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ReSound Hearing Aids by [Nancy Duncan](#)

Article published on June 14th 2012 | [Health](#)

People who have experienced hearing loss now have a wide selection of hearing aid brands from which to choose. Each brand offers dozens of models. Most brands boast the latest technology in small, discrete devices. The days of big, bulky, embarrassing hearing aids are long gone. Understanding what will best meet your needs can be overwhelming.

ReSound is one of the largest hearing aid supplies in the world, with units available for purchase in over 80 countries. The ReSound Alera made history in 2010 by being the first wireless hearing aid that didn't require a streamer worn on the body. This technology cemented ReSound's place in the big leagues.

The Alera allows the wearer a great sense of freedom. It is water resistant and improves hearing in even the most difficult sound situations. The company also offers an impressive line of hearing accessories including microphones, phone clips, remote controls and TV streamers to complement their hearing aids.

ReSound has several major competitors. Starkey, Phonak and Starkey a few of the other big names in hearing aids. Each brand has its own unique set of strengths and challenges.

Oticon is a solid option. It is the oldest hearing aid manufacturer in the world. It was founded in 1904 and has been an industry leader in hearing research ever since. The Oticon Iniga is one of the company's most popular models.

Phonak is headquartered in Switzerland and has been in business for over sixty years. They are a leader in finding solutions to technology problems. They became even more powerful when they acquired the Canadian hearing aid manufacturer, Unitron in 2000.

Starkey hearing aids are custom made. The brand is a leader in water proof technology for hearing aids. They offer a wide range of digital, invisible and wireless models for both adults and children.

One of the ways many corporations are competing to be noticed is through their charitable giving. Phonak, for example, has launched a program called Hear the World that is dedicated to spreading the word about the importance of protecting hearing. Most of the other companies have begun similar initiatives. The Oticon Hearing Foundation brings hearing care to people all over the world.

The negative stigma once associated with wearing hearing aids is gone. A knowledgeable hearing specialist can explain the many different options ReSound and the other brands have available. The right fit is available for almost anyone that will bring back the gift of clear hearing.

Article Source:

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Article Keywords:
ReSound Hearing Aids

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