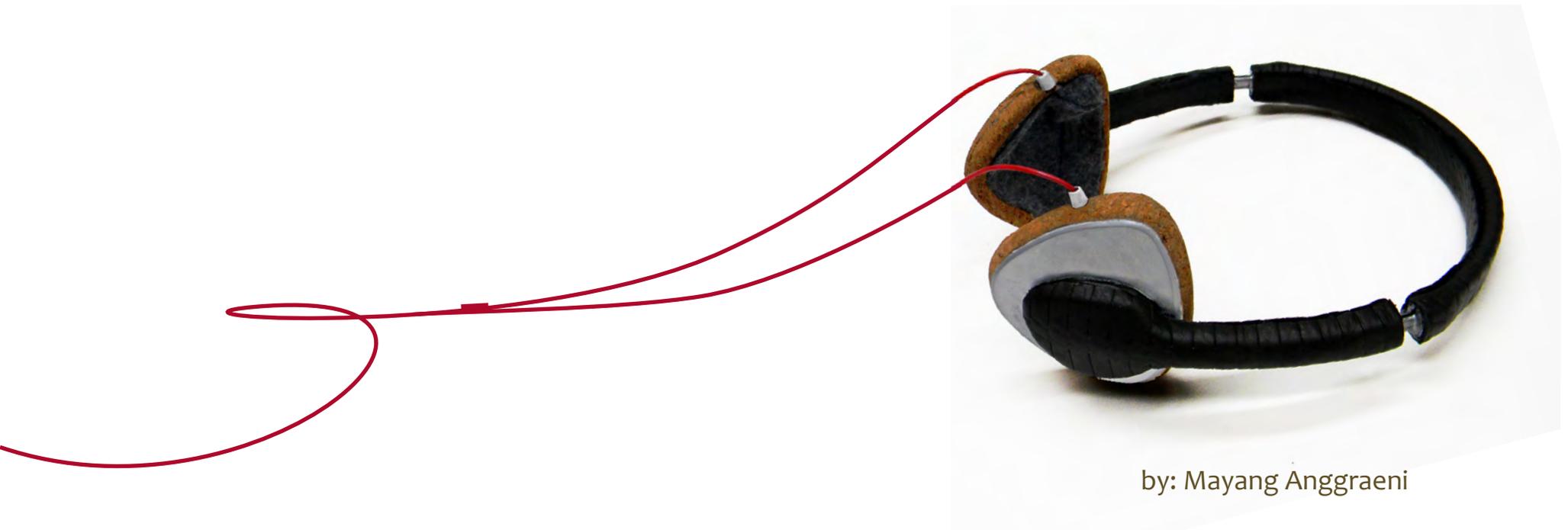


Audio Cinch

the universal headphones



by: Mayang Anggraeni

What makes Audio Cinch **special?**



Drivers location :

deliver sound from **behind** the ear;
allowing hearing aid users to wear
Audio Cinch over the hearing aid.

90% **Natural** material



Adjustable band

Ear pads come in **two sizes**,
small and large

Curved ear pads :

rest comfortably without
pinching the ears.



Imagine.

Imagine a quiet world,
with little sound.

A world with
no clicks nor clacks,
no tic-tocs nor taps,
no thumps nor pulse,
no beat nor rhythm.

The hearing impaired are
dependent on hearing
aids to experience

sounds.

the FUN stuff..

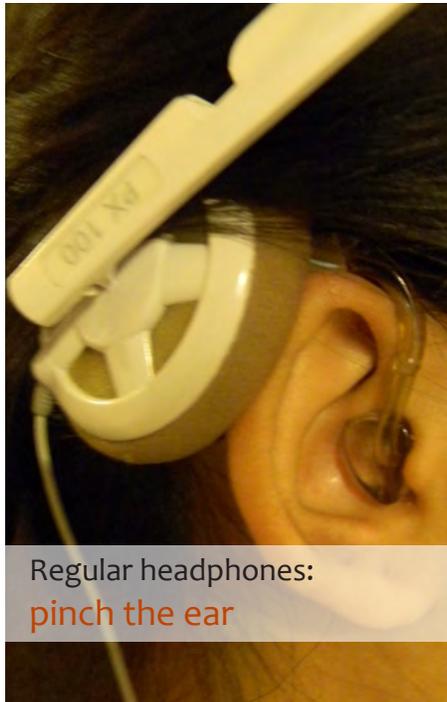
There are endless headphones designs to choose from; yet none of the fun ones are designed for the hearing impaired.



the NOT so much..

Enjoying music on-the-go is a challenge for the hearing impaired even with the help of hearing aid devices. This problem is often solved by turning up the volumes, but the solution is inconvenient.

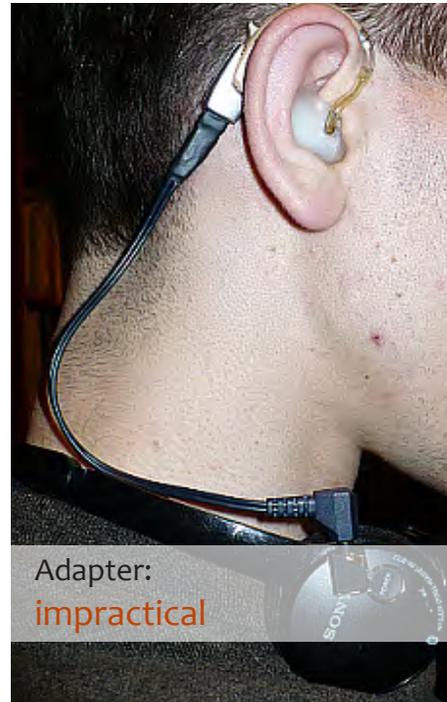
People with ITE, ITC, and CTC hearing aids are able to use regular headphones because they can put the headphones over their ear. On the other hand, people with BTE (Behind The Ear) hearing aids can not.



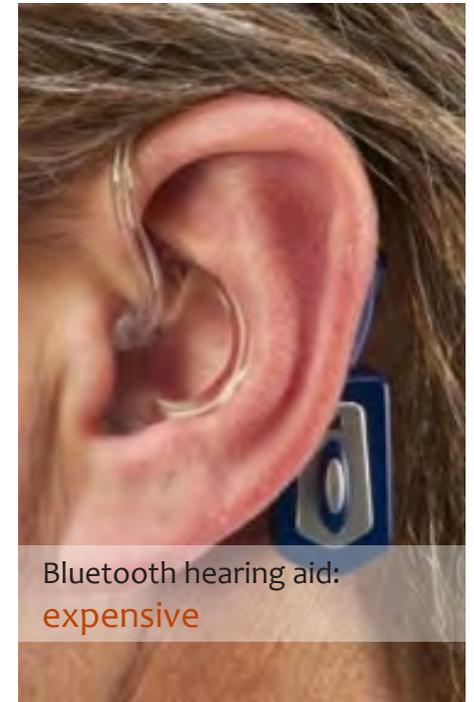
Regular headphones:
pinch the ear



Neck-piece set:
unappealing design



Adapter:
impractical



Bluetooth hearing aid:
expensive

Kochkin's 2008 survey (MarkeTrak VIII)



Source: <http://www.hear-it.org>

35 million Americans were hearing impaired, corresponding to 11.3 percent of the US population.

More than 25 million of them did not have a hearing aid.

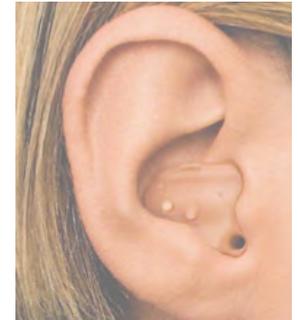
Only 28.5 percent of hearing impaired Americans use hearing aids

Types of Hearing Aids



ITE (In the Ear)

ITE are custom molded to fit in the outer ear.



ITC (In the Canal)

ITC are custom molded to fit in the outer ear canal; without filling the outer ear.



CIC (Completely in the Canal)

CIC are custom molded to sit deep in the ear canal.



The Problem



BTE (Behind the Ear)

BTE directs sound from the hearing aid through a thin tube to a receiver placed inside the ear.



BTE is the most **common** hearing aids.

BTE is more **powerful** because the bigger shell design can house a bigger amplifier and battery.

BTE is relatively **cheaper** because it is the most standardized type; the ear-mold is **replaceable**.
BTE require the least amount of special fitting, therefore suitable for both adults and children

The BTE are always designed to have the microphone on the back piece which hooked around the ear.

Where the sound is received

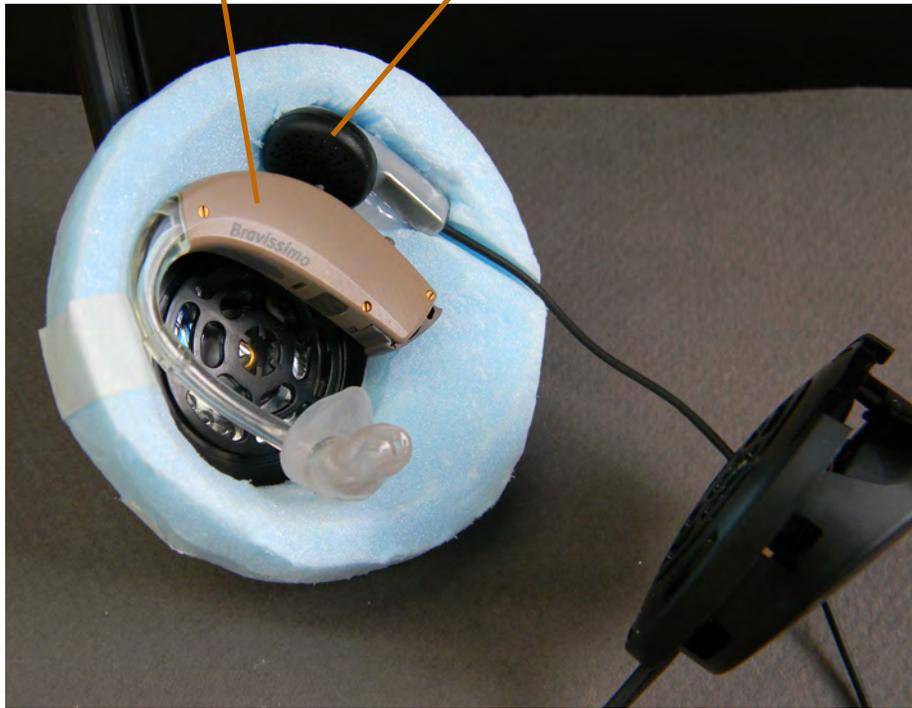


Where regular headphones aim the sound

Design Constraints

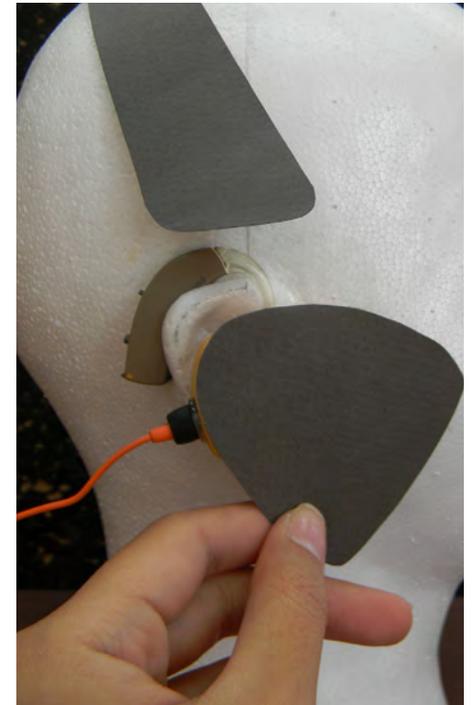
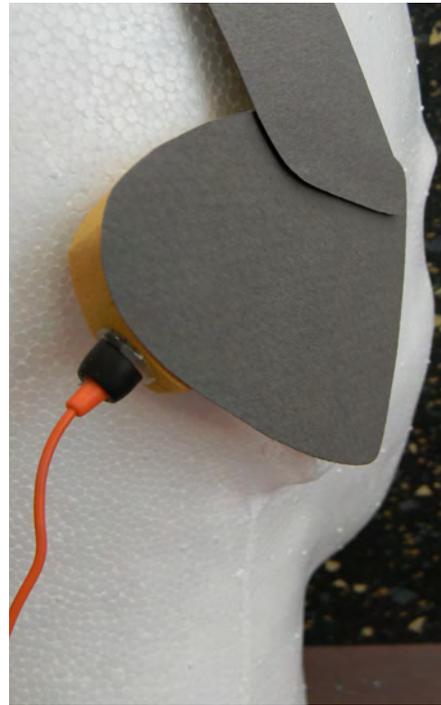
BTE Hearing Aid

Driver





Sketch 1



Driver encircles the hearing aid's microphone

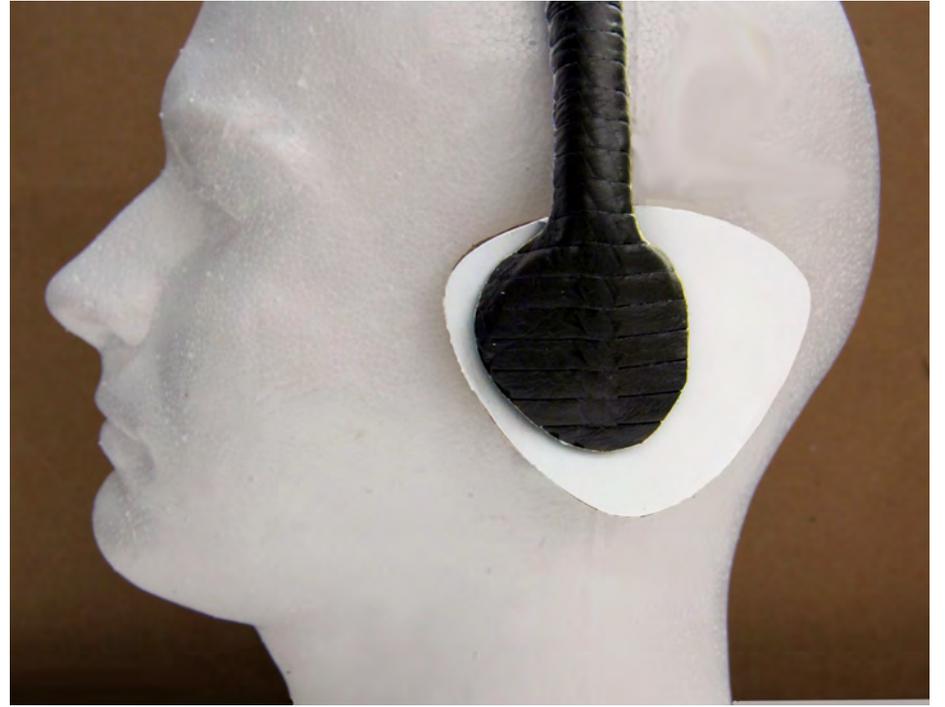
Sketch 2



Driver encircles the hearing aid's microphone







User Profile

Name : Dwinisa Antintia

Age : 20

Occupation : Accessories Design student

Hearing Aids : Left and Right BTE type

About:

“I have been wearing hearing aids for 6 years and they have been really helpful. My hearing aids are always on my ear when I am awake; I take them off when I sleep.”

“I love music. However I cannot enjoy music when I travel, which is usually the perfect time to listen to music. I have been using headphones to listen to my iPod, but I always have to place them behind my ear which makes me feel uncomfortable.”

Support Team

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