

(Theme: Integrating the recent advancements in diagnosis of hearing disorders and treatment with latest industrial equipments)

Summary:

Audiology is a branch of science that studies hearing, balance, and related disorders. Its practitioners, who treat those with hearing loss and proactively prevent related damage, are audiologists. Employing various testing strategies, audiology aims to determine whether someone can hear within the normal range, and if not, which portions of hearing are affected and to what degree. If an audiologist determines that a hearing loss or vestibular abnormality is present he or she will provide recommendations to a patient as to what options (e.g. hearing aid, cochlear implants, appropriate medical referrals) may be of assistance.

A hearing aid or deaf aid is an electroacoustic device which is designed to amplify sound for the wearer, usually with the aim of making speech more intelligible, and to correct impaired hearing as measured by audiometry.

For more details please visit- <http://hearingdevices.conferenceseries.com/>

Importance & Scope:

Hearing Devices 2015 will be an opportunity to meet and discuss issues of importance with colleagues from many different countries. The hosts of this event are pleased to share news of it with audiologists and others who are involved in issues related to hearing and the needs of people who have hearing loss. This will be the place to expose the new techniques and updated information on hearing devices. More information on the audiology will be available for interested individuals to make plans to attend this important learning event.

Why Birmingham?

Birmingham, U.K. is best place for the research and companies as there is about 1/6th of population in U.K. suffering with hearing problem. About More than 70% of over 70 year-olds and 40% of over 50 year-olds have some form of hearing loss. There are more than 10 million people in the U.K. with some form of hearing loss.

Conference Highlights:

- Audiology: Medicine and Instrumentation
- Auditory Disorders
- Diagnostics in Audiology
- Hearing: Biology and Physiology
- Pediatric Audiology
- Hearing Loss and Prevention
- Auditory Rehabilitation
- Auditory Neurophysiology
- Hearing Aids and Treatment Technology
- Implantable Technologies and Advancement in Treatment

Why to attend???

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Major Associations around the Globe

- Educational *Audiology Association*
- *Audiology and Speech-Language Pathology Associations*
- South African *Association of Audiologists (SAAA)*
- *Audiology Australia Ltd*
- Canadian *Academy of Audiology*

Major Associations in U.K.

- Speech language hearing association
- British Society of Audiology (BSA)
- British Academy of Audiology (BAA)
- British Association of Audiological Physicians (BAAP)
- British Association of Educational Audiologists (BAEA)
- The British Association of Paediatricians in Audiology (BAPA)
- British Association of Teachers of the Deaf (BATOD)
- British Society of Hearing Aid Audiologists (BSHAA)
- British Tinnitus Association
- British Society of Neuro-Otology (BSNO)
- Defeating Deafness
- National Deaf Children's Society (NDCS)
- Royal National Institute for Deaf People (RNID)

Statistical Analysis of Associations

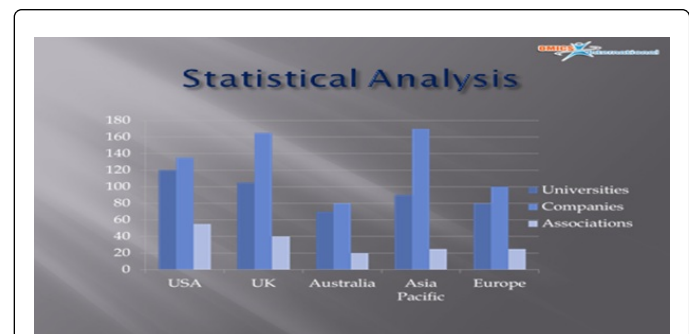


Figure 1: Statistical Analysis

Source: Reference-1

Target Audience:

Directors/Managers & Business Intelligence Experts, Departmental Managers, Vice Presidents/Directors& Brand Manufacturers/Marketers of Consumer Products. Retailers, Marketing, Advertising and Promotion Agency Executives, Hearing Aid Providers, Professors and Students from Academia in the study of Audiology and Hearing loss field.

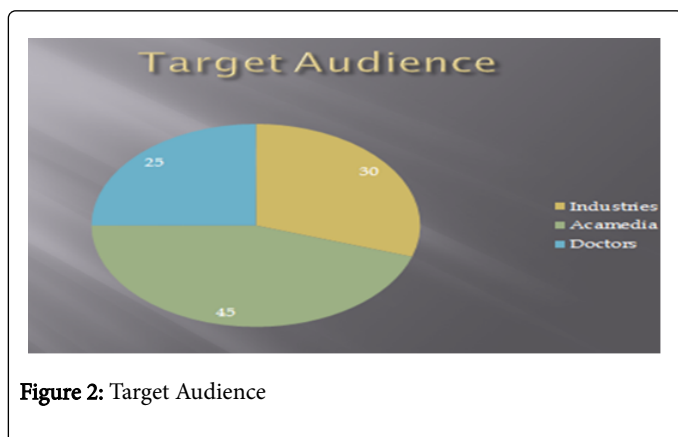


Figure 2: Target Audience

Source: Reference-2

Top Universities in U.K:

- University of Birmingham
- Birmingham City University
- Aston University
- De Montfort University
- University of Manchester
- University of Leeds
- Queen Margaret University
- University of Southampton

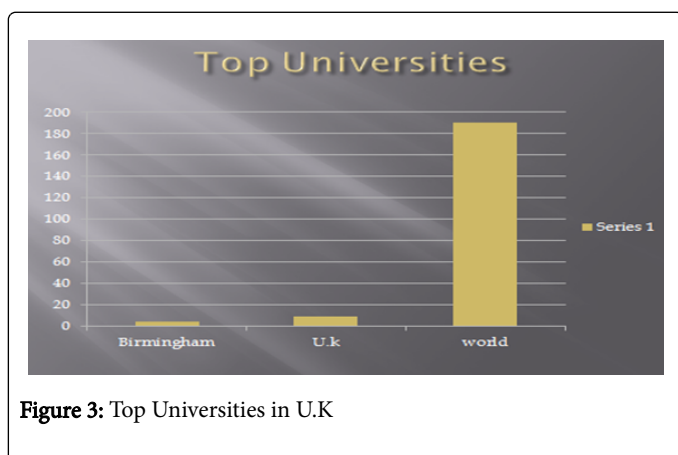


Figure 3: Top Universities in U.K

Source: Reference-3

Companies Associated with Hearing Aid activities

- Tinnitus Treatment Solutions
- Siemens Audiology Solutions
- Arab Health
- e-LfH
- Quest
- Bapen

Industries Associated with Hearing Aids

- Bill Mahan
- Hearing Planet
- Hearing Solutions Inc.
- Amplisound
- Audibel
- Audina
- Beltone
- Bernafon-Switzerland
- Electone-Spanish
- Elkon-India
- Eurion-Switzerland
- Hansaton
- Micro-Tech Hearing Instruments
- GN ReSound

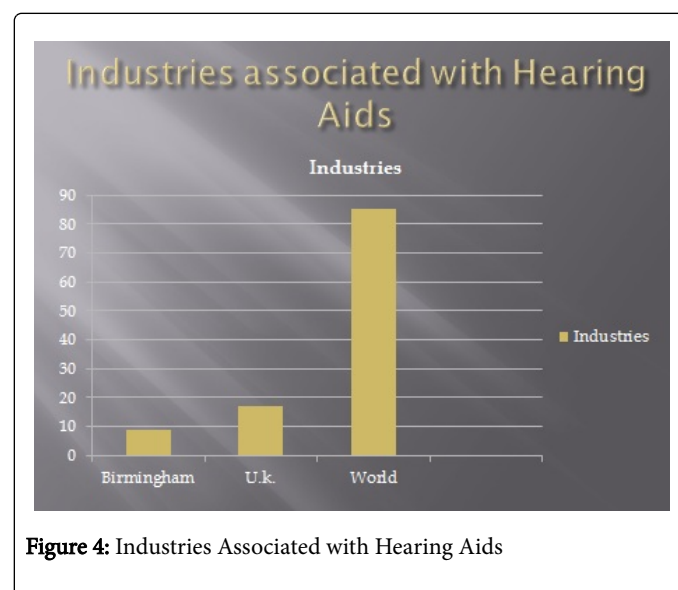


Figure 4: Industries Associated with Hearing Aids

Source: Reference4

Glance at Market of Audiology and Hearing Devices:

10.8 million Hearing aids were sold in 2012, for a total wholesale value of **\$5.4 billion**. 45 %percent of the hearing aids were sold in Europe, 29% in North America, and 26% in the rest of the world. Including the **\$1 billion** cochlear implant market, where it is looking for **10%-15%** growth. Amplifon, whose annual sale of **800,000-900,000** hearing aids a year makes it the world's largest retailer it estimates that industry revenue will grow **3.2%** in 2013.

Market Growth of Hearing Aids

Source: Reference-6

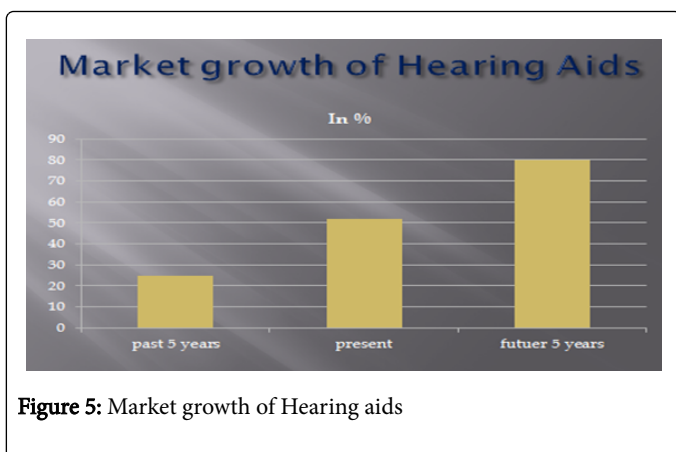


Figure 5: Market growth of Hearing aids

Source: Reference-5

Statistics of Marketers, Researchers and Academicians working on Audiology and Hearing Devices:

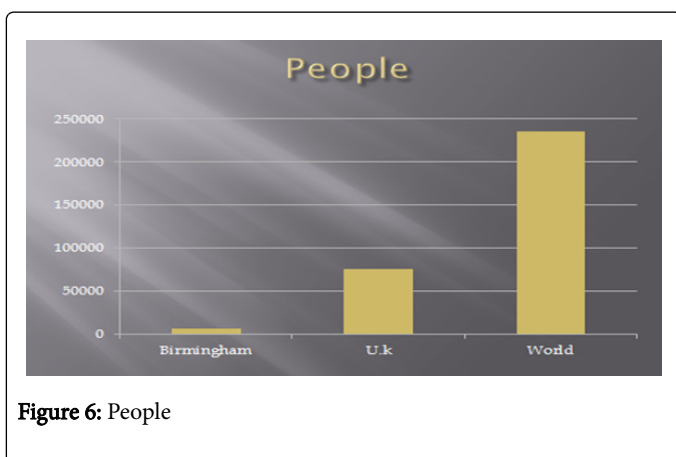


Figure 6: People

References:

1. <https://www.google.co.in/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=associations+and+societies+for+audiology+in+birmingham>
2. <http://www.patient.co.uk/doctor/deafness-in-adults>
3. <http://en.wikipedia.org/wiki/Audiology>
4. <http://thehearingaidadvicecentre.co.uk/manufacturers/>
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6. <http://www.audiology.org/education-research/research/other-funding-opportunities>