



Authorized
Resellers
of:



SONICCLOUD

SonicCloud Computer Audio Personalization

Improving hearing in the workplace...

USE CASES:

1. **Video Conference Calls** – Teams, Zoom and many others
2. **Online Tutorials** – YouTube, Vimeo and many others
3. **Call Centres** – Softphone platforms
4. **Listening to recorded audio** – dictations, music, etc.

COHORTS:

- **Individuals who self-identify as hard of hearing** – [ADA Guidelines](#)
- **Individuals in call centers with auditory fatigue** – [Otolaryngology Journal](#) – Although no measurable hearing loss was identified in the employees in this study the researchers found that the auditory fatigue was there - "Despite these findings, the sensation of general fatigue and as well as auditory fatigue (in some operators) was reported in call center operators. This could be explained that it might be related to cognitive fatigue or emotional exhaustion, which is usually caused by heavy mental workload, and to call center's work-specific stressors." It is known that there is a connection between stress/cognitive load and hearing issues.
- **Zoom fatigue – all persons** – [Stanford Study](#) – We know there is connection between cognitive load and hearing issues. Here is a [link](#) to more information on this.
- **Individuals with tinnitus** – Either from actual hearing loss, stress from not hearing with unidentified hearing loss and/or from using headsets at high volumes all day, which amplify the entire signal (too much power). This article demonstrates how stress leads to tinnitus. Reducing stress reduces tinnitus. [NIH Study](#). Note that by using SonicCloud the amplification is limited to only the frequencies that are needed, thus reducing the "too much power" issue mentioned above.
- **Normal hearing folks with perceived hearing difficulties** – Referred to as "**hidden hearing loss**." The industry recommendation for treating hidden hearing loss is mild enhancement in the high frequencies, something SonicCloud can provide with excellent granularity. - [NY Times Article](#).
- **Individuals with difficulty hearing/understanding on video or soft phone calls but deny having hearing loss** – Individuals may not even realize they have hearing loss since the phenomenon of age-related hearing loss is extremely gradual. They sometimes will attribute the problem to the device rather than their hearing. – [Journal of Hearing Science](#). The pdf for this article is embedded in the link.

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