

HIGH

FREQUENCY

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LOOKING
GOOD
FOR ALL
OCCASIONS

LISTEN UP,
ZERENÁ
IS HERE

Unforgettable
Sounds from
Around the World

MUST-SEE
SWISS DESTINATIONS

**THE JOY OF
LIVE MUSIC**

*“It restored
my quality of life”*

Charles Frey, Hotelier

SEAMLESS AND
BOUNDLESS
HEARING.
ANYTIME.
ANYWHERE.



The new Zerena 9|7|5 hearing instruments remove boundaries so that users can concentrate on what's important to them. Thanks to the outstanding new DECS™ technology, Zerena responds instantaneously and seamlessly to dynamic, fast-changing environments.

bernafon[®]
Your hearing • Our passion

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THE SECRETS OF CHARLES FREY

Dear Reader,

I am very proud to present to you today the first issue of “High Frequency”. The magazine you hold in your hands at this very moment is a unique, entertaining lifestyle publication. But even more, “High Frequency” marks the beginning of an exciting new era – the era of Zerena, our brand new, cutting-edge hearing solution.

With Zerena, Bernafon’s engineers have achieved a quantum leap in hearing aid technology. This most definitely asks for a special kind of presentation, something as extraordinary as the new product itself. A magazine, we believe, is just about perfect for this important launch, offering the ideal setting and space for the many aspects of our state-of-the-art solution. We will cover what it means to be able to hear and communicate in challenging situations – from technical innovation to design evolution (p. 20).

With “High Frequency”, we would like to take you on a trip to the fascinating world that Zerena opens up to its future users, leading you through the everyday life of one specific, inspiring representative - let’s call him Charles Frey, hotelier in the Swiss mountains. By accompanying our protagonist around his boutique hotel (p. 4), to his favorite local bar (p. 28), and to some truly stunning places in beautiful Switzerland, the home of the Bernafon brand (p. 26), we would like to show you the potential of Zerena in a real-life context.

Reading through this magazine, you will come across Charles’ secrets for a stressfree, fulfilled and successful life. You’ll find out how he deals with the challenges of understanding all the small talk at a noisy art opening (p. 16), read what technological innovations besides Zerena’s revolutionary DECS™ technology facilitate his life, and even follow him through the brand-new Gotthard railway tunnel (p. 23), going a high-speed 200 km/h, right through the Swiss Alps.

I hope you’ll enjoy the journey and wish you much fun with “High Frequency”.



Erich Spahr
President of Bernafon

1 **“MY SECRET FOR SUCCESS:
HOSPITALITY IN THE GENES,
A WARM WELCOME IN THE EYES,
AND HIGH TECH IN THE EARS.”**





ALL EARS FOR OTHER PEOPLE'S NEEDS

Charles Frey is a people person. He has to be, he owns a hotel! He grew up in and around the business and has been trying to please people ever since. The 50-year-old Frey hails from the Bernese Alps, where his parents owned and operated a charming hotel that attracted visitors from every corner of the world. As a small child and unofficial mascot, he delighted these guests, as an adolescent he learned the basics of the business at the side of his parents, and by his teenage years he was off to Ecole Hôtelière, the prestigious school in Lausanne, where he received formal training and earned his Bachelor's degree in hospitality management. Soon after, he was off to gain real-world experience and worked in hotels in Paris, London, and Hong Kong.

After three years of working in and observing the industry abroad, Frey returned to Switzerland to work at the family-owned hotel. As his parents neared retirement, Charles took over and with the help of his wife, an interior designer, he remodeled the space into a boutique hotel. It got off to a great start, but about seven years ago, he began to notice a slight impairment that slowly worsened. It never became debilitating, but it did have an adverse effect on his business and personal dealings. High Frequency sat down with Charles Frey to talk about his work, his family, and how Zerena has helped restore and improve his quality of life.

HIGH FREQUENCY: Charles, as a hotelier, husband, and father, what's your average day like?

CHARLES FREY: Well, as you can imagine, there is no average day. Every day is different, and I love that. I literally grew up in a hotel in the Bernese Alps, which my parents owned and which was in our family for over a hundred years. It was always exciting; there was never a dull moment. But basically, I'm up at 5 a.m. each morning, make a pot of coffee and start going through my e-mails, our list of reservations to see if any of our regulars are checking in, then go down and greet the early lobby staff and everyone in the breakfast room. Every other morning, I'll go for a run, and by 7, I'm in my small office, just off the concierge's desk. I try not to remain chained to my desk, but instead to move around the hotel and its grounds, talk to my staff, talk to the guests, check in on our kitchens, and the wine cellar, which is a particular interest of mine. As I mentioned, we have a lot of regulars so I always try to engage them, ask how they've been, ask how their year has been, that kind of thing. That kind of personal touch, I've found, keeps bringing people back.

So as a hotel owner, you're constantly engaging with people.

Sure, absolutely. Through e-mail, still a lot by phone, more and more on Skype, and of course, in person. On Monday, Wednesday, and Friday I meet with our day and night managers, our accountant, my head chef, and my wife, Marie, an interior designer who reinvented the entire space and who is always making small changes to keep our look fresh and new. When my parents had the hotel, it looked completely different. It was much more old-style. We closed it for a year, and not only did the much-needed renovations, but re-imagined it, with my parents' blessing. It's very modern now, but still has a lot of warmth. Soon after the grand re-opening, we got rave reviews, and we're as busy as we've ever been. There's no way I could've done all this without my wife.

And you have children don't you?

Yes, we have two, a boy Claude, 16, and a girl, Claire, 14. They go to school nearby, and like me at that age, they help out at the hotel on weekends. My parents instilled a strong work ethic in me by having me around the hotel all the time so that after a while it didn't even feel like work. I'm not sure if they'll want to go into the business, that will be their decision, but I want to expose them to it, because it's made me what I am today. Oh, and we have a dog. Bernie, a St. Bernard.

Do you get out of the hotel as a family?

Oh, yes, of course. We have put together a very qualified, professional staff whom we trust. So we do go away as a family every summer. It's also field research for my wife and I. We actually want to stay in hotels! We have to. We see what others are doing, what the new trends are, what guests are responding to. And we try to also do a family getaway in the winter, when the kids are off from school. We can't always manage that, because that's a busy time for us, but we try, and as in the summer, we might break it up into one or two hotel visits.

“I had to constantly ask, What?”





What about when you are at home, do you have hobbies or is the hotel 24/7?

Oh no! We all have our hobbies, otherwise I think we'd go crazy. As I said before, I'm very interested in wine and viticulture. It's a passion of mine, and although we have a great head chef, I'm the unofficial sommelier. We specialize in Swiss wines, which we feel fly a little under the radar. Of course, our neighbors know a thing or two about wine and when I can, I visit vineyards here in Switzerland, but also in France and Italy. And as you can see, here in the Bernese Alps we have access to nature right outside our door, so we're all big hikers in our family, and get a lot of guests who come here for the hiking. There are various trails of all different levels. It's magnificent, and it's something we bond over with our guests. Also, my wife, being she's in design and the arts, goes to a lot of gallery openings, usually in Basel and Zürich, so we'll often get in the car and go. It's a good way for her to network. She's a great reader, too, and we have a beautiful quiet library in the hotel. And I'm also a big jazz fan, I have a big record collection, vinyl of course, and I play the tenor saxophone, badly, but I try, which I find is a good way to de-stress.

“I was very uptight about it”

I do imagine running a hotel is quite stressful, despite all the good aspects to it. What's the most stressful thing about it?

Hmmm. It's not one thing. Bad weather can make our work difficult, for sure, but more than that, it's when communication breaks down. And I don't mean through technology—we have reliable and super speedy wi-fi up here! No, it's sometimes person-to-person miscommunication that has caused me the most stress. And I have only myself to blame.

What do you mean?

Well, about six or seven years ago, I realized, slowly, very slowly, that I had developed a hearing problem. Actually, it was my wife who was the first to notice. Just simple, everyday things I'd respond to, I no longer did, or had to constantly ask, “What?” Now, it's one thing when it's your wife, or your kids, but it's another when it's a business dealing. As I told you, I'm the unofficial sommelier and on one occasion, I was Skyping with a producer in Valais about one of

his wines, and I ended up ordering the wrong vintage—or least not the one I intended. When it was delivered, I realized my mistake, and he took it back, but it was embarrassing. Another time, I took a reservation over the phone from a couple that has been coming here for decades. They asked for a specific room, one that had an especially nice view and where the husband first proposed marriage. I didn't get that detail over the phone, and we didn't give them the room they asked for. That's when my wife said, “You've got to do something about your hearing,” and so I did.



TECH TIP #1 **BOUNDLESS HEARING**

Listening environments can change from moment to moment. Stillness and silence can be broken in an instance from a ringing (or vibrating) phone, a doorbell, or a human voice. Each of these listening situations are dynamic and fast changing. Many conventional hearing aids classify environments rigidly and amplify sounds on a basic, static pattern. Bernafon's new technology—known as Dynamic Environment Control System™, or DECS™—reacts instantaneously to active and constantly changing environments. As a result, DECS™ technology, used with Zerena, delivers a seamless and boundless hearing experience in any listening situation at any time.



In Switzerland
they speak
four languages.

**But only one
when it comes
to quality.**

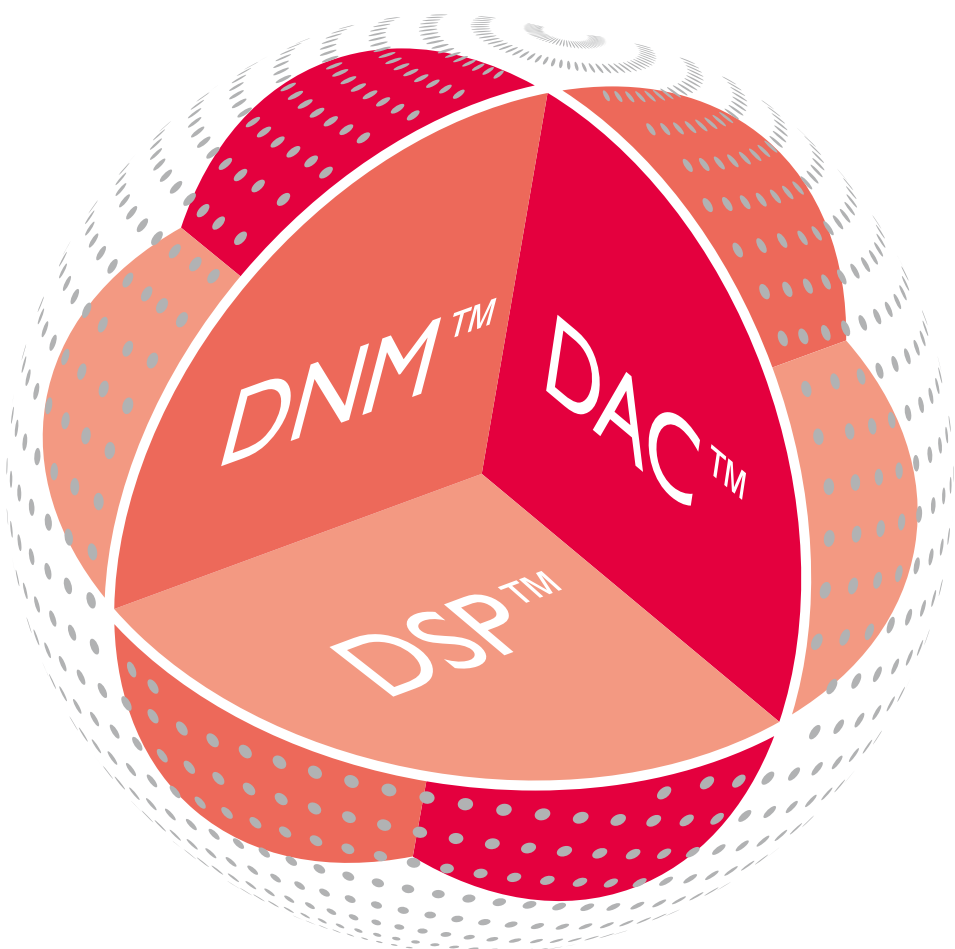


TECH TIP #2

DECS™ TECHNOLOGY AT A GLANCE

The new technology in Zerena hearing aids known as DECS™ provides dynamic features to cater to active and fast-changing listening environments anytime and anywhere.

- Continuous Environment Detection analyzes the listening soundscape that the person is in.
- Dynamic Noise Management™ effectively removes noise without adversely affecting speech understanding.
- Dynamic Amplification Control™ continuously analyzes the dynamic environment and determines the optimal amplification.
- Dynamic Speech Processing™ accurately amplifies the signal to enhance speech understanding in various listening situations.



And what did you do then?

I was very uptight about it. I hadn't turned 50 yet and I had to look for a hearing aid, something that you see in elderly people? It didn't make sense to me. Here I was, jogging every other day, hiking on weekends, mountain biking, too. What came next?

A guest at the hotel, a Swiss guest, one of my regulars, asked me if I had heard of the Bern-based company Bernafon. I hadn't, even though I'm native to the canton. He told me to look into it, that his brother, a baby boomer and former rock musician, who like me was reluctant to use a hearing aid, had a good experience with this brand. Of course, not to brag but we Swiss are known for our precision,

“Zerena made all the difference for me”

like our trains, our watches but I never thought of looking for a hearing aid. I tried the newest one, Zerena, which they thought would be a perfect fit. And they were right; it made all the difference for me.

How so? What is different and special about Zerena?

It's a good question. So I'm active, moving around all the time as I've told you. I'll go from the quiet of my office to a Skype call to someone barging in with a question, to the kitchen, which is quite noisy and bustling. With Zerena, those transitions are seamless, and my hearing is adjusted instantly to the situation. I'm not a technician, but this new state-of-the-art technology they employ just works perfectly for me. It's also comfortable. I can honestly tell you I sometimes forget I have it on. And I don't think people notice I'm wearing it, or if they do notice, it doesn't look obtrusive, like the earlier models from past decades. It's more streamlined and dare I say even cool. For someone still kind-of young, that matters to me.

So you're totally happy with Zerena?

Yes absolutely! It restored my quality of life.

That's good to hear. Well, thank you for your time, Charles. And continued success with your hotel.





LOOKING
GOOD FOR ALL
OCCASIONS

**“MY SECRET FOR LOOKING SMART:
SUITS FROM PARIS, SHOES FROM MILAN,
AND HEARING AIDS FROM SWITZERLAND.”**



The Zerena BTE 105
is as chic as it is simple.

*Often the most elegant looks are made
of simple elements.*





Zerena blends easily with feminine fashion sensibilities.

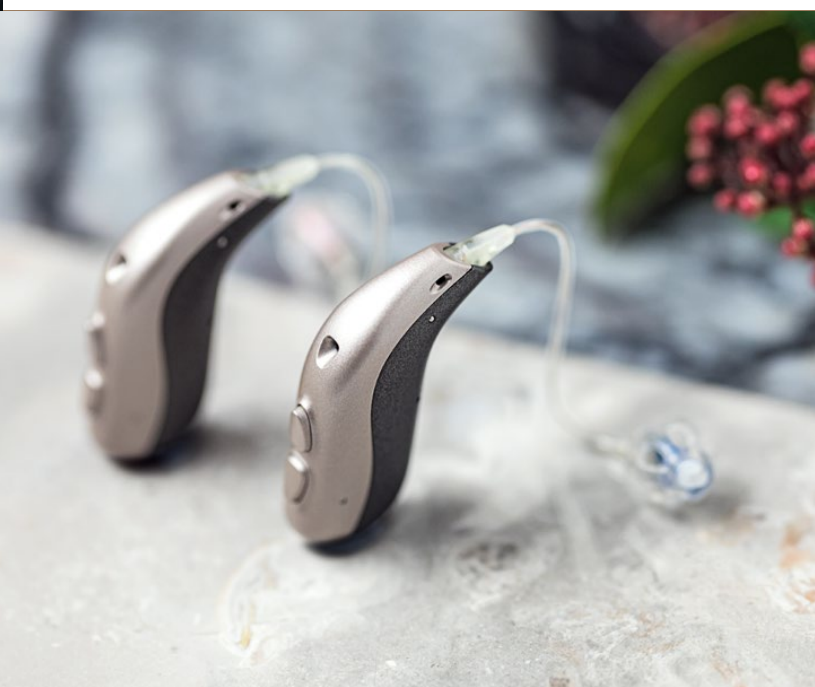


Muted colors deflect attention,
but they speak volumes.





Style doesn't need to be compromised,
even on causal Friday.



Zerena hearing aids come
in nine color combinations,
including sand beige, jet black,
cocoa brown, and metallic
silver, as in this miniRITE T.

3

**“MY SECRET FOR AN ENJOYABLE OPENING NIGHT:
MY WIFE TO MY LEFT, MY DAUGHTER TO MY RIGHT,
AND ZERENA BOTH LEFT AND RIGHT.”**



EYES, AND EARS, WIDE OPEN



Charles Frey's wife, Marie, is a successful interior designer, who among other things, re-imagined the Frey family hotel. She's well-known within Switzerland's thriving contemporary art scene and is often invited to gallery openings in Zürich and Basel. Charles and Marie go not only to see the new art, but to network, which means their eyes, and ears, have to be wide open.

After all, as any artist or art lover will tell you, an opening is not always the best time to actually enjoy or interpret the new work. Gallery openings are a swirl of activity and it's often more about the scene. The more cacophonous the scene, the better the opening. The sounds, as much as the visuals, come from every direction. First from the work itself, as contemporary art is rarely about only painting or still photography these days, but is often installation or multi-media-based and might include sound and video. Then there might be a short speech by the artist or gallerist. And then there's the conversation, not only the face-to-face variety, but also the overheard chatter that might take place a few feet away, which could be just as interesting.

Gossip, the good kind, is often as essential to these evenings as the actual art. For insiders, openings are fun yes, but also work and to work well you have to take in everything, alert to the sights as well as the sounds.



Galerie Katapult in Basel recently featured the work of the Colombian painter Javier Bernal Arevalo.



Social occasions are about hearing and being heard.



Charles makes a point about one of the works.



Charles and his wife Marie enjoyed the opening-night banter at Galerie Katapult.



At art openings, conversation, and gossip, is as important as the art itself. Listening is key.



An oil painting by German painter Jan Herzberg at Galerie Katapult.

TECH TIP #3

ACCURATE AMPLIFICATION IN ANY SITUATION

Dynamic Amplification Control™ determines the speech and noise elements in a signal to ensure that the amplification is controlled and accurate. Speech is amplified as necessary and over-amplification of certain sounds is avoided. Dynamic Amplification Control™ measures the long- and short-term elements of a signal and informs the amplification system to apply the correct amount of compression and amplification. This system seamlessly provides the optimum gain within the user's environment at all times.

Portrait of a Gallery

HOW TO MAKE AN ART SPACE SING

The Swiss city of Basel is well-known for many things. Located at a convenient curve in the Rhein River, it's famously within walking distance of both France and Germany. It's the base of various influential Swiss architecture firms and also has buildings designed by some of the greatest architects in the world. It's home to one of Switzerland's most beloved carnivals and its best football club, FC Basel 1893. And then there's its contemporary art scene, which attracts the most powerful players in the international art market.

Galerie Katapult has been a welcome addition to the scene. Located in the heart of town, a stone's throw from the mighty Rhein, Galerie Katapult was founded in 2008 by Julia and Roland Meyerhans-Soto and specializes in work from contemporary Latin America.

Early in 2017, the gallery featured works by Colombian artist Javier Bernal Arevalo and Germany's Jan Herzberg. Arevalo—through painting, drawing, and installation, and often in the Latin school of portraiture—is concerned with themes such as gender, colonialism, perception and reality, private and public events, and connection between religious iconography and the technology. All of which, as he says, defies “our capacity to distinguish reality from fiction.”



Herzberg, who is also a physician, works in collage, coal sketching, but mainly in large-format painting with oil and acrylic on canvas. Like Arevalo, he enjoys portraiture and with his pop sensibility often looks to familiar figures like politicians, Hollywood actors, and even other artists.

While Arevalo has a naturalistic and almost scientific approach with muted, quieter tones, Herzberg, uses bursts of loud, bright color that create a disorientating feel of the figurative and abstract. Both artists create works that are hallucinatory and powerful, that reach all the senses.

Swishear, 2005: A hearing aid as a Swiss flag.



Audioflex, 1996: The first remote-controlled hearing system.



PHOX, 1988: When hearing instruments were programmed digitally for the first time.



Smile, 1999: A full range of digital devices from discreet in-the-ear to powerful behind-the-ear hearing instruments.



H-Series, 1963: The first Bernafon behind-the-ear aid.



Symbio, 2002: The world's first ChannelFree™ digital hearing system.



A2 I-Pack, 1946: The first serialized portable hearing instrument.

SMALLER, LIGHTER, BETTER

Design is all around us. Its history and minutiae is pored over by scholars, students, and artists alike, whether art nouveau, modernism, art deco, or Bauhaus. Since the end of the Second World War, there have been movements like minimalism, post-modernism, the playful Memphis, and the ubiquitous Scandinavian school.

Design is in the buildings we live in to the chairs we sit in; it factors into how we cook and how we make our coffee. It is especially pronounced in the technology that is part of our daily lives. Computers, portable music devices, and yes, even hearing aids have gotten smaller and lighter through the decades.

Bernafon has led this push forward and in Zerena—with its elegant curves and soft colors—it has produced its most streamlined and aesthetically-pleasing device yet.



Chronos, 2011: The first behind-the-ear device with Audio Efficiency™ technology.



Brite/Vérité 2008/2009: Winner of a Red Dot Design Award.



Zerena, 2017: It has arrived! The first hearing instrument that features DECS™ and dual-radio wireless technology.



L É M A N G R A N D B L E U

Inspired by the romantic beauty of Lake Geneva, the new Leman Grand Bleu will surprise as much as it dazzles. Finely engraved waves, magnified by a translucent blue varnish, call to mind all the splendour of the crystalline waters. Available as a fountain pen, rollerball, ballpoint and mechanical pencil.
Caran d'Ache. Swiss Made excellence since 1915.

CARAN D'ACHE
Genève

4 **“MY SECRET TO TRAVELLING IN COMFORT:
A SEAT BY THE WINDOW, A CRUISING SPEED
OF 220 KM PER HOUR, AND A BLUETOOTH®
CONNECTION TO MY HEARING AID.”**



Charles relaxes with his smartphone and Zerena as his train approaches the new Gotthard Base Tunnel.

SPEED AND RELIABILITY THROUGH THE GOTTHARD TUNNEL

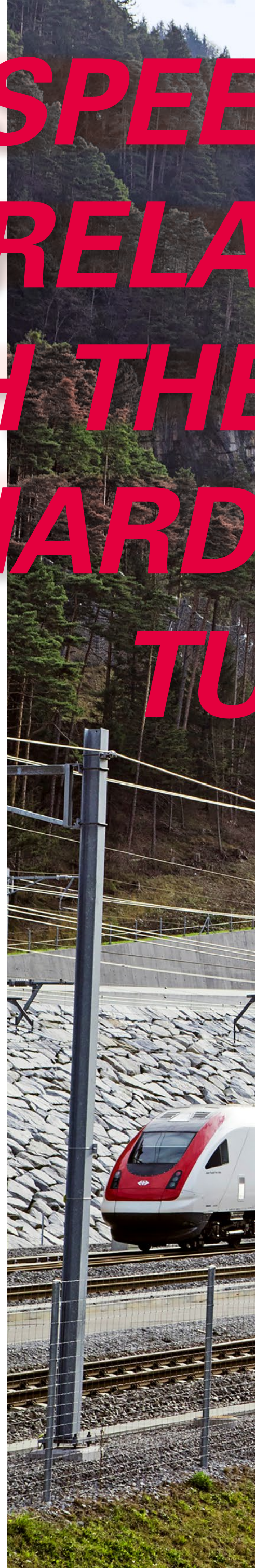
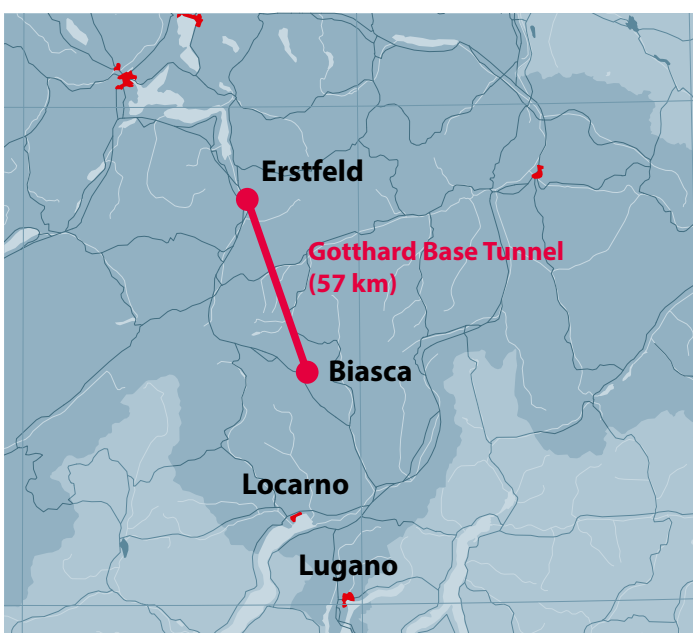
In June of 2016, the brand new Gotthard Base Tunnel opened with great international fan fare, and with good reason. The project, 17 years in the making, now makes the route through the Alps more direct and faster. It is—like the original tunnel that coursed through the mountains back in 1882 and the second for cars in 1980—one of the greatest engineering achievements in history. The tunnels, particularly the latest one, are a highlight, perhaps the highlight, of Swiss ingenuity, precision, practicality, and quality. Gotthard holds a special place in the heart of all Swiss. A film immortalizing the original tunnel even played outdoors at the film festival in Locarno, a favorite destination south of the Alps.

While the SBB, the Swiss national rail, is a great way to enjoy the country's staggeringly beautiful landscape, the Gotthard Base Tunnel is long, the longest in the world in fact at 57 kilometers, or 35 miles, almost 4 kilometers longer than Japan's Seikan Tunnel and 7 longer than the Anglo-Franco Channel Tunnel. The Base Tunnel—actually two tunnels, a pair of tubes essentially running in opposite directions—is also the world's deepest, which allows the route to remain flat and straight, giving the trains the ability to travel at faster



speeds. It might shorten the journey from Zurich to Milan by a significant 40 minutes, but there's a long stretch, nearly 20 minutes, when passengers are often left just with their phones, sans scenery.

In a situation such as this, you appreciate a hearing aid like the state-of-the-art Zerena even more, as it is based on a powerful chip platform with fast processing capabilities. It includes dual-radio wireless technology based on a 2.4 GHz Bluetooth® protocol for direct-to-hearing-aid streaming and near-field magnetic induction (NFMI), which is ultra-fast for ear-to-ear communication. In other words, it's more direct and it's faster.



EDING, XING, E NEW BASE UNNEL

Construction for the Gotthard Base Tunnel officially began in 1999, and it opened on June 1, 2016. Up to 50 passenger trains make the journey through the tunnel every day and can travel up to 250 km per hour (or 155 mph).



6 MUST

ZENTRUM PAUL KLEE

Paul Klee is one of Switzerland's most acclaimed artists and is beloved the world over. Zentrum Paul Klee, designed by Italian "starchitect" Renzo Piano, opened in 2005 on the outskirts of the Swiss capital Bern, not far from where the painter was born, and not far from the Bernafon headquarters. The museum houses almost half of his work. With its undulating form that mirrors the hilly countryside—or is it a sound wave?—it is a work of art unto itself.



MADONNA DEL SASSO

Throughout the canton of Ticino there are Catholic churches dotted everywhere. And then there's Madonna del Sasso, the 15th century sanctuary and pilgrimage destination in Orselina, a village on the mountain just above Locarno. It was here that a vision of the Virgin Mary appeared to the Franciscan Brother Bartholomeo da Ivrea. It can be reached by a 20-minute walk up through the lush palm trees or for the less adventurous via funicular from central Locarno. It's also along hiking trails and has an incredible view of Lago Maggiore.

RHEINFALL

The Rheinfall, Europe's largest waterfall, is located on the Rhine River near the city of Schaffhausen, not far from the German border, and is, in a word, breathtaking. It inspired the great English painter J.M.W. Turner to immortalize it in an 1841 work. It's both visually and sonically unforgettable and can be viewed, and heard, from boats, observation decks, and the Wörth Castle nearby on its own tiny island.



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SEE SWISS SPOTS

THE MATTERHORN

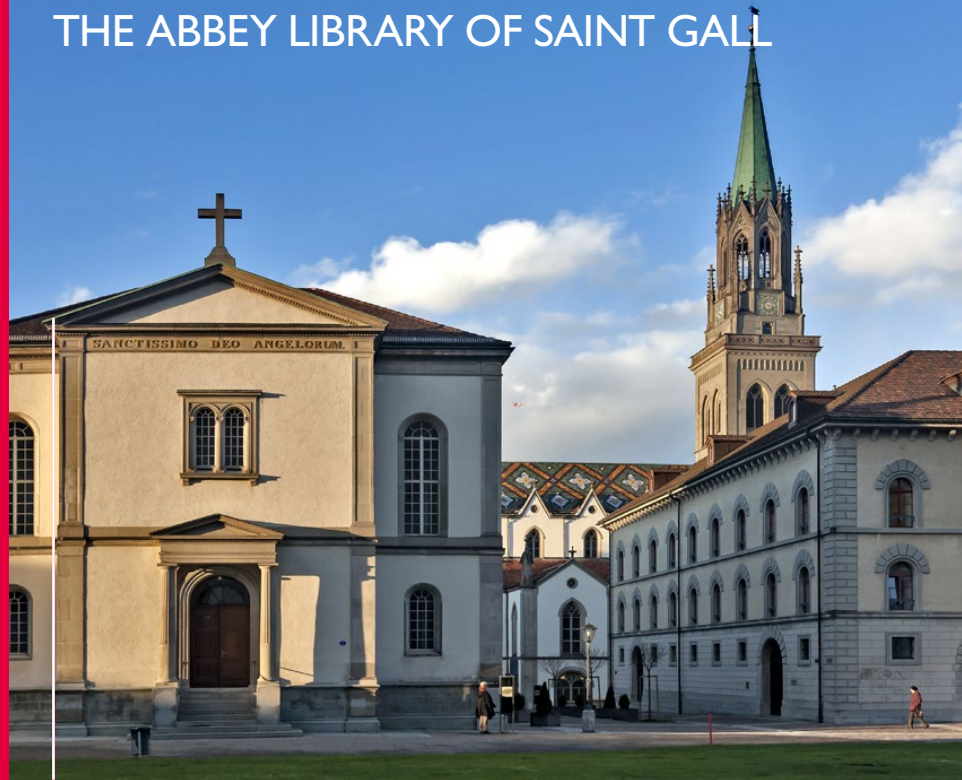
There are dozens of unforgettable travel destinations in Switzerland but none are as iconic as the Matterhorn, known as the Mountain of Mountains. It's not even the highest point in the Alps—it's only the sixth highest—but its indelible shape adorns mugs, hats, and T-shirts. If tourists from around the world descend on the town of Zermatt every season of the year, few attempt to ascend the Matterhorn and prefer to gaze up at it from rustic hotels and chalets or admire it from a variety of hiking trails.



KKL

The KKL, the cultural and convention center alongside the spectacular Lake Lucerne, is immediately striking for its famous cantilevered roof. It's also admired for its fine acoustics, no wonder then that it hosts the annual Lucerne Festival, one of the most prestigious classical music events of the year. The main theater stages pop and jazz concerts as well. You can spend an entire day in the KKL, as it also has several restaurants and is the home for the Lucerne Art Museum.

THE ABBEY LIBRARY OF SAINT GALL



QUIET PLEASE!

The Abbey Library of Saint Gall in the eastern Swiss city of St. Gallen was built in 1759 and is the oldest library in the country and one of the oldest in the world. It has nearly 170,000 pieces in its collection—books, manuscripts, and other media—some of which date back to the 8th century. Indeed, upon entering the Baroque library, you might think you've stepped back in time.

Although it's also a museum—and quite a popular one—it's open to the public and, refreshingly, it's still a borrowing library. And silence is serious business here. In the sumptuous reading room, you can hear the proverbial pin drop, so whispering is preferred. A good place to immerse yourself in history and architecture.

TECH TIP #4

ENHANCING SPEECH INTELLIGIBILITY

Dynamic Amplification Control™ in DECS™ is so fast and accurate that even the slightest murmurings can be made audible. No matter what type of environment the listener is in, the appropriate amount of gain and compression will be applied for maximum speech comprehension. This results in less noise and fatigue following conversations in quiet and noisy situations. Bernafon's proprietary ChannelFree™ signal processing is applied in Zerena with even more precision and amplification accuracy.

Bars are perfect spots to conduct casual business talks, providing you can hear above the din.



5

**“MY SECRET FOR A
FOUR CUPS OF COCO
A HALF CUP OF LIME J
AND TWO SMALL HEA**

TECH TIP #5 **EFFECTIVE NOISE MANAGEMENT**

Two small hearing aids can make a big difference: The Dynamic Noise Management™ in Zerena integrates advanced directionality and noise reduction into one coordinated system as a unique feature. Dynamic Directionality and Dynamic Noise Reduction rapidly identify speech in the presence of noise and reduce disturbing noise sources. With maximum flexibility in fast-changing environments, the desired speech audibility is optimized.



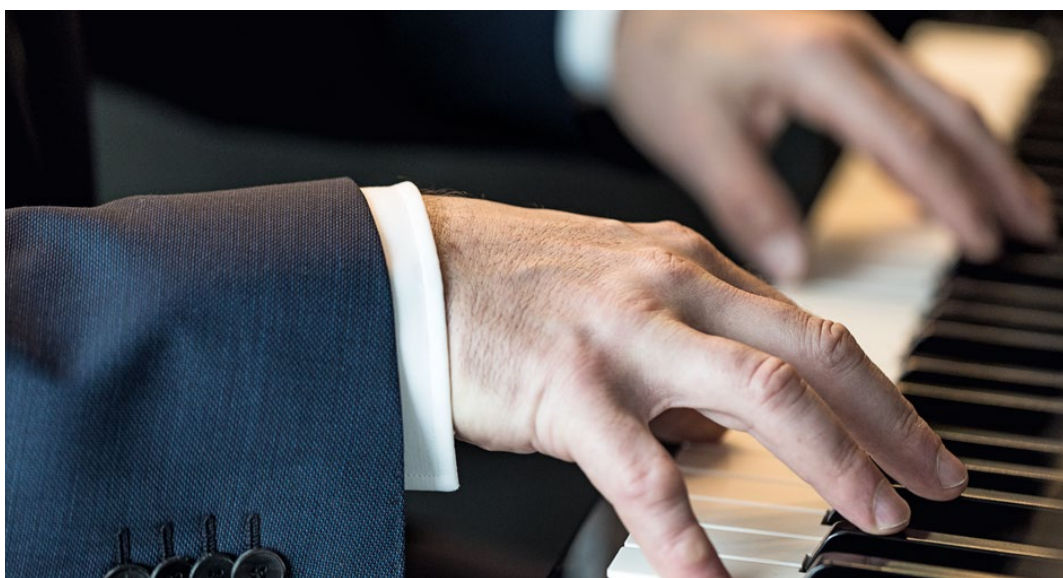
MOCKTAIL ANYONE?

A RELAXING EVENING:
COCONUT WATER,
JUICE,
HEALING AIDS.”

Not long ago, Mocktails were just that—mocked and the butt of jokes, even to nondrinkers and designated drivers. In the last few years, though, these “mock cocktails” have unleashed the creativity of bartenders and foodies and not only have become respectable but also downright trendy. It’s easy to see why. The possibilities and combinations of various juices, flavored waters, fruits and vegetables, glasses and ice, are endless. Have some tart cheery juice, club soda, a lime, sugar, and a tall glass? Voilà, you’ve got a Cherry Lime Ricky to enjoy. Coconut water, watermelon, stevia—and an orange twist and grapes for garnish? There’s your Watermelon Fizz.

“Mocktails
are a feast
for the
eyes”

Besides being healthy and delicious, mocktails often burst with color and are a feast for the eyes, especially in summer. And they make bar culture inclusive and fun, which is exactly what it’s supposed to be. What’s to mock about that?



4 RECIPES FOR MOCKTAILS WE LOVE

COCONUT, CUCUMBER, LIME & MINT COOLER

Ingredients: 4 cups of coconut water, ½ cup of lime juice, 2 cucumbers sliced very thinly, ¼ cup of sugar (optional), ¼ cup of chopped mint leaves
Directions: Combine coconut water, cucumbers, lime juice, sugar and mint leaves. Let chill for 1 hour. Serve as cooler mocktails.



WILD CAT COOLER

Ingredients: 1 cup blueberries, 1 cup water, 1 cup sugar, 1 lemon juice, Water
Directions: Place the blueberries, sugar and water in a large sauce pan and bring to a boil. Reduce the heat and simmer for 15 minutes. Strain the solids from the juice with a fine sieve and set the solids aside. Pack glass with crushed ice to the top. Pour blueberry syrup in the glass. Pour lemon juice in the bottom of the glass, being mindful not to mix the ingredients. Fill the glass with water, slowly adding the water until full.



CHERRY LIME RICKY

Ingredients: 6 fresh cherries, pitted, ½ lime, cut into 3 wedges, 2 teaspoons sugar, 3 ounces gin, 1 cup crushed ice
Directions: Put the cherries, lime, and sugar into a large rocks glass. Muddle the fruit and sugar by pressing them with a pestle or a wooden spoon until juicy and fragrant. Add the gin and crushed ice. Cover with a cocktail shaker and shake vigorously, or stir, until combined and chilled, about 30 seconds. (In general, by the time the shaker mists up the drink is ready.) Serve.



WATERMELON FIZZ

Ingredients: 4 cups watermelon, diced, 2 limes, 1 ½ cup Ginger Ale, a few chunks of watermelon frozen, for garnish, lime wedges, for garnish, 3 oz Gin (optional)
Directions: Puree the 4 cups of watermelon in a food processor or blender. Pour through a strainer. You should have about 1 cup of watermelon juice. Fill each cup with ice. Pour about ⅓ – ½ cup of watermelon juice over the ice. Into each glass squeeze the juice of one lime. If using Gin add 1 ½ oz to each glass. Pour in ⅔ cup of Ginger Ale, and stir. Garnish with frozen watermelon, and a lime wedge.

Cheers

Why Bars Are Still the Best Place to Unwind

Bars and pubs may have evolved over the years, but throughout much of the world, they're still the most popular places to unwind, interact, and socialize. There are wine bars, ice bars, whiskey bars, tiki bars, hotel bars, bespoke bars, sports bars, blues bars, dive bars, and Irish bars (although the Irish like all bars). Here are ten of our favorites around the world.

1 Employees Only (New York City).

A gorgeous space in the equally gorgeous West Village, this Prohibition-style bar is retro but thoroughly modern. Oh, and they serve a great (you guessed it) Manhattan.

2 ABV (San Francisco).

This Mission District spot is for cocktail connoisseurs, but it's unpretentious. Go ahead, have a burger at the bar!

3 The Aviary (Chicago).

A serious cocktail destination, it's more lounge than bar. Here, the bartenders are trained like chefs.

4 The Ice Bar (Quebec City).

Built from ice, it runs from January to March. Then it melts. Drink are chilled, of course.

5 The Baxter Inn (Sydney).

It doesn't have a sign so it's hard to find, but once inside this friendly, old-fashioned spot, check out the impressive menu-board behind the bar. It's massive!

6 Lobster Bar (Hong Kong).

A rich list of classic cocktails, some with an Asian spin, are served by an elegant staff.

7 Orphanage Cocktail Emporium (Cape Town).

Oil lamps, chandeliers made of antique keys, staffers who wear fedoras, and there's a mocktail called Innocent Orphan Annie. What's not to like?

8 The Connaught (London).

In the elegant but discreet hotel of the same name, this bar is decorated with mirrors, silver leaf, and leather chairs. The volume level is low, like the lighting.

9 Kronenhalle (Zurich).

Attached to the city's most famous restaurant. This is Switzerland so those Picassos, Chagalls, and Miròs on the wall are all originals.

10 Bar Hemingway (Paris).

In the back of the Ritz Hotel. Leather chairs. Great drinks. And yes, Hemingway was a frequent visitor here.



Great bars all have similar qualities: great drinks, ambience, quality, and friendliness. No matter where they are in the world.

THE SWISS HOUSE OF WATCHES AND FINE JEWELRY

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Breguet
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Cartier

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GIRARD-PERREGAUX
HAUTE HORLOGERIE SUISSE DEPUIS 1791

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IWC
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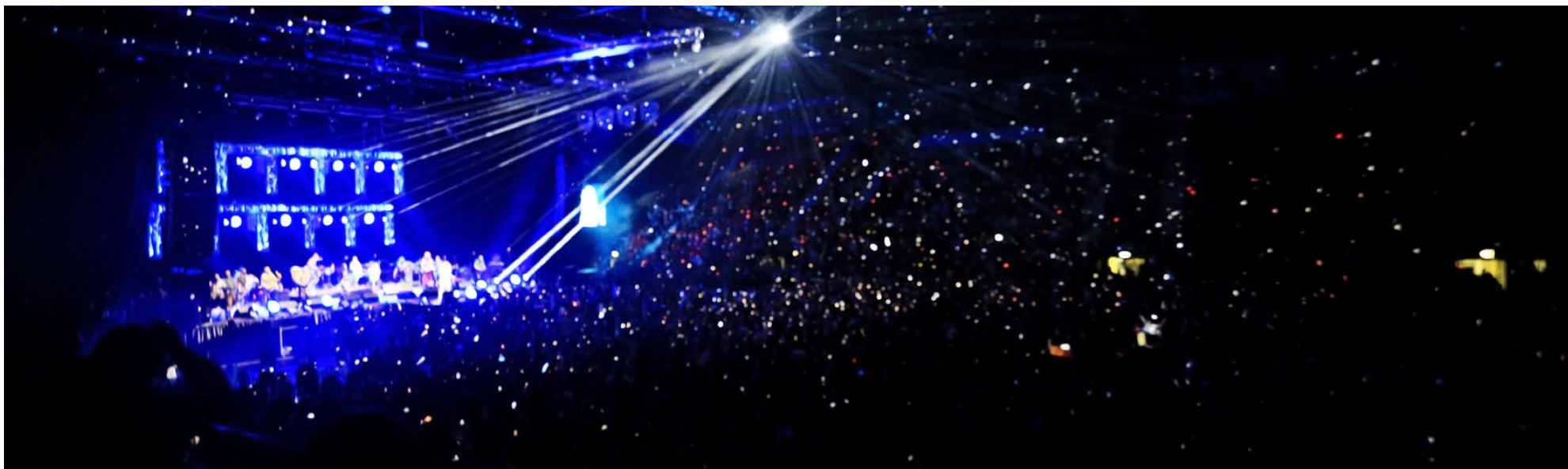
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MUSIC TO YOUR EARS

Jazz, long considered one of America's few original art forms, is undergoing a renaissance at the moment, both in the U.S. and Europe, thanks to a wealth of young talent that's absorbing all kinds of new influences including hip-hop and electronica. Summer is a perfect time to catch up on some of jazz's greatest talents at one of the great festivals across North America and Europe, many of which are outdoors. It may be in Newport or New Orleans, Massachusetts or Montreal. In Europe, you can pick between Perugia, Berlin, and Rotterdam. Switzerland alone has Montreux or the edgier music of Willisau and Langnau.

TECH TIP #6 GREAT LIVE MUSIC ENJOYMENT

Live music and other loud sounds we take in regularly require an ample dynamic range in a hearing aid in order to avoid distortion. Zerena's Dynamic Range Extender works so that the device can provide clear, undistorted sound even in louder environments and especially in the Live Music Program. The extended dynamic range ensures that the sound quality in all situations is more comfortable and undistorted.



in

Jazz
Hip-hop
Electronica
Ambient
Latin
Nu Disco
K-Pop
House

out

Heavy Metal
Folk
Classical
Show Tunes
Gospel
Country
Techno
Blues

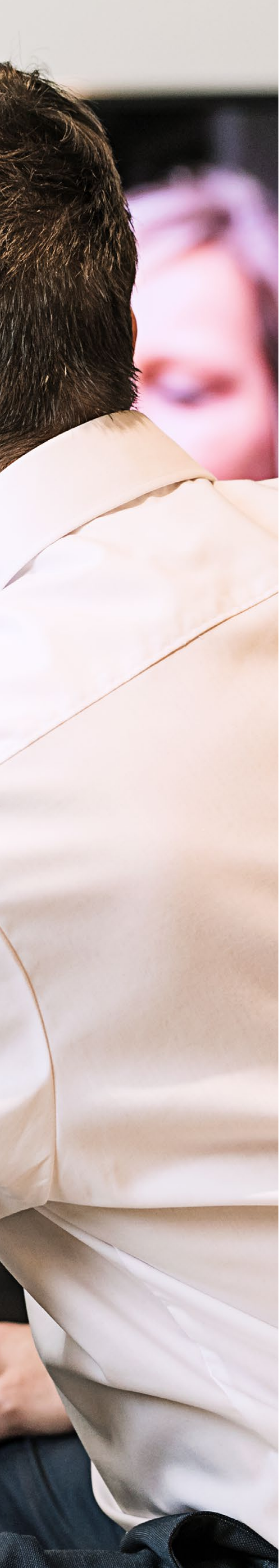
If music, jazz or otherwise, is one of life's great joys to be shared and enjoyed by everyone, that isn't always the case. For hearing-impaired people, even if they have hearing aids (especially if they have hearing aids), it can be a source of frustration.

Live concert settings have presented a particular problem for hearing-aid users because of the variety and range of sounds, and often in quick succession: male and female voices; a sudden, searing solo; low and high pitches; loud and soft volumes. With Zerena, and its Dynamic Range Extender (see Tech Tip #6) that's changed, and for the better.

6

“MY SECRET FOR THE ULTIMATE TV-EXPERIENCE:

A 72" OLED SCREEN, 87 HD CHANNELS AND 64 KB/SEC STEREO STREAMING TO MY HEARING AIDS.”



I WANT MY UHD TV!

Walk into any electronics emporium and the choices of TVs are dizzying. They are in the windows, lining the walls, and displayed in one aisle after the next. That combined with the jargon the sales associates regale you with—UHD, HDR, OLED, quantum dots (quantum dots?!), Smart TVs, curved TVs—and you might feel that you need an advanced engineering degree just to buy, and watch, what was once derisively referred to as “the boob tube.” Even HDTVs are ancient.

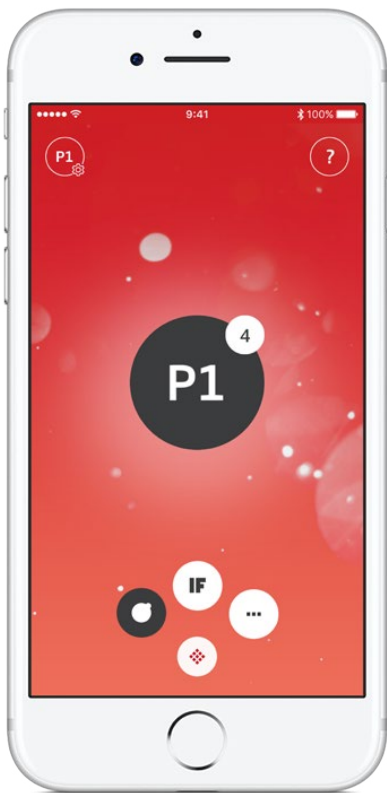
The most-hyped, forward-looking new technology is 4K (also known as UHD, ultra high definition), which has more pixels (four times as many), higher contrast, and thus a sharper, more detailed picture, if, that is, you’re watching 4K video content. Fans and experts can’t stop raving about it. The problem is, broadcast TV hasn’t caught up to this technology yet, and there is a shortage of native content. Leading media companies have started streaming some of their ongoing series, which are among the most watched and discussed works in popular culture today. Combine 4K with the high dynamic range (HDR) feature and, the content issue aside, you should have a quality, future-proof product for years to come.

One thing that does matter is size. Like pixels, more is indeed better. Think 55–65 inches, especially for a UHD TV. Curved screens? That depends on personal taste and where the viewer likes to sit while watching. Whatever you choose, keep in mind that two of the most-watched events are just around the corner: the Olympics in Pyeongchang and the World Cup in Russia are both in 2018. Never underestimate the television appeal of live sporting events. They’re the ultimate reality shows. Get the face paint ready.

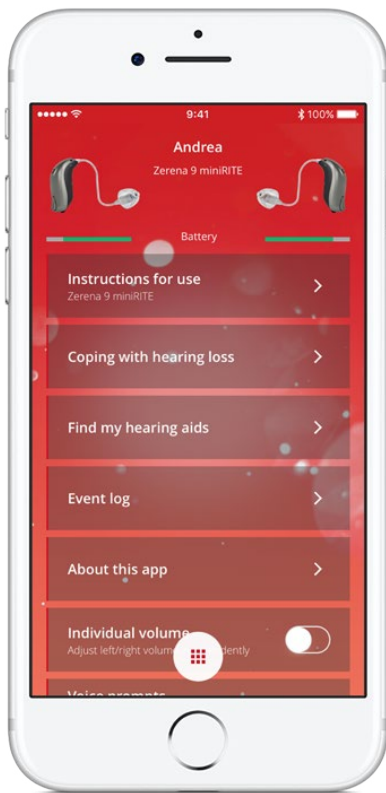
LISTENING TO YOUR TV

Zerena offers connectivity options with the TV through the TV-A adapter. It enables direct streaming with no intermediary device, and transmits sound over 15 meters (or 50 feet). For added convenience the volume of the TV can simply be adjusted through the EasyControl-A app. Watching and listening to that favorite series you and your friends are obsessed with has never been so easy.

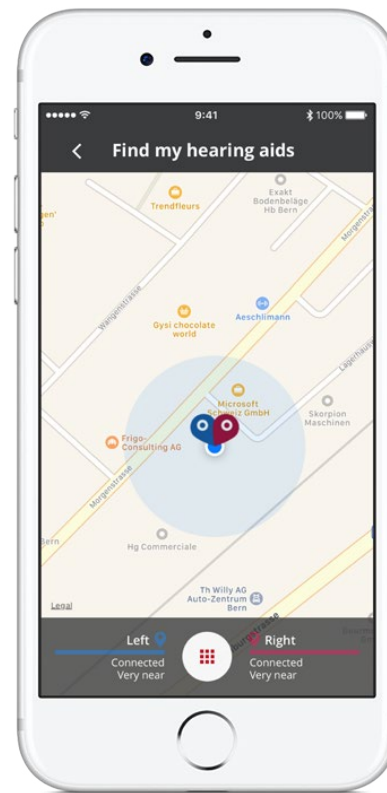




Switch programs or change the volume with the touchscreen



Check the status of the battery with just a simple glance



Find your hearing aid when you've put it down somewhere and can't remember where



I CAN DO WHAT?



The **EASYCONTROL-A APP** for smartphones and tablets makes controlling hearing aids really convenient and also a little bit fun.

SOUND BITS

SOUND IS JUST AS MAGICAL AND MIRACULOUS AS SIGHT AND THERE ARE AURAL WONDERS ALL AROUND US, IN PEOPLE, PLACES, AND THINGS. YOU JUST HAVE TO KNOW WHERE TO LOOK, AND LISTEN.

WHISPERS

Along the dome of St. Paul's Cathedral, one of London's most famous landmarks, there's a circular walkway, 257 steps up, known as The Whispering Gallery. If you whisper there along the curved wall, someone along that same wall is able to hear you, even on the other side. What? Well, it can only happen in a cylindrical space where sound waves ricochet from one side to the other but don't lose power. It's one thing to experience this in a place of worship or mausoleum (as in China's Temple of Heaven and India's Gol Gumbaz), but there are whispering galleries the world over, even in, of all places, New York's Grand Central Station.



VOICES

Opera has many qualities—grand theaters, elaborate set design, extravagant costumes—but it provides a veritable education in music vocabulary, especially in

voice classification and its various octave ranges. Women usually sing the higher registers of soprano, mezzo-soprano, and contralto, while men typically are lower in countertenor, tenor, baritone, and bass. Within these, there are sub-categories, like coloratura soprano, who sing with power and speed in the upper register. Lyric coloraturas have an approximate range between a middle C (262 Hz) and a high F (1,396 Hz), while dramatic coloraturas go to high F but start lower at B (246 Hz).

ECHOES

The Three Sisters is the indelible triple rock formation up to 3,000 feet high in Blue Mountains National Park in New South Wales, Australia. There's local legend about how the "sisters" – Meehni, Wimlah, Gunnedoo—got there, spectacular scenery of the Jamison Valley, and one of the best echo experiences in the world. In fact, the most popular spot to view The Three Sisters is Echo Point. The eroding soft sandstone of the formation is more-or-less flat, which enables sound waves to bounce off it, one of the three elements—along with distance and loudness—essential for this uncanny (and fun) phenomenon to occur.



“Hamburg's new concert hall is a tour de force”

There are many spectacular concert halls around the world, but none outdo the brand new visual and architectural tour de force that soars over the Norderelbe River in Hamburg, Germany.

The glass tower, built on top of a former warehouse, has a four-star hotel, a restaurant, and apartments, but it is a concert hall after all—three concert halls—so what about the sound?

It was designed with a second layer of insulation to keep out urban and harbor noises. Early reviews of the acoustics were enthusiastic, if not ecstatic.

But listen for yourself—if you can get a ticket.



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