

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 400,000 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.

Cochlear Medical Device Company India Pvt. Ltd.
Ground Floor, Platina Building, Plot No C-59, G-Block, Bandra Kurla Complex,
Bandra (E), Mumbai - 400 051, India. Tel: +91 22 6112 1111 Fax: +91 22 6112 1100
www.cochlear.com

 **Facebook:** facebook.com/cochlearindia

 **Youtube:** youtube.com/cochlearind

 **Twitter:** twitter.com/cochlearasiapac

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HEART **TO** HEART

- Sounds of Cricket
- Classroom Acoustics
- Cochlear™ Connect

Exclusive newsletter for Cochlear™ Nucleus® Recipients



Chearing for a Brand New Innings

For more on our
Global Hearing Ambassador,
turn to pg. 8

Hear now. And always



Now, I can sit anywhere and still hear my teacher crystal clear

- Ananya Nakra, Nucleus® 6 Recipient

Enjoy uninterrupted learning with **Cochlear™ Wireless Mini Microphone***



Cochlear™ Wireless Mini Microphone

- Streams sound directly to the processor
- Pairs easily with multiple Nucleus® 6 Sound Processors
- Hand over to the teacher or speaker and hear them talk clearly from your seat

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

*Available for Nucleus® 6 System only.

A word from Cochlear's **Global Hearing Ambassador**

Dear Cochlear™ Family Members,

Imagine only being able to imagine the sounds of celebrations. It's difficult isn't it? How do you imagine fireworks or the voices of prayers during festivities? As a cricket enthusiast, my first thought goes to the wondrous Sounds of Cricket. I can't imagine cricket without sound. However, the unfortunate truth is that millions are left with no other option... until a few years ago.

In this issue, visit the story of a promising writer who, with the help of Cochlear, came to experience sound by hearing it and not just imagining it. Open up and read all about how the courageous young Ananya triumphed over trials and overcame her hearing loss.

Even though Ananya succeeded, her victory wouldn't have been as quick without supportive parents who constantly tracked their child's progress. Dear parents, don't forget to turn to Therapy@Home for the next set of important guidelines to track the progress of your listening child.

Along with tracking the recipient's progress, participation in the classroom is integral for a recipient's development & processing ability. To offset the challenge that our students face, we have listed a few tips for better participation in the learning process. Be sure to check out Classroom Acoustics for more information. Additionally, we now have new editions to our Cochlear™ Connect section. Tune in to Cochlear Connect section to read about what's new on our social media front.

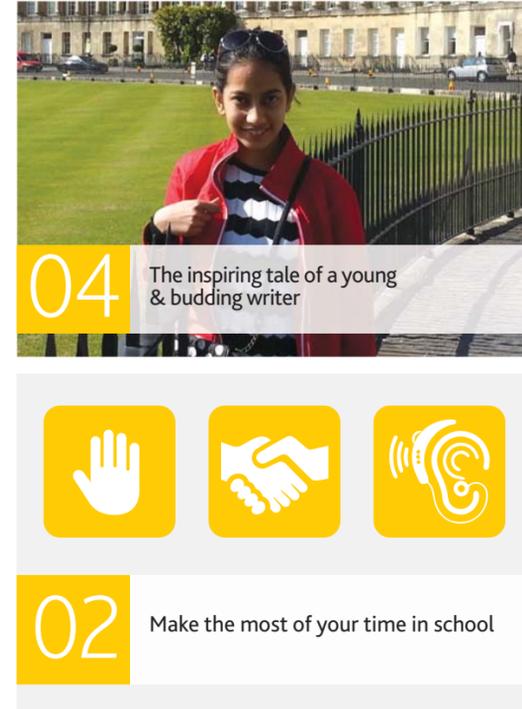
That's it from me. I hope you enjoy this issue as much as I enjoy playing my part for a better tomorrow. Make sure you write in to CINcustomerservice@cochlear.com with any feedback that you may have.

Have a ball of a time.

Brett Lee

and Team Cochlear India

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Your opinions are valued. Find out how you can send in your suggestions or simply share your experiences here

Therapy@Home

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

Early speech and language intervention can help children be more successful with reading, writing, schoolwork, and interpersonal relationships. Tracking your listening child helps you understand the little developments in your child & eventually helps you bond better. In the previous issue, we gave you a checklist to track the progress of a baby between the ages of 13-18 months.

Here is the checklist that will help you track the listening progress of a baby between the ages of **19-24 months**.



Receptive language – Ability to understand words and languages

- Enjoys listening to familiar songs again and again
- Understands variety of action words like, 'sit', 'eat', 'go', 'read', 'sing', etc.
- Understands longer sentences such as, 'Those are daddy's shoes'



Expressive language – Ability to convert thoughts into words and communicate

- Begins to ask questions such as, 'What is that?', 'Where are we going?', etc.
- Identifies things in the environment and in pictures
- Uses words to express ownership. For E.g. says 'mine'



Cognition – Understanding through thought, experiences and senses

- Uses objects as a symbol for another i.e. a block can be a phone
- Builds a tower of 6-8 cubes
- Places a circle, triangle and square correctly in puzzle

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 & our team of experts will resolve it as best as they can. The next issue, will feature the checklist to track your child's important milestones in the developmental stage of **25 to 30 months**.

Classroom Acoustics

A quick self-analysis for making learning easier for students using Cochlear™ Implants

In the previous issue, we touched on the topic of how teachers can help your child to develop & learn. In this, the second part of the series, we share tips that your child can use to be more involved in the classroom learning process.

A student's ability to hear and understand what is being said in the classroom is essential for learning. Basic communication methods can help students hear well and develop a good sense of listening. These tips are a great way to encourage active participation of the student when he arrives in a mainstream class. Ensure to **discuss these with your child** to help him get the best out of every day.



RAISE YOUR HAND

Remember to raise your hand when you want to talk. When you raise your hand, the teacher knows you are listening and want to learn.



ASK LOTS OF QUESTIONS

Ask the teacher questions if you don't understand what he/she or the other students said. You can say...

Could you please say that again?

Excuse me, what did you say?

Could you please talk a little slower?

I didn't understand what you said.

Will you help me, please?



READ DIRECTIONS CAREFULLY

Always read all the directions carefully. If you don't understand the directions or what you need, you can say...

I don't know what to do.

When is my homework due?

What should I do first?

Am I doing this right?



MAKE SURE YOU CAN HEAR

Check your sound processor before school starts. Be sure to have extra batteries with you at all times. If you can't hear well, tell the teacher, so he/she can help you.



MAKE NEW FRIENDS

Making new friends is a fun part of going to school. Make friends with other students by being nice, helpful and friendly. A "buddy" can help you if you don't hear something or if you have a question.



BE PATIENT

If someone doesn't understand what you say, then try again. To help someone understand, you can...

Repeat what you said.

Use your best speech. Slow down.

Say it in a different way.

Ask a question.



EXPLAIN HOW YOUR IMPLANT WORKS

If someone asks you about your Cochlear™ implant, explain how it works and how it helps you. The person is curious and wants to know more about you.



ASK FOR HELP

If you need help in your school, there are lots of people who can help - your parents, your teacher, your 'buddy', the school counsellor, a tutor, a speech-language therapist, etc.

The Inspiration Lane

A budding young writer opens new chapters to her own life's tale

Life has a tendency to surprise you at every step of the way. No matter what it throws at you, the most important thing to do is to rise-up and keep moving forward. It is this very mindset of a young girl that was key to changing her life for the better.

Join us as we explore the inspiring story of the young and courageous writer – Ananya Nakra – as she tells us, in her own words, how she overcame her trials.

Watch our interview with Ananya & her family here - <http://bit.ly/1OXABPo>



Name : Ananya Nakra
 Age : 14 years
 Hearing loss diagnosed : 18 months
 First Implant : 2 years 9 months
 Sound processors : CP910 in 2015
 Freedom™ in 2008
 SPrint™ in 2003
 Student of : Delhi Public School, Rohini
 Hobbies : Reading, dancing, drawing, cooking, travelling and writing

It all started with a balloon when I was about 18 months old. I was busy playing along with my cousin brother at my Nani's house, when my uncle playfully burst a balloon behind us. Amazingly, I did not even bat my eyelids, while my cousin brother burst out crying. My parents were surprised when I didn't react. The very next day, I was taken to the doctor as a safety measure. On a recommendation by the paediatrician, I underwent a hearing test which ascertained that I was hearing impaired. This news came as a huge shock to my parents. In order to verify the results and in search of an effective solution, my parents visited many clinics. Finally, they chose a Cochlear™ Nucleus® Implant for me and I got **my first implant** when I was about 2½ years old. That's when I was introduced to the world of sound.



“I got my first implant when I was about 2½ years old”



SPrint™ was my first sound processor. It was a body-worn and bulky processor. I could always feel the weight of the SPrint on my back. I used to wonder, why I had to wear this device all the time and others did not. I started feeling left out, as if I didn't belong to this world. Fortunately, **my loving family** sensed my problems and guided me back on track.

“I started feeling left out, as if I didn't belong to this world”

I changed my school in grade V. I thought it would be difficult for me to make new friends in a bigger place, but to my surprise, it was pretty easy. My classmates were sensitised by my class teacher about my special requirements and challenges I face. They accepted me with an open heart, without me having to explain anything.

“My classmates were sensitised by my class teacher about my special requirements”



I used Freedom™ Sound Processor for 5 years. In December 2014, my parents and grandparents gave me a wonderful birthday gift - it was a **Nucleus® 6 Sound Processor**. Nucleus 6 has made my life so much easier. It is a smart processor, which means, it scans all the sounds around me and automatically selects the best program suitable for me to hear only the sound that is important. Also, it comes with a smart remote, so I don't have to take the sound processor off to see the status or do minor troubleshooting.



“Nucleus® 6 has made my life so much easier”



“Wireless Mini Microphone has given me the freedom to sit anywhere in the classroom”

Another advantage Nucleus 6 offers is the **Wireless Accessories** it can pair with. The Wireless Mini Microphone has given me the freedom to sit anywhere in the classroom and still hear the teacher clearly. I can talk handsfree on my phone with the Wireless Phone Clip. The Wireless TV Streamer is my favourite. I love to watch movies. Earlier I had to take the help of subtitles, but now, with the TV Streamer, I can understand all the dialogues without the subtitles. Watching movies has become so much more fun now. It also comes with Aqua+ accessories which ensures waterproofing while you play in the water and enjoy the sounds of water.



In the future, I want to be a journalist or an author or a photographer. I want to study at Harvard University. I want to travel the world and be a travel blogger. I have dreamt about proving to the world that even kids like me can be successful in life despite the barriers. And with the technology advancing so fast, I am sure reaching my destination will be much faster and easier than what I used to think a year ago.

Make a new move so that you can stay a step ahead.

StayNew. StayAhead.

Sharanya Manoharan, has reached advanced stage in Bharatnatyam. She has done numerous stage performances and has won multiple prizes. She is constantly evolving to better her performance and master Bharatnatyam. Her parents applied the same rule for her hearing as well.

Through the Cochlear™ **StayNew Plan***, she upgraded to the latest Nucleus® 6 Sound Processor in 2014.

To know more about Cochlear™ **StayNew Plan***, visit www.cochlear.com or speak to your clinician.

*Terms & Conditions apply.



Sounds of Cricket

The beginning of a sound new innings

Cricket has always been a game that's driven by the fans – an estimated 2.5 billion of them. The roars of approval and support are often the difference between a lacklustre performance and a record-breaking knock. With the legendary bowler; Brett Lee as our Global Hearing Ambassador, join us as we explore the joy of what makes cricket truly beautiful; the Sounds of Cricket. In our own Ambassador's words,

“I can't imagine cricket without sound – on the field not hearing the appeals and the crowd, off the field not hearing teammates!”

Sharing his view, we decided to go ahead, and one way or the other, bring our candidates and recipients to experience the important role of sound in this beautiful game.

As the new ambassador, Lee will spearhead the 'Sounds of Cricket' campaign to raise awareness on the impacts of hearing loss, but more importantly to raise hope for a better tomorrow.



Cochlear



There are few things more joyous than hearing sound for the first time, but our most memorable moments will always be the beautiful reactions of our recipients.



Brett Lee at Addenbrooke attending 'switch on' of Pam Purvis; an 83 year old Cochlear™ recipient

Every time we are present at a 'switch on', we witness a mix of wonder and tears of happiness in our recipient's eyes. This reminds us each day of how beautiful the gift of sound truly is & inspires us to go above and beyond in bringing our services to even more across the world.



Isaac Easton, a 6-year-old bilateral Cochlear implant recipient with his dad and Brett Lee, Cochlear's Global Hearing Ambassador at Lord's, England

However, we aren't the only ones whose hearts were touched by this beautiful experience.

We are honoured to have Brett Lee leading the vanguard to extend the gift of sound to thousands more. Stay tuned to the 'Sounds of Cricket' campaign – where we draw focus on the wondrous sounds of the gentleman's game.

To learn more about the Sounds of Cricket campaign, visit us at <http://bit.ly/1F2ijTF>.



KRAAACK.
SOUNDS OF / CRICKET.™

“ Imagine if you could only imagine the sound.

It's no secret that I love cricket. The roar of the crowd, bat against ball and when the stumps fall. It's a sensory experience like nothing else. If you or someone you know has trouble hearing, we encourage you to take our free hearing assessment and find out how we can help you get more out of life, and your cricket ”

Brett Lee
Brett Lee
Hearing Ambassador



Cochlear™ **Connect**

A peek into what our Facebook fans have to ask, say or share with us

Cochlear is a family that never forgets its recipients. We are always eager to learn about the new things our little ones and their parents are up to. Everybody has a story to tell. We invite you to share yours with us and the other parents and children through our page on Facebook.

Every memory shared is a memory treasured. It's these little treasures that inspire us to keep doing what we do.

Here are some of our little treasures:



Like us on Facebook by following this link: <http://www.facebook.com/cochlearindia> and share your valuable feedback to keep the knowledge flow.

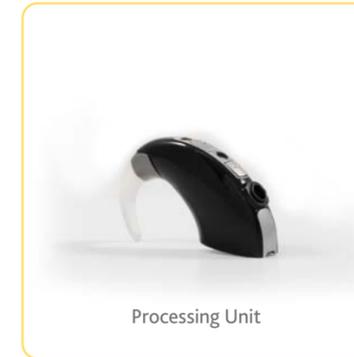
Know Your Kit

Open doors to the magical world of Nucleus® 6

At Cochlear, we innovate to give recipients a complete experience. The Nucleus 6 is made up of several components, each one integral to the functionality of the piece. That is why so much of effort is put in ensuring that they are all working to their optimum capacity. Read on to learn more about the core components that makes Nucleus 6 truly invaluable to recipients.

The Nucleus 6 Sound Processor is the smallest sound processor the world has ever seen. Nothing fits your head better or more discreetly. It's light and comfortable with a choice of rechargeable or disposable batteries, so you can wear it all day, every day. The picture below will help you identify and understand the core components of the Nucleus 6 Sound Processor.

Cochlear™ Nucleus® CP900 Series Core Components



Processing Unit

The processing unit contains sophisticated microchip technology to process and deliver sound to the implant. This unit can be powered by various battery options. Connect the battery to a LiteWear cable to make it feel even lighter on the ear (recommended for toddlers).



Battery Options - Disposable and Rechargeable

A battery powers your sound processor. You have a choice of three battery types with the CP900 Series processors - standard rechargeable, compact rechargeable and disposable batteries. The disposable batteries come in handy when you are travelling and can't recharge your battery.



Coil and Coil Magnet

Sound is transmitted from the sound processor to the implant by the coil which sits over the implant. The coil acts like an antenna. It comes with a detachable magnet which holds the coil on the implant beneath the skin of the head.



Coil Cable

Coil Cable connect the coil to the processing unit. Sound processed by the processing unit travels through this cable to the coil.

Strike the **Right Note** | Amplify your music listening skills

Cochlear™ implants are designed primarily to help you understand speech and you can achieve wonderful benefits to speech perception, especially in less noisy environments. The Wireless Accessories and Personal Audio Cable, also play a crucial part in aiding understanding of speech with ease. Although speech and music share some auditory characteristics, there are also important differences.

One of the most important aspects of music enjoyment is establishing realistic expectations; chances are music may not sound like it sounds to a natural ear. But with the right approach you can have a positive music experience. Below are few practical tips which can help you enjoy music to the fullest.



CHOOSE THE LISTENING ENVIRONMENT CAREFULLY

Music will generally sound more pleasant in a quiet room without echo. Use sound equipment of good quality, be it headphones directly connected to your device or speakers.



SELECT YOUR MUSIC CAREFULLY

Start by listening to music played by fewer instruments such as solos, rather than music played by large bands or orchestras. Songs that have many repetitions of musical words or patterns can be easy to understand.

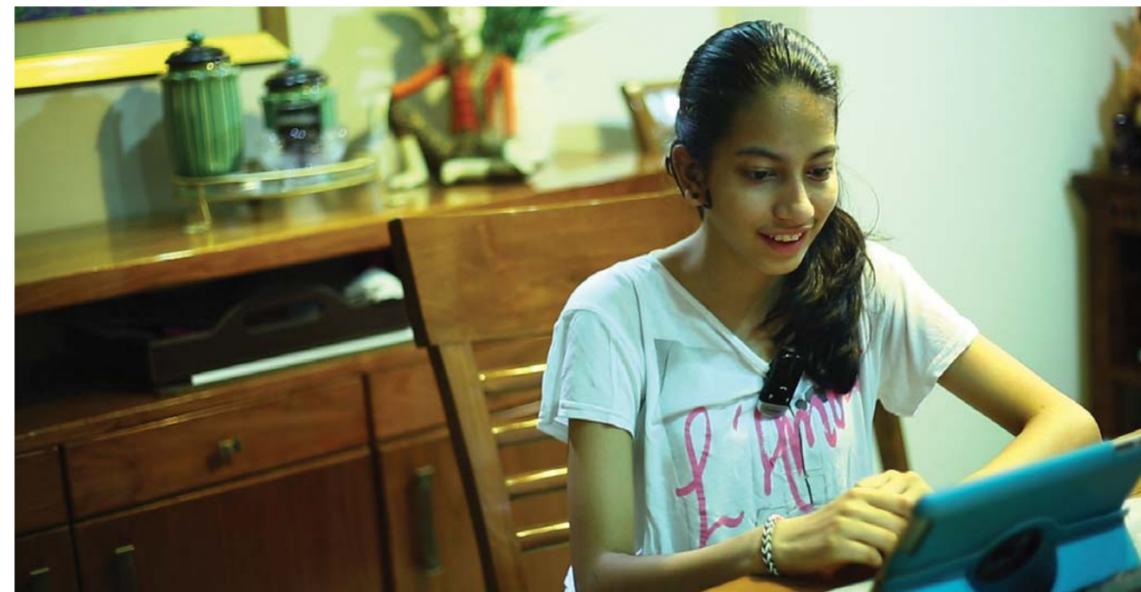


BE STRATEGIC & REALISTIC ABOUT LISTENING

Listening practice should be broken up into short but frequent sessions. Start out by simply paying attention to the rhythm and then gradually focus attention on other aspects. This will gradually build tolerance for different music sounds.

Don't expect things to sound great immediately. Music sounds better the more you listen to it over time.

If you hear music that sounds really nice, find out what it is, and write down the title. This way you can develop your own implant-friendly listening library.



USE VISUAL INPUTS TO HELP OUT YOUR EARS AND BRAIN

Use visual cues such as watching the singer's lips or the rhythmic action of the piano player's fingers, to help make sense of the music. Read along with the lyrics, which can be found on the internet.



MAKE THE SOUND AS GOOD AS POSSIBLE

Keep the volume at moderate level. Choose your preferred digital music recording formats i.e. CDs, MP3s, other digital music players, etc.



BROADEN YOUR MUSIC LISTENING GOALS

Remember that music is more than just notes. It is a social activity that brings people together. Therefore try to be a part of planning and preparation of a music event.

If you're attending a musical social event and you become overwhelmed, take a silence break. Walk out to the lobby or restroom to clear your head until you are 'ready' for more listening.

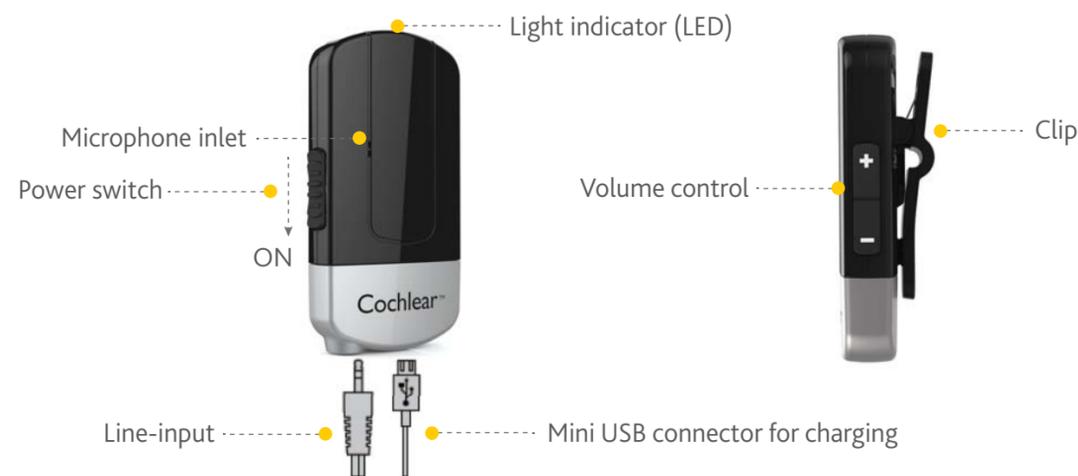
Tech Update

Indulge in the Cochlear Mini Microphone's truly wireless experience

Cochlear™ Wireless Accessories are really a game changer because they assist you in the most essential situations: **hearing in noise and hearing over a distance**. They also offer the incredible convenience of no wires, ease of use, lightweight. We will review each wireless accessory in the coming-up sections.

Let's start with the all-new Cochlear Mini Microphone.

Understanding each part of the Mini Microphone:



The Mini Microphone is a small portable wireless clip-on microphone that can transmit speech and sound directly to your sound processor. The sound source can be a person's mouth, but it can also be a TV speaker, speaker phone, MP3 player, laptop, etc. You can either set the Mini Mic next to a speaker or connect directly using a line-in cable and jack.



Hear better over distances and in noisy environments

Here's how: Give microphone to the person you want to listen to. Ask them to clip it on to their clothing, close to mouth. Activate streaming on your CP900 Series Sound Processor by a press of a button.



Stream music or audio directly to your sound processor and hear crystal clear sound

Here's how: Insert one end of jack-cable into line-input. Insert other end into audio out of your audio device. Enjoy the convenience of your music / audio stream.



Hear the TV or radio much clearer

Here's how: Place the Mini Microphone by TV or radio. Enjoy your favourite radio channel. No need to plug it into a Headphone outlet.

To find out more, visit www.cochlear.com or speak to your clinician. Discover the clarity of Cochlear™ Wireless Accessories via virtual demos at <http://bit.ly/1KdhCCj>

Recipients' Corner

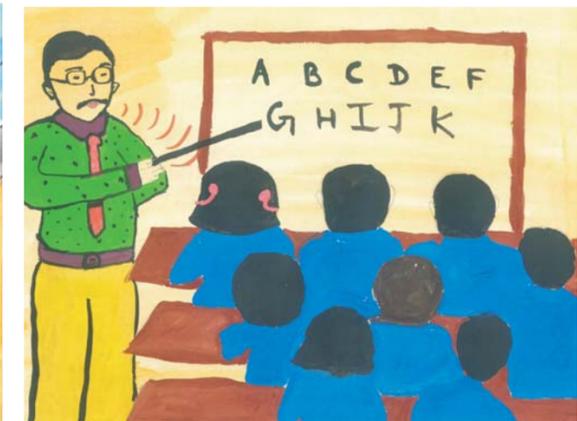
Masterpieces from the little ones

Little masters have unleashed their creative side when they were asked to share their experiences regarding benefits of Cochlear implants.

Thanks to SpHear Speech & Hearing Clinic, New Delhi for sharing these fabulous artworks with us.



Vikram Sinha
Bilateral Hybrid Implant Recipient



Mohd. Rafiq
Bilateral Baha Device Recipient

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 and our team of experts will resolve it as best as they can.

You can send your child's craft, photograph, drawings, artwork etc. on CINcustomerservice@cochlear.com. Selected entries will be published on the Recipients' Corner page.

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