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U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
(NIH-CAP)

## Company Profile

**Industry Sector:** Hearing Rehabilitation

**Company Overview:** Located in Bodega Bay, California, Advanced Hearing Concepts is a private company devoted to innovation and research in the field of human hearing. Working both alone and in partnership with leading investigators from the spheres of industry and academia, we aim to help develop new and groundbreaking assistive and rehabilitative technologies.

**Target Market(s):** Hearing Aid Manufacturers, Hearing Care Providers and the Hearing Impaired.

## Key Value Drivers

**Technology\*:** *ReadMyQuips* is an interactive, computerized, adaptive multimedia system for training in audio-visual speech perception in a noisy environment. It takes the form of a set of puzzles, along with associated instructional materials. The content of the puzzles has been chosen to be both amusing and challenging, and to provide practice in understanding sustained speech.

**Competitive Advantage:** *ReadMyQuips* is the only aural **and visual** training program that specifically targets understanding speech-in-noise. The system is engaging, challenging, and proven effective at improving the ability of the hearing impaired to understand speech in a noisy environment. It also makes use of a sophisticated adaptive mechanism in order to track the user's progress and maintain a difficulty level which is challenging but not discouraging.

**Plan & Strategy:** Seeking partnership with manufacturers and dispensers of assistive devices.

\*Technology funded by the National Institute on Deafness and Other Communication Disorders and being commercialized under the NIH-CAP

## Management

### Leadership:

Dr. Harry Levitt, *President and CEO*  
Christopher Oden, *Vice-President and CTO*

## Product Pipeline

October, 2006: Phase I Complete

April, 2010: Phase II Complete

June, 2010: Beta Testing Complete and Product Deployment

For more information:

[http://advancedhearingconcepts.com/Advanced\\_Hearing\\_Concepts/ReadMyQuips.html](http://advancedhearingconcepts.com/Advanced_Hearing_Concepts/ReadMyQuips.html)