

Mobile hearing aid attachable to shopping carts

AppHear is a mobile hearing aid to make information and communication accessible in supermarkets. It can easily be fitted as an accessory to shopping carts.

«The AppHear offers a great advantage to all: the tool is easily attachable and does not require the installation of any additional technology.»

(Tanja REICHL)

AppHear

Organisation:	hörwelt GmbH
Country/Region of origin:	Austria
Beneficiaries targeted:	Persons with hearing impairments
Approach/model/solution:	Mobile hearing aid to be attached to shopping carts

FACTS & FIGURES

- Developed in 2013
- Recently completed its test run
- Used in the SPAR supermarket in Linz, Austria

PROBLEMS TARGETED

Persons with hearing impairments face many acoustical challenges in shopping centres. Background noise and simultaneous announcements over the loudspeakers make listening difficult.

PROJECT

AppHear is a tool that helps provide a clear understanding of acoustical information in shopping centres. The customer does not need to stand close to an information booth with an

installed induction loop, wear any neck induction loop or carry a receiver since AppHear is attached directly to the shopping cart. The customer receives spoken information in an understandable format, whether it comes from a customer service area, counter sales, etc.

The shopping centre does not need to install any additional technology or provide additional equipment. This helps to save time and cost. AppHear is mounted on trolleys and an information brochure and a poster next to the shopping cart collection area describe the application.

CURRENT SITUATION & OUTLOOK

SPAR, a leading Austrian supermarket chain, is the first company to put this product into use. Currently one SPAR branch - in Linz, Austria - is using this product. A nationwide launch is planned for the coming years.



AppHear is a mobile solution to make acoustic information and announcements accessible for persons with hearing impairments.

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EXPERT VOTING



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