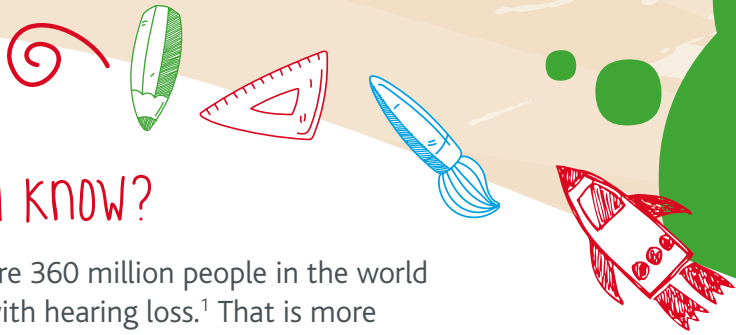


things you need to know FOR entering the ideas 4 ears invention competition



did you know?

- There are 360 million people in the world living with hearing loss.¹ That is more people than live in America!
- One out of three people over 65 has hearing loss.¹ Perhaps one of your grandparents does?
- Older people with hearing loss can feel lonely or frustrated.¹

What to consider when planning your invention?

- Imagine what it would be like if you couldn't hear...
- Think of a problem your hearing invention could solve. For example:
 - You could develop a light that flashes when a doorbell rings
 - Or a vibrating alarm clock
 - Or a special hat with wing mirrors, like a car, so that people living with hearing loss can see things that they might not be able to hear



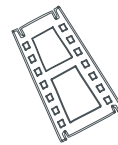
What type of artwork could you make?



You could do a drawing or illustration of your invention.



Or perhaps you would like to cut pictures out of magazines and newspapers and create a collage?



Or you could make a video - no more than one minute long though, please!



Or you could make a sculpture - but don't make it too heavy as you need to mail it to us!

have fun and we look forward to seeing your invention for people living with hearing loss!

Please see the Competition Entry Form for instructions on how to submit your idea. You can email your entry to ideas4ears.us@medel.com (file size should not exceed 10 megabytes) or simply send it to Ideas 4 Ears, MED-EL, 2511 Old Cornwallis Road, Suite 100, Durham NC 27713

¹WHO. Millions of people in the world having hearing loss that can be treated or prevented. Available at <http://www.who.int/pbd/deafness/news/Millionslivewithhearingloss.pdf> Last accessed November 2016. ²World Population Clock. Available at <http://www.worldometers.info/world-population/#top20> Last accessed November 2016.