



Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people with moderate to profound hearing loss. We have helped over 450,000 people of all ages live full and active lives by reconnecting them with family, friends and community.

We give our recipients the best lifelong hearing experience and access to innovative future technologies. For our professional partners, we offer the industry's largest clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

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HEART TO HEART

- Inspiration Lane
- Tech Update
- Cochlear™ Connect

Exclusive newsletter for Cochlear™ Nucleus® Recipients



Celebrating the hidden JOY of HEARING



Hear now. And always



Wireless Listening. Effortless Listening.

Cochlear™ Wireless Phone Clip*

Music / Phone



Cochlear™ Celebrate Hearing 2016

A multi-city exclusive event for Cochlear recipients in India

	Saturday	Sunday	Saturday	Sunday	Saturday	Sunday	Saturday	Sunday
NOV 2016	Bangalore 05th	Bangalore 06th	Calicut 12th	Cochin 13th	Coimbatore 19th	Chennai 20th	Vijayawada 26th	Hyderabad 27th
DEC 2016	Delhi 03th	Delhi 04th	Delhi 10th	Delhi 11th	Jaipur 17th	Jaipur 18th	Kolkata 24th	Chandigarh 25th
JAN 2017	Bhopal 07th	Indore 08th	Mumbai 14th	Raipur 15th	Rajkot 21th	Ahmedabad 22th	Surat 28th	Mumbai 29th
FEB 2017	Mumbai 04th	Mumbai 05th	Pune 11th	Nagpur 12th	Nashik 18th	Register Now!		

or Call on
022 42170557

Send WhatsApp or SMS by typing
CELEB<date of event> to **98205 85031**



Recipients' Corner

Celebrating the hidden joy!
Here's a fun crossword

Find the words from the lists in the picture below

Ravana
Ladoo
Festival
Diwali
Rangoli
Ayodhya
Diya
New Years



Firecrackers
Sita
Sweets
Bhaidooj
Rama
Holiday
Lights

Celebrating the hidden joy of hearing

Dear Cochlear family members,

With the season of festivities fast approaching, Cochlear would like to celebrate you - our warrior recipients, supportive caregivers and diligent clinicians! It is because of your constant support that we can continue improving the lives of people all around the world with sound.

In the following pages, we visit the story of Jasmine Shah, who shares inspirational words and some wonderful tips. With Cochlear giving Jasmine the opportunity to pursue A+ Hearing, she lives life to the fullest by celebrating everyday with a smile on her face. She shows us how to remember our own courage and strength, and to never forget the fire that burns inside each of us.

With beautiful colours in the sky and light in our hearts, we celebrate the hard work of all our bright recipients and loving caregivers. Each one of you is truly an inspiration!

Wishing everyone a safe and joyous season, happy holidays!

Team Cochlear India

WE ARE LISTENING



We love hearing about what our readers think. Share your ideas and thoughts with us, and all queries at CINcustomerservice@cochlear.com

You can now also keep in touch with us on our 'Cochlear India' Facebook page and through Twitter @CochlearIndia



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Jasmine Shah bounced back after losing eyesight and hearing at an early age

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NOV 2016	Bangalore 05 th	Bangalore 06 th	Calicut 12 th	Cochin 13 th	Coimbatore 19 th	Chennai 20 th	Vijayawada 26 th	Hyderabad 27 th
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FEB 2017	Mumbai 04 th	Mumbai 05 th	Pune 11 th	Nagpur 12 th	Nashik 18 th			

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Celebrate Hearing 2016

Exclusive multi-city event for Cochlear recipients in India



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Recipients' Corner

Find out how you can send in your suggestions or simply share your journey with us


Cochlear™ Connect

A peek into what is shared by Cochlear family members on social media

The journey of hearing is an exciting ride, filled with many surprises. Each switch on or sound processor upgrade lets you enjoy new sounds and experiences.


As we continue discovering the world of sound, the various pit stops that push us forward and challenge us, will only make us stronger.



Here are a few stories shared by our Cochlear warriors:



Tathagata Banerjee added a new photo to Cochlear India's timeline - with Payel Banerjee in KOLKATA
July 15 at 6.39 pm

Hi my daughter Tanisha is probably the youngest receiver of Cochlear Implant in Eastern India. Operated by Dr. Amitabha Roychoudhury at the age of little over 2 years is on Nucleus CP810 since then. Under able guidance of Mr. Chandan Saha her audiologist and Ms. Chandana Madam of Pragati, Kolkata and her mother she underwent profound speech therapy. Currently she is reading in a mainstream school in Class 2 and is coping up with everything naturally. She takes active interest in sports, drawing and dancing. Thanks to Cochlear and the people who made this possible.





20 comments 2 Shares



Cochlear India added 3 new photos.
September 9 at 11:46am

We are proud to welcome our little Superhearo Dhyani into the magical world of sounds with our newly launched off the ear sound processor Kanso. Dhyani from Ahmedabad was diagnosed with hearing loss when she was 6 months old. However, her parents decided to intervene early to make sure there is no lag in her learning process. She was implanted on the 9th of August 2016 and switched on with Kanso processor few days ago. It was an emotional celebration for the family and the clinicians. It is these little and pure joys of life that we as Cochlear love gifting.





Comment Share



Cochlear India @CochlearIndia Aug 1
With a whopping 95.5% in her Boards, our #Superhearo Grizelda has thoroughly defeated hearing loss! Don't you think?



A+ Achiever
Grizelda Evangeline



Like us on Facebook at 'Cochlear India' and follow us on Twitter @CochlearIndia to share some of your moments with us and inspire more recipients and families.



Discover the hidden joy of life!

Introducing **KANSO™**, the new sound processor from **Cochlear™** that hides itself to let you discover a new you.

Kanso is an off-the-ear sound processor that's so discreet it's barely noticeable, so small and comfortable you can forget you're wearing it.

Thanks to SmartSound® iQ and dual microphones, Kanso offers crisp and clear hearing, in all situations.

*Log on to www.cochlear.com/in/Kanso or talk to your clinician for more details



Therapy@Home

Track your listening child (TLC) - with tender, loving care

The development of communication skills begins in infancy, before the emergence of the first word. By the time children are three and a half-years-old, they have each experienced different social and physical environments. This results in a wide range of behaviours that is typical for children this age.

The **37 to 42 months** milestone chart is a guide to average development, but keep in mind that your child may develop more quickly in one area than in another.



Receptive Language

- ☐ Follows 3-part directions in order, e.g. walk to the door, wave, then clap your hands
- ☐ Listens to a 10 minute age appropriate book while looking at the pictures
- ☐ Understands and follows instructions with locational prepositions and opposites concepts, e.g. next to, empty/full



Expressive Language

- ☐ Uses words like "and", "but" and "because" appropriately
- ☐ Talks about pictures and story books
- ☐ Holds conversations using many correct grammatical structures (plurals, possession, pronouns, prepositions, adjectives)



Cognition

- ☐ Copies simple picture line drawings and circle shapes, learns to build blocks with toys
- ☐ Play themes expand beyond personal experiences e.g. police officer, doctor
- ☐ Associates an object with an occupation e.g. thermometer with doctor

You can download TLC book in advance by visiting <http://bit.ly/1yDqDil>

If you have any questions or doubts related to your child's growth and development, write to us at CINcustomerservice@cochlear.com and our team of experts will resolve it as best as they can.



StayNew. StayAhead.

Cochlear™ StayNew Plan.*
A buyback plan for less than
5 year old sound processors.

Vyoma Kandilkar, winner of National Talent Search Examination (NTSE) Scholarship and currently student of Engineering in Aurangabad. Keeping in mind the forthcoming competitive 4 years in college, Vyoma's parents decided to help her stay ahead with her hearing - she upgraded to the Nucleus® 6 sound processor in 2015 with the help of the Cochlear StayNew Plan.

To know more, visit www.cochlear.com or speak to your clinician.

Buy a new
Cochlear™
Nucleus® Sound
Processor

Get buyback
value on your
old Sound
Processor*



CP910 CP920

₹ 50,000



CP810

₹ 40,000



CP802

₹ 30,000

*Terms & Conditions apply.

KANSO™ hidden



THE JOY OF HEARING found

Meet Dewanshi Tamudia, one of our newest Kanso recipients

“ I love the look of Kanso because it's sleek, simple and cool. Since I'm a fashion designer, I think it suits me perfectly! ”

When I received Cochlear's all-in-one sound processor, Kanso, I was really stunned by its minimalist and simplistic design. It is so light in weight. Now that I've said goodbye to my hearing aid, I feel like a whole new person. I am confident that I can get over many more barriers in life.

Kanso doesn't fall off during heavy physical activities like dancing, working out or running. With Kanso, I can clearly feel the difference in sound quality compared to my previous hearing aid. I can hear new sounds that are completely unique to me - birds chirping, running water, paper crumpling, door opening, footsteps and so much more.

I'm now enjoying the beauty of sounds in real world!



Tech Update

With Kanso™, discover hidden joy

Do you ever feel conscious about your sound processor showing?

Almost 35 years after successfully launching the world's first multi-channel Cochlear™ Implant, our commitment to innovation and providing hearing remains unchanged. We are excited to announce our newest offering – Kanso.

Kanso is an off-the-ear sound processor that is so discreet it's barely noticeable. The smart but simple sound processor makes it even easier for you to find the joy of hearing.



HIDDEN

Cochlear recipients who have already tried Kanso say they love how it 'frees your ear' compared to a behind-the-ear model. Kanso is the smallest and lightest off-the-ear processor available, giving you confidence to connect to your world.



SIMPLE

Kanso is so simple, it is a single unit sound processor with no coil and cables – because everything has been packed into one. All you have to do is place the Kanso on your head and it does all the work for you.



SMART

Thanks to SmartSound® iQ and dual microphones, Kanso offers crisp and clear hearing, particularly in noisy situations. Swim, jump, play, listen to music and talk on the phone to bring your passions to life by using Aqua + and Wireless Accessories for Kanso.

When it's time to upgrade your sound processor, recipients have the choice to pick A+ Hearing with Kanso. Ask your clinicians for more details.



Cochlear™ Care

Here are a few quick Dos and Don'ts for the festive season

It's that time of the year again, a festival full of memories, a sky full of lights and a heart full of joy.



DOs

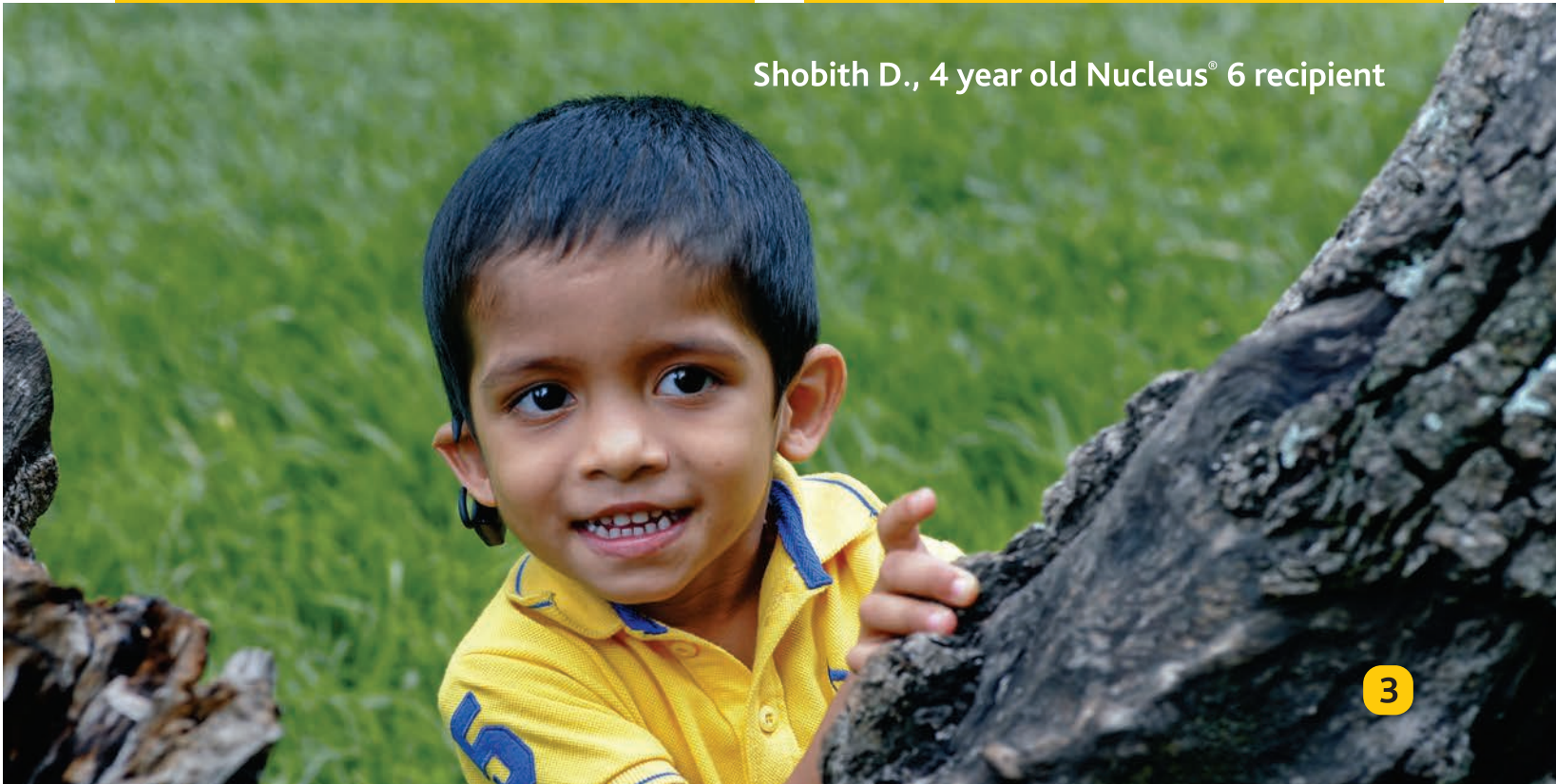
- ✓ Use colourful covers for your processors to go with your outfits for the festive season
- ✓ Do run and jump around, but remember to attach your sound processor to a safety line
- ✓ Do use your Wireless Phone Clip when calling to wish your friends and family
- ✓ Keep your sound processor in the music program mode while listening to Diwali *dhols* and Christmas carols



DON'Ts

- ✗ While enjoying Diwali, don't let pollution and cracker-ash affect your sound processor, and remember to clean it with a dry cloth or use Aqua+ for full protection
- ✗ During your travel adventures, don't let moisture, water or sweat spoil your sound processor. Try Aqua+ for complete moisture protection
- ✗ Don't forget to ask your audiologist for a paper copy of your current MAP(s) and don't forget it at home when you go on your trip

Shobith D., 4 year old Nucleus® 6 recipient





The Inspiration Lane

Hearing allows Jasmine to see the world

Jasmine was only 13 years old when she lost her hearing to Usher's syndrome, and became nearly blind at the age of 18. After that she had to rely on her father for years to help her move around, continue her schooling and teach her shayari. Yet, nothing stopped Jasmine from pursuing her dreams.

Today, Jasmine is a wife, mother, company director and a poet, but above everything else, she is an inspiration. Her story is truly one of hard work, willpower and triumph.

“Thanks to Cochlear™, I can do things today that I could not have imagined before”

Jasmine was 32 years old when she finally got her first cochlear implant; it was also the age at which she started a new life.

Without sight, Jasmine relies on her Nucleus® 6 sound processor to connect with the world and her family. She believes that life's difficulties are merely opportunities that we should seize and grow from.



During my visit to India, I had the honour of visiting the lovely Jasmine. Even though life threw challenges her way, Jasmine fearlessly overcame her trials.

Her journey inspires me even today

- Brett Lee, Global Hearing Ambassador



Mains Isolation Cable for your televisions and computers

When you want to listen to music on your computer or turn on your favourite television show, Cochlear has developed an accessory just for you. The Mains Isolation Cable will help to connect your sound processor to a "mains-powered" sound source that plugs into any power outlet. Its advanced surge protection technology protects against voltage spikes, and is used with your Personal Audio Cable or Bilateral Audio Cable.



Lapel Microphones for noisy situations

For all the times that you have found yourself in a noisy restaurant or travelling, and unable to understand someone talking because of all the background noise – our Lapel Microphones are exactly what you are looking for. Anyone can clip the microphone near the person who is speaking to capture clear sounds efficiently.



LiteWear Cable for comfort

Our LiteWear Cable option is great for anyone looking for more comfort. The resilient cable helps to reduce the weight of the sound processor on the ears, and is especially helpful for children. By giving you the option to attach the battery module to a piece of clothing, it reduces the risk of having the battery or processor fall off the body.

While these cables offer new possibilities to our recipients, Cochlear's wireless technology can do all the work these cables can – hands free.

To experience freedom through wireless sound, find out more about available accessories at www.cochlear.com



Know your Kit

Make the most of your sound processor by using all accessories given in the kit

At Cochlear™, we are constantly innovating so that everyone can enjoy the gift of hearing to the fullest extent possible. The Cochlear kit is made up of several components, each one integral to the functionality of the sound processor.

In this round of Know Your Kit, learn about the different cables that come with your kit and discover new possibilities!

Read on to learn more about the core components that make your Cochlear™ Nucleus® Sound Processor truly invaluable to you.



Monitor Earphones for your caregivers

Available in the kits of the Nucleus® 5 and Nucleus® 6 sound processors. These walkman-style earphones that goes into the accessory socket of a sound processor. Parents, clinicians and teachers, can monitor the sound processor's microphone quality with these earphones.



Personal Audio Cable for your music players and iPods

Especially designed for all our music-enthusiasts and gadget-addicts. Fitted with the same 3.5mm jack that is used in your MP3 players, phones, iPods and tablets, the Personal Audio Cable can be used for direct input of sound to your Sound Processor. This cable gives you the clearest possible sound every time you listen to music. Cochlear also offers Personal Audio Cables for bilateral users.



“Today, Sanjay and Mansi are my biggest strengths – they remind me of the times when my father never left my side”

Jasmine lives with her loving husband, Sanjay, and beautiful daughter, Mansi, who she considers her biggest support system. When she is not busy taking care of her family's business, she finds time to enjoy her own hobbies of poetry, music and kitty parties.

Seeing how the cochlear implant gave Jasmine her life back after living in silence for twenty years, she is a true believer in the miracles of hearing. As she thinks back to the first time Mansi spoke, her first words were “Mumma!” Jasmine's eyes twinkle with joy and pride. It was the moment she realized just how precious hearing is, and how thankful she is to have received the gift of hearing so she can listen to the voices of her loved ones.

Although Jasmine has seen her share of rough times – from losing her hearing and eyesight, to having to be taken care 24x7 – she has come out a Cochlear warrior! The cochlear implant has allowed her to live a life with and amongst people so successfully, especially with today's busy lifestyle. She has kept pushing forward with her head high, and tries honestly and with an effort. She does not look back, and refuses to give up or stop anywhere, even when things seem very difficult. Jasmine knows there will always be a new road to try, and fresh avenues to discover in life.



“ People today wear spectacles all the time, which is a lot more obvious than our Cochlear Implants ”

After upgrading from the Nucleus® Freedom® Sound Processor to Nucleus 6, Jasmine has experienced a huge difference in the way she listens to music. Song lyrics, which would sometimes get missed, have become easier to pick up on. With the Nucleus 6, she can now sing along with her favorite singers, Lata Mangeshkar and Kishore, and listen to songs with a new radiance.

In her words, "Nucleus 6 is lighter and more comfortable." With the lighter Nucleus 6, Jasmine can enjoy her hobbies without being distracted by her sound processor. Jasmine continues celebrating the small joys and gets excited by the new sounds she can hear with a new confidence.

Jasmine is fearless, and never hesitates to ask for what she wants. During Mansi's school events, she is comfortable asking to be seated right in front for the best hearing experience.

When she puts on her formal attire and attends business needs, she is unstoppable. In large meetings where everyone is conversing all together, it becomes difficult for Jasmine to pick up information being spoken at times. In such moments she remains confident and requests her colleagues to speak with her individually, so that she can continue being the best businesswoman.

“ Live fully. Be confident and go for the best Cochlear Implant available. I chose Nucleus 6 and it has changed my life ”

Above everything, Jasmine believes that getting a Cochlear Implant has empowered her to do things on her own. She attends her weekly kitty parties to hang out with friends and play games. Despite not being able to see, Jasmine has picked up complicated instructions for all the games that they play, only by listening. She remains a fierce competitor amongst her friends.

Hearing allows Jasmine to reconnect with people.

