



Hearing Loss Association of Sarasota

PRESS RELEASE

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Sarasota, FL

May 18, 2012

All Ears is 1st Hearing Clinic to Provide Patients with Mobile Loop Support

All Ears Hearing Services, the only hearing clinic on Florida's West Coast to provide mobile service, has added a hearing loop system to support their patients and educational programs. This is the first commercial application of a mobile loop in Florida and is also believed to be the first use of a loop to support a mobile hearing services provider in the country.

The hearing loop is the only system that sends sound from a microphone, television or another sound source directly into a hearing aid. The loop, which has suddenly burst onto the local scene at so many major community venues in the area in the last six months, delivers the cleanest, clearest, interference-free sound for hearing aid wearers. Mark Selis, a Certified Hearing Aid Specialist, who founded All Ears, noted, "The loop allows our audiologist to provide post-dispensing service with greater hearing support for our patients. It will also help us to educate patients on this new development so they can get out into the community more often. Many of these people had given up on theatre and religious services long ago, but with a loop they can enjoy these events again."

Jim Scott of Complete Hearing Solutions which installed the loop, said, "We have recently installed a lot of mobile loops in people's cars, but All Ears is the first to acknowledge the enormous potential for mobile services. We believe taxis, buses and trains will soon recognize the value it offers to such a large part of our population." Over 110,000 people in Sarasota and Manatee County have hearing loss. They represent 16.1% of the population, the highest incidence in the US.

Sixteen major theatres in Sarasota and Manatee County including Van Wezel, Venice Theatre and Manatee Players have added the loop in the last six months. In addition, 28 other locations including houses of worship, libraries and community centers have also added the system in recent months. The loop system has been deployed throughout major cities in Europe for years with most theatres, churches, retailers, banks and many other venues offering the system. Loops have been cropping up at these same venues across the US with increasing frequency in the past year. However mobile loops, while quite popular in Europe, are still quite new in the US where the New York City Subway system and Manhattan taxicabs are the only noteworthy commercial mobile applications to date. For a full list of local looped venues, go to the Hearing Loss Association of Sarasota's website: www.hlas.org.

About All Ears Hearing Services



All Ears is the only mobile hearing clinic on Florida's West Coast. They provide a full range of services in terms of evaluation, hearing aid dispensing and follow-up care. Their practice is focused at patients in Sarasota, Manatee and Charlotte Counties who find it difficult to travel from home or who would prefer home service. For more information, call 941-920-2122 or visit www.allearshearingservices.com.



Mark Selis (left), the founder of All Ears, talks with loop installer Jim Scott as they check out the loop system's reception on the mobile clinic's television monitor. This monitor can be used to provide looped supported educational videos for patients and the van's adjacent seating area offers the benefit of the loop to support audiologist---patient consultations.