

BROUGHT TO YOU BY COCHLEAR



Reconnect
with the

**JOY OF
MUSIC!**



Bring Back the Beat - a fun music training app developed specifically for people with Cochlear™ Implants.

Research shows that focused attention and listening practice can actually improve a cochlear implant patient's appreciation of music.¹ Help your patients learn how to reconnect with the joy of music through interactive game play.

Bring Back the Beat can help your patients get started.

- Players travel through the land of Harmony where music has been lost. The people of Harmony need help to regain joy and color in their lives.
- There are five different worlds to explore – players choose instruments, identify notes, take the quizzes and even stage their own concert.
- Players start with simple notes and instruments, and build up to more complex melodies to increase music appreciation.
- Players gain rewards as motivation as they go.



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FREQUENTLY ASKED QUESTIONS

Q What is Bring Back the Beat?

A Bring Back the Beat is a smart, fun app that helps cochlear implant recipients to reconnect to music through interactive game play.

Q How can Bring Back the Beat help my patients?

A Many cochlear implant recipients report that music doesn't sound the same as it used to and some find music appreciation challenging. However, research shows that focused training and practice can improve music appreciation.¹

Q What does Bring Back the Beat mean for me?

A Bring Back the Beat is a self-managed practice tool you can recommend as a service to your patients. The app has been designed to be super user friendly and players can monitor their own progress as they go through the various levels of the games. If recipients need help they should use the in-app help, in-app feedback feature or contact Cochlear Customer Service to take the burden off you.

Q How does the app work?

A Players enter a fantasy world called Harmony, in which music has been lost. They are rewarded as they move through the app's different levels and challenges to bring music back.

Q How do the challenges in the game tie into music?

A There are five worlds to explore and the games become more challenging as the player progresses.

- **Euphony:** This activity uses single instruments and simple melodies. Can they hear the pitch change? Can they recognize the instruments?
- **Quizzical:** This activity contains a broad range of quiz questions about notes, instruments and musical genres.
- **Concerteer:** The player owns a concert venue and auditions a range of bands to stage their own concert.

- **Octavia:** This part of the game requires players to identify and develop their pitch perception.
- **Repertoire:** Players can expand their world of music by linking to Spotify via the app, so they can keep track of the music they've been listening to and keep expanding their music horizons.

Q Why was it developed?

A Bring Back the Beat has been created using research in cochlear implant music appreciation and with input from a range of audiologists who expressed a desire for Cochlear to provide more self-managed rehabilitation tools for recipients. The app has also been developed with input from recipients to help ensure it supports real life issues, and to help ensure that the games within the app are easy to use.

Q Who was the app developed in association with?

A Bring Back the Beat has been designed in collaboration with experts in the field of music appreciation and perception for cochlear implant users:

- Richard Reed (recipient, professional musician, composer and creator of Cochlear Hope Notes) has contributed to the way music is arranged and selected within the app as well as its overall usability and design.
- Dr. Andrew Vandali (postdoctoral cochlear implant researcher at Hearing CRC, Australia) has been supporting the design and implementation of pitch training within the app. Dr. Vandali's research shows pitch training can lead to improved pitch perception.²

Q How do my patients gain access to Bring Back the Beat?

A Cochlear implant recipients and professionals can **DOWNLOAD THE FREE APP** from the Apple® App Store® or Google Play, and use their Cochlear account login details to access the app.

Reference:

1. Looi V, Gfeller K, Driscoll V. Music appreciation and training for Cochlear implant recipients: a review. *Semin Hear.* 2012 Nov 1;3(4):307–334.
2. Vandali, A et al. Training of Cochlear Implant Users to Improve Pitch Perception in the Presence of Competing Place Cues. *Ear & Hearing.* 2014 36(2).

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