

Hearing Health to be a Central Topic at Upcoming Science Conference

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Where can you go to learn all about food safety, obesity, space weather, television dramas, prime numbers, stem cell research, and medical prostheses all in one place? At the 2007 American Association for the Advancement of Science (AAAS) conference this February in historic San Francisco! This year's theme of "Science and Technology for Sustainable Well-Being" brings together provocative thinkers and decision-makers in a wide range of disciplines who address global and national issues in health, energy, the environment, economic development, education, terrorism, science frontiers, and more. This exciting conference is a unique opportunity to explore stimulating topics relating to modern-day science and interact with other professionals from outside fields.

Featured at this year's conference is a session entitled, "Hearing Health: The Looming Crisis and What Can Be Done." Brent Edwards, Ph.D., from the Starkey Hearing Research Center in Berkeley, is a co-organizer and will be a featured speaker for this session. Dr. Edwards will focus on "The Intersection of Hearing Science and Hearing Technology", emphasizing how "burgeoning developments in areas such as cognition and neurophysiology that will shape the future of hearing device technology." In addition, Dr. Edwards will examine how hearing technology is changing, from digital wireless hearing aids to multi-channel cochlear implants, and how the underlying science has become more important than the engineering of devices.

Other highlights of this presentation include hair cell regeneration and cochlear function related to presbycusis by speakers from Stanford University and Medical University of South Carolina. The goal of the session is to address how hearing loss impacts well-being, and will "examine the nature of hearing loss and its behavioral consequences." As the prevalence of hearing loss is likely to increase, the speakers believe that "the most effective and least costly 'treatment' [of hearing loss] will be education of the young to foster appreciation and conservation of the acoustic sense."

The AAAS has chosen this session as one they want to highlight to the press, and will hold a press conference following the session. Full program information can be obtained at www.abstractsonline.com/viewer/browseBySessionType.asp?BrowseQualifier={DAC0A502-19BF-4129-8EB5-FC7978BE7BAF}&MKey={E68C38C9-7C0A-40A2-83AA-D9AE40EA9B10}&AKey={82DF1193-261B-4248-AC6B-CACD0186BD6B}; See #36 within the link for detailed information pertaining to the hearing health session.

About The American Association for the Advancement of Science

The American Association for the Advancement of Science is a nonprofit professional society dedicated to the advancement of scientific and technological excellence across all disciplines, and to the public's understanding of science and technology. AAAS is among the oldest scientific societies in America, having been founded in Philadelphia in 1848. AAAS serves some 272 affiliated societies and academies of science and publishes the peer-reviewed general science journal *Science*. AAAS is open to all and fulfills its mission to "advance science and serve society" through initiatives that include science policy, international programs, science education, and public understanding of science.

For additional information about this year's AAAS meeting or about the mission of the AAAS, go to www.aaas.org/meetings/Annual_Meeting/

About the Starkey Hearing Research Center

The Starkey Hearing Research Center (SHRC) conducts research on hearing impairment and new technology that will improve the quality of life for the hearing

impaired population. SHRC scientists are developing innovations in hearing science and engineering through a thoughtful interdisciplinary approach modeled upon the best aspects of academic research. The SHRC works to ensure the successful translation of research findings into clinical application and hearing aid benefit. To find out more, go to www.starkeyresearch.com

About Starkey Laboratories

Starkey Laboratories is the world's largest manufacturer of hearing instruments. Headquartered in Eden Prairie, Minnesota, Starkey Laboratories, Inc. is a worldwide provider of comprehensive digital hearing systems, including custom and standard devices, protection products, instrumentation and unique business solutions. Founded in 1967, Starkey owns the Audibel, Micro-Tech, NuEar, Omni and Qualitone companies and operates facilities in 24 countries. Starkey is the recognized world leader in the design and development of innovative custom digital hearing instruments. For more information visit www.starkey.com