

Sonova Innovation Centre Toronto

Newsletter November 2023

As the autumn leaves have turned to beautiful shades of red, orange and yellow, we hope you have been enjoying the sounds of the leaves crunching below your feet. We at the Sonova Innovation Centre Toronto have been hard at work researching new technology to make sounds like these clearer and more enjoyable.

In October 2023, we enjoyed a teambuilding event in Toronto where we went glassblowing. We were joined by one of our Sonova Principal Experts all the way from our Switzerland Headquarters. In addition to glassblowing creativity, we brainstormed new research ideas and learned all about Sonova's plans for exciting future technologies.

We hope you enjoy this newsletter!

Jinyu Qian, PhD

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Team picture at our glassblowing event.

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Call for participants!

Our research can only happen with motivated participants. While we use many methods for outreach, **the best recruitment method by far is word of mouth**. If you enjoy being a research participant, please spread the word about our research centre to your friends and family with hearing loss. They can sign up using this link:

<https://forms.office.com/r/qiHxWWpBaY>

Brain benefits



We are investigating if hearing aids can help your brain work "less hard" to hear speech around you. We are using technology called

functional-near-infrared-spectroscopy (or fNIRS, "effneers" for short) to measure blood concentration in areas of the brain we believe are used for listening. This technology is similar to that used by smart watches which measure heart rate. We are hoping to show the physiological benefits of hearing aid use in the brain. Please contact us to participate in this research.

Music and hearing aids

We recently supported a project with Ian Bruce, PhD and Sean McWeeny, PhD at McMaster University. They investigated how the use of hearing telecoil loops with hearing aids affect music listening at a concert hall in Hamilton. While the loop was important to hear speech in between music pieces, the benefit was less clear in terms of music enjoyment. More research on the benefits of technology for music-listening is needed.

Our
research
partners:



Interested in
research?
Contact us!