Preventing hearing loss in the young generation: meet the smart wearable Sonoshirt

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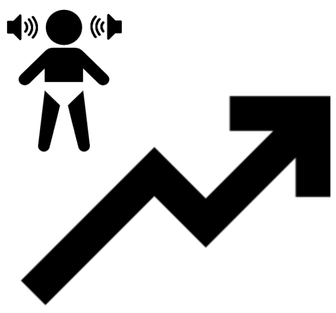
BACKGROUND



Will have catastrophic consequences on the long-term **health of future generations** as well on the healthcare burden to society

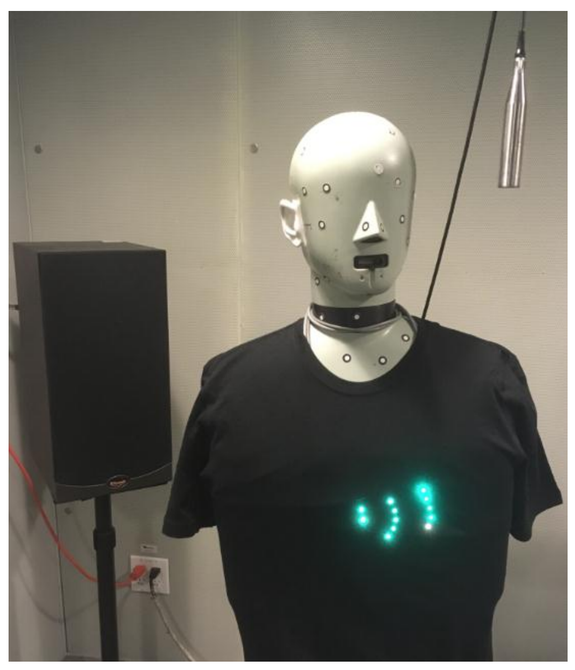
This is despite **clear evidence from research** and the existence of safe-hearing guidelines, pointing to a critical **issue of awareness**

Hearing loss is **increasing** dramatically, especially among the **younger generation**

Over **1 billion young people** worldwide at risk due to **unsafe listening practices** (WHO)

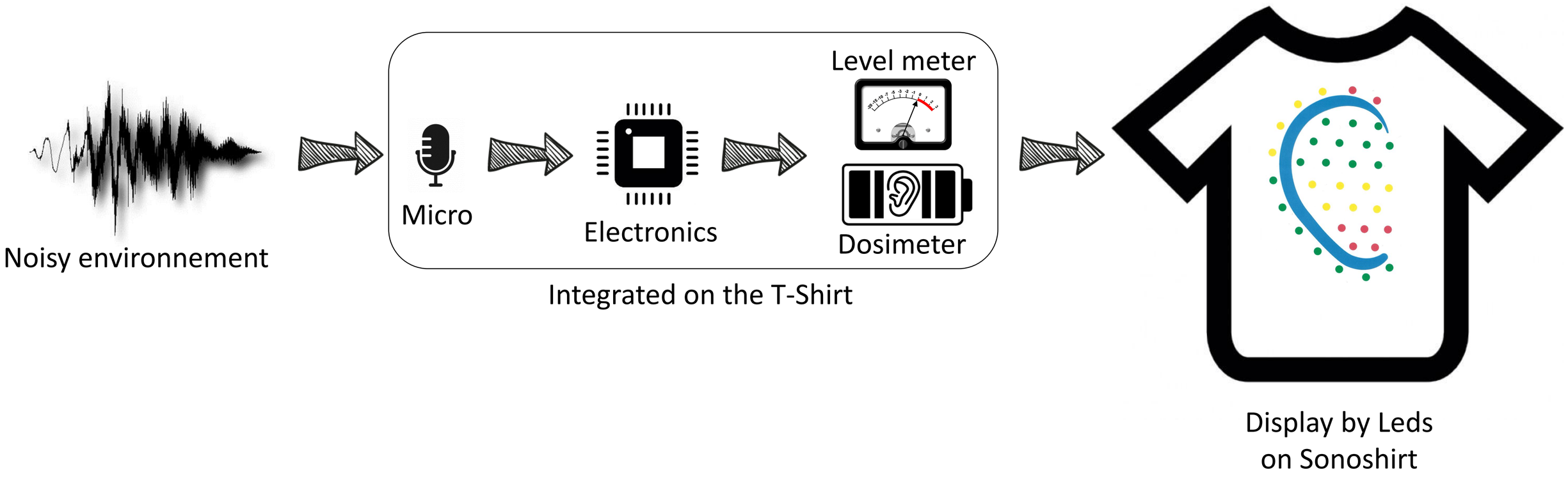
MEET THE SONOSHIRT

- The Sonoshirt is an innovative body-worn sound dosimeter and visualizer device appeals to the young to raise awareness
- It provides a simple yet accurate assessement of instantaneous damage potential & daily dose
- Visually sensitize people on noise exposure and hearing protection in concerts, clubbing, and noisy recreational activities
- **Our GOAL is to raise awareness with an approach suited to the young generation, with a focus on exposure on music events**

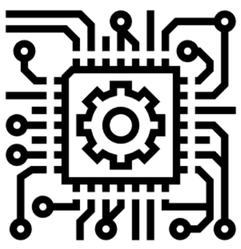


APPROACH

- Combining the advances in engineering and cognitive auditory research to protect people's ears



FUTURE DIRECTIONS



Finalzing our proof of concept protoype (70% done)

Measure the effect on self and peer awareness through questionnaires at popular music events

Lab Validation with 3D playback of recorded concert

Quantify the dose exposure and the impact of wearing the Sonoshirt on it

EXPECTED OUTCOMES

Provides a novel tool, promoting safe listening practices amongst youth

Will benefit hearing prevention in young music listeners and the general population

Impact society and reduce the alarming hearing loss observed in the younger generation

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