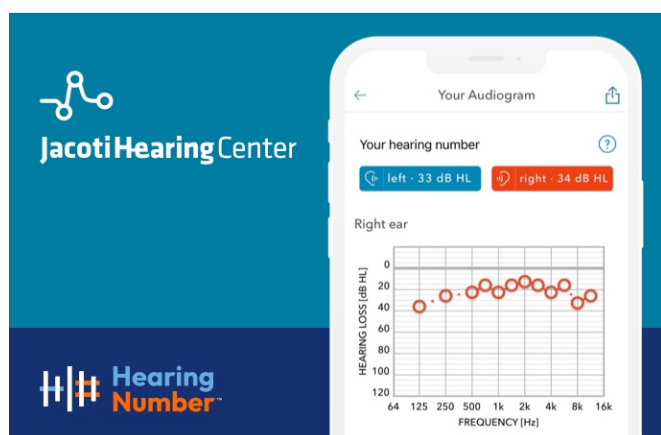


Introducing the Hearing Number Feature in Jacoti Hearing Center

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In a dedicated move towards aligning with reputable industry standards, Jacoti BV | Hearing Technologies is pleased to unveil a new feature within the Jacoti Hearing Center app—the Hearing Number. Rooted in the essence of the Consumer Technology Association's (CTA) standardized metrics for consumer-facing hearing solutions (ANSI/CTA-2118)¹ and adopting the 'Know Your Hearing Number' campaign by Johns Hopkins, this feature brings a comprehensive metric to users to understand their hearing abilities and monitor changes over time more easily.



Understanding the Hearing Number

Your Hearing Number, also known as the pure tone average (PTA4), indicates how loud speech must be for you to hear it. Ranging from 0 to 100 decibels (dB), it is the average of pure tone, air-conduction hearing thresholds at four specific frequencies (500, 1000, 2000, and 4000 Hz) for each ear. Tracking your Hearing Number over time helps you understand changes in your hearing and guides strategies for improvement.

Learn more at www.hearingnumber.org

Utilizing Jacoti Hearing Center to Obtain Your Hearing Number

Take a full hearing test to obtain a complete audiogram, plus a simplified hearing number based on the average of the PTA4 frequencies for each ear, displayed alongside the audiogram. While there is no perfect Hearing Number, a lower value suggests a better ability to perceive soft sounds. Regularly checking your Hearing Number provides a personalized reference point to track changes in your hearing health over time, and our audiogram generated by our accuracy-proved² hearing test can be shared for further discussion with your audiologist or hearing expert.

Make the wise choice for your hearing – choose Jacoti

Our commitment to safeguarding the integrity of your hearing is backed by a meticulous, health-scientific approach, ensuring that your overall well-being takes center stage.

About Jacoti

Jacoti BV | Hearing Technologies is a science-based company that develops hearing enhancement solutions embeddable in consumer devices. Its flagship product, Jacoti Inside, optimizes audio to each individual hearing requirement from consumer technologies to fully-fledged medical devices. For more information visit www.jacoti.com

Contact our Press Officer for more information or to arrange an interview with our team.

press@jacoti.com

1. Understanding CTA-2118 Standard and the PTA4 Hearing Metric [↗](#)
2. Peer-Reviewed Study: Jacoti Hearing Center App Provides Reliable At-Home Hearing Testing Comparable to In-Office Audiometric Testing [↗](#)