

Free your potential with Siemens at this year's British Academy of Audiology Conference and Expo

How can you free your potential? This is the question being asked by Siemens at the 5th Annual conference of the British Academy of Audiology which takes place in Liverpool from 26th - 28th November 2008, at the brand new Arena and Convention Centre situated on the famous Liverpool waterfront.

The answer – 'Anything is possible', is being demonstrated by model, and former Miss Deaf UK, Kellie Moody who has recently signed with Siemens to promote its products. Kellie, who was born with a severe hearing loss, is working with Siemens to help rid the stigma surrounding wearing hearing aids.

"Being told you can't achieve your ambitions has made me more determined to fulfil my aspirations. My hearing aids are my contact with the hearing world." Said Kellie who was recently fitted with Siemens Hearing Instruments - binaural REFLEX DSP's.

"My new hearing aids are brilliant and mean that I can now hear sounds much louder, and with the latest technology I'm able to focus on a conversation and the background noise is automatically reduced. I had several problems with my old hearing aids which whistled constantly and it was very difficult to hear a one to one conversation in a noisy environment."

Gold sponsors of the BAA event, Siemens Hearing Instruments' exhibition stand will be even bigger and better this year and has been developed around the former Miss Deaf UK. During the exhibition, Kellie will be available for interviews and will be discussing her views on hearing aids. Siemens is delighted to be sponsoring the Relaxation Room at this year's event.

Siemens agenda includes Head of Audiology for Siemens Hearing Instruments, Wendy Davies, conducting a key note speech, a variety of breakout sessions such as; Frye Portfolio, UNITY 2 including Sound Mapping, REFLEX and CONNEXX 6.1.

There will also be student breakfast meetings on REM theory and compression and a PN User group meeting, as well as a discussion with Kellie Moody about the impact of hearing loss and succeeding in business.

- Ends -



Images: Kellie Moody modelling Siemens Reflex DSP's for the BAA conference and exhibition advertising.

For more information:

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About Siemens Hearing Instruments

Siemens Hearing Instruments Ltd (Crawley, West Sussex) provides a comprehensive range of digital hearing aids and software, patient management systems and audiology equipment to the National Health Service, independent retail dispensers and national chains in the UK. It is the UK operation of **Siemens Audiologische Technik (S.A.T.)**, based in Erlangen, Germany. Part of the Siemens Medical Group, S.A.T. has been at the forefront of audiological innovation for over 125 years and is the world's market leader in the design and manufacture audiological products.