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Hearing is one of the five senses human beings have been equipped with. Once we hear sound, our brain processes it so we can distinguish what it is and prompt a reply or an action from us. Almost everyone will agree that we appreciate more of the beauty of this earth through the sounds we hear-- a chirp of a bird, the waves hitting the shore, the orchestra playing an enchanted melody or a cry from a newborn baby. All of these make us appreciate what a wonderful world this is. What happens if this sense is a challenge? How is one to cope with its difficulties and limitations?

With this, comes the invention of the hearing aid. The concept was introduced by Alexander Graham Bell in the 19th and 20th century through his telephone in which sound is electronically amplified. From then on, it has evolved to fit an ever changing society.

It is worn on ones ear and it functions to modulate the sound to the wearer. There are many distributed types that will surely fit one's needs. They only vary in size, power and circuitry.

One will need top quality products that can still be bought at a lesser price. It is best to target a specific individual to allow customer's convenience. Customizing for one who needs it but at a lower prize. Unlike contact lenses, they are more of necessity rather than a luxury. However, some have taken advantage and have inflated their hearing aid prices even if level of service does not match with the target expectations.

It is best to get to get those that are very functional but also at a reasonable cost. It is best to be armed with information, enough time and more opportunities to choose a suitable one. Where do you get the best deal for low hearing aid prices?

Phonak is a Swiss company, is owned by Sonova. They share their gain to charitable institutes and promote initiatives for hearing awareness. They are the largest hearing aid company and revolutionize new ways to transform their product for the consumers' satisfaction. Their technology make new ways for the person's speech to be improve a person's ability to hear. For example, they have built in wireless technologies or Bluetooth transmission that is highly advanced. Their products are usually incomparable anywhere.

Next, we have Unitron that was originally a Canadian company. It was acquired by Phonac a few years ago. They have a selection process that will allow new technologies to be provided but at a very low market cost. An innovation they are highly known for is the "SmartControl" which will improve hearing even when there is a significant amount of noise.

Phonak and Unitron definitely are the best choices when it comes to buying hearing aids with value and for a much lower price. In this age of modernism, we still opt for those that can provide a packaged product and the same goes for hearing aids. A package product is one that gives us comfort at a cheaper price.

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