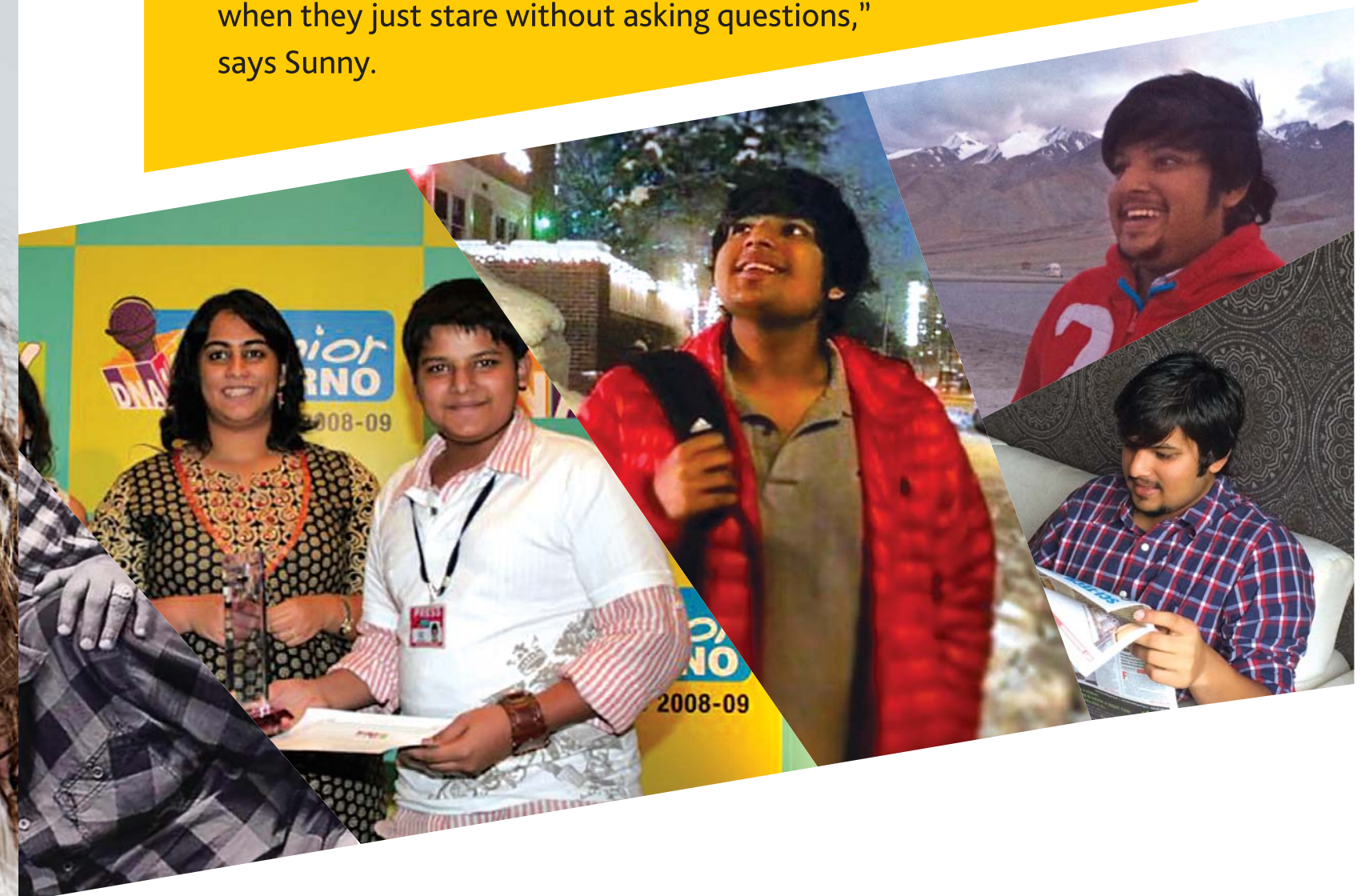
The Shahs discovered that their son, Sunny, had a serious hearing problem when their 10-month old child slept soundly while extremely loud music was playing in their own home.

Sunny was born deaf, and he was progressively moving towards profound deafness. At one and a half years, he began wearing hearing aids. When he began school, Sunny also started with speech therapy at AURED. Since he lived in the suburbs and attended school and therapy in South

Mumbai, the journey would take 3 long hours. The mother and son, however, made best use of these idle hours, having long chats, connecting. It also played a very important role in developing Sunny's love for reading, and music; other times, looking outside the window.

Fate had other ideas for him though. A few more twists, and the journey was to become a lot more arduous. In 2002, at age 7, Sunny received his first Cochlear implant in his right ear.

"I'm okay when people ask me what is on my ear. But I get uneasy when they just stare without asking questions," says Sunny.



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He changed his school and moved to RBK International, which was much closer home. "The class rooms were air-conditioned and there were fewer students," says Sunny. The cancellation of noise aided the young boy's concentration.

While discussing the apprehensions of a parent, Vibha says, "After the initial shock we quickly transitioned into what we needed to do next for our kid." She says she was never ashamed of her son and always chose coloured processors for his sound processors. Her thought was, "Our kids imbibe what we feel. If we're ashamed of them, they feel ashamed of themselves. If we're proud of them, they feel proud about themselves." Simply spoken, yet a deep insight.

His mother's philosophy is amply substantiated when you hear him say, "I'm okay when people ask me what is on my ear. But I get uneasy when they just stare without asking questions."

**The settling years with the first implant prepared Sunny to smoothly adjust to his second implant in the left ear in 2007 when he was 12. Sunny continued to attend therapy at AURED all these years and the Shah family can't talk enough about the contribution made by his favourite Aziza teacher and her team from AURED.**

From early on, Sunny had a special bond with his mother. She was his constant companion, guide and best friend. This unique mother-son relationship has been the biggest defining factor in Sunny's outcome. Nothing can replace a caring parent willing to walk alongside in this distressingly long trip out of a sensory disability. Vibha's outlook, energy, dedication and time invested in Sunny's care have impacted him positively, says Aziza Tyabji, Director at AURED, Mumbai.

However, the early days with the implant were difficult, reminisces his mother, "The first time we switched on the device, he was terrified and screaming and kicking so badly that we had to hold him down."

Very soon, he got accustomed to 'sound' and was soon ready for a second implant. If the 1st implant gave him a peek into the world of hearing, the 2nd one at age 12 was like going from a 'mono' to a 'surround sound' system. He became more receptive and understood better, a critical turning point on the path towards normalcy. Sunny's world was now truly opening up and there was a new level of independence – something that would inspire confidence within and allow him to dream big. So big, that he would soon start planning to leave his nest in search of bigger dreams...

Thanks to the bilateral implant, and the capability to hear sound from all directions, Sunny, like other typical kids his age, enjoys watching Bollywood movies; and that too without sub-titles. His language skills have improved dramatically. Though English has been

his primary language, living in a multilingual country like India has passively taught him Hindi, and his mother tongue, Kutchi. More than anything else, the "2nd implant has calmed him down", says Vibha. He is also better geared to handle life in all its vibrant shades and sounds.

The adventurer in Sunny was not content with just these milestones. He was intent on completely defeating his disability and becoming a fully independent, responsible, productive human being who could take full care of himself. Which was why after completing his under graduation at RBK International, he decided to pursue his higher studies in the US. Initially his family was sceptical but when they knew that he had made up his mind, they gave in.

He chose Industrial Engineering as it would include a whole lot of mathematics, his one true love. Adds Vibha, "He enjoys painting, reading, music and is a tech-freak. But somehow I always find him doing math," she smiles and so does Sunny.

We ask him about his future plans and he just shrugs. "I don't really know," he says simply, "I want to finish my degree in the US but want to work in a different country. Maybe I'll just travel."

We ask Vibha about her fears. Initially she wondered why such a thing happened to her son. She recollects her husband's words, "Don't be depressed. Feel blessed we were the chosen ones. God found us worthy of looking after Sunny." Ever since, Vibha faced life with a positive outlook and took every step to help Sunny achieve his place in the world.

His challenges are many - living alone, studying in a foreign land, integrating with a new culture, understanding multiple accents. But he has learnt not to let any of this come in the way of his dreams. Sunny's journey is an example of how with the right attitude and support, one can conquer life's hurdles and go far...

### Feeling inspired?

Inspire others with your journey into the world of sound. Please e-mail us at [CINcustomerservice@cochlear.com](mailto:CINcustomerservice@cochlear.com) and tell us your story.

