

Hear hear!

PASSIONATE, INSPIRING, determined, dedicated... there's no question that Professor Peter Blamey has been a driving force behind the growth and success of Dynamic Hearing Pty Ltd. More than that, he is totally dedicated to bringing a better quality of life to hearing-impaired people around the world.

Chief technology officer and director of Dynamic Hearing, Blamey was one of the company's founders. A physicist with 24 years experience in multi-channel cochlear implant research, he is the author of over 50 publications on hearing, speech processing and language development, and also a named inventor on 10 patents.

"Peter invented Dynamic Hearing's first product, the ADRO™ processing strategy," says Michelle Lopez, the company's office and finance manager. "This has the potential to improve hearing for people of all ages and with all degrees and configurations of hearing loss."

ADRO is a digital signal processing strategy that continuously adjusts the output levels of a hearing aid automatically to the audible and comfortable range of a hearing-impaired listener. Instead of the conventional fixed input/output strategy, 64 channels make the technology highly adaptive, providing the listener with comfort and enhanced speech recognition across all frequencies, and all listening situations.

For the profoundly deaf, the technology can working in tandem with a cochlear implant.

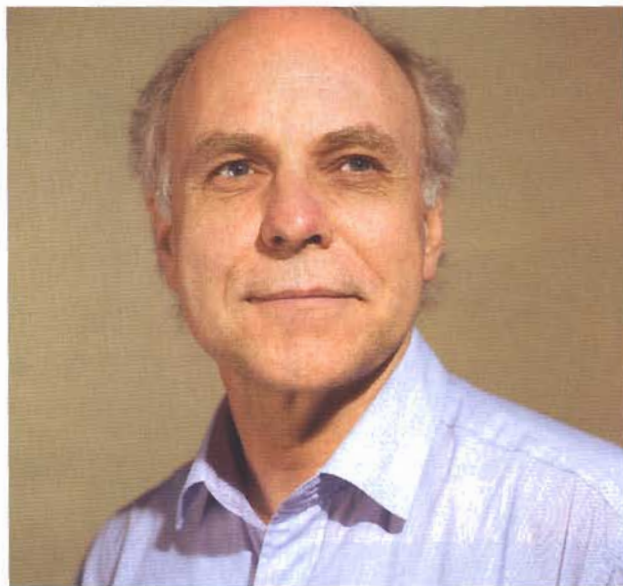
"When people with a cochlear implant in one ear wear an ADRO hearing aid in the other, they can hear through two ears rather than just one," explains Lopez. "The effect is more balanced and comfortable."

ADRO even brings benefits for those lucky enough to have normal hearing.

"Headsets and mobile phones with ADRO technology will provide much clearer sound," says Lopez. "If you're using your phone in a busy street, for instance, you won't have to search out a quiet spot in order to be able to hear."

A unique pedigree

Formed in 2001, Dynamic Hearing now has 21 staff. A spin-off from the Cooperative Research Centre (CRC) for Cochlear Implant and Hearing Aid Innovation, it developed from the world-renowned research group led by Professor Graeme Clark at Melbourne University. The company has a research



pedigree that is second to none; however, Blamey's contribution to the company goes well beyond technical innovation.

"Peter is an integral member of the business development team," says Lopez. "After he had invented ADRO, he stuck with it through all of the research. Now he travels the world helping with the commercialisation process."

It was this aspect of his job which prevented him from collecting his own award. On the night of the *My Business* presentation he was in North America, talking to a headset manufacturer about the possibility of using ADRO technology to improve the quality of telephone communication. But his colleagues were quick to call with the news.

"It feels so great to have won," he says. "It was a great buzz, and I was really disappointed not to be there."

"I work for a great company, and this is a particularly satisfying award to be nominated for," Blamey says. "It's good to be acknowledged by the people you work with, and I really appreciate the comments I've heard from people who attended the dinner."

"It's also great that Manpower is willing to sponsor an award like this – giving external feedback and encouraging feedback about the positive things that employees do for their companies." ●