



HIDDEN HEARING
WE LISTEN, YOU HEAR

Mr/s Sample
Any Street
Any Town
Postcode

Your chance to trial *Alta*:

the hearing aid that's *almost* as clever as the human ear

Dear Mr/s Sample

As you know, your next hearing check-up will be due in August. But before that, I want to tell you about an exciting new development – and a special offer that we're extending to our most valued customers...

This month, we're launching *Alta* – a revolutionary two-ear system developed by hearing experts in Denmark. It's probably the most advanced solution in the world today. And we want to give you the chance to experience it first hand.

Alta is designed to match the intelligent functions of the human ear. So it records your hearing needs – and even preferences – then plays back the world as you want to hear it.

Hearing aids have never achieved this before.

It means you can tune in and out of conversations...distinguish between voices...filter out background noise...and tell where unseen sounds are coming from. All without making adjustments.

I think you'll be amazed.

People using older hearing aids will see a radical difference - like switching on a light after years of reading in the dark. And even if you're using a more modern device, you'll find that *Alta* brings you closer than ever to the rich, immersive sensation of hearing naturally.

Of course, my words can't do it justice. So I want to give you the chance to bring your check-up forward – and test *Alta* at the same time.

When you visit us, we'll programme *Alta* to match your prescription so you can feel the difference. And if you decide that it's right for you, you'll qualify for a special customer discount of 20%.

Better still, you'll have up to 60 days to trial *Alta* at home, thanks to our unconditional money back guarantee. So there's no risk to you, and no pressure. Just a genuine new

opportunity.

To arrange your free demonstration, please call the centre on FREEPHONE 0800 483 6231 or send in the coupon below.

I'm looking forward to seeing you back at the centre soon.

Yours sincerely

Deborah Jones
Hearing Aid Audiologist

P.S. *Alta* is custom-made, and fits either in or behind the ear. So we guarantee a comfortable fit, and we can tailor it to cope with mild or severe hearing loss.

Come and see...

IMPORTANT:

We're expecting a wave of interest in this much-awaited new system. We'll be aiming to see everybody while the customer discount is available, but to be safe we advise calling this week on **FREEPHONE 0800 483 6231**