

Direct Access

The Direct Access Counter Loop (Powered by AMPETRONIC)

The Direct Access Counter Loop is an inclusive new hearing enhancement system developed by the award-winning team at Direct Access in collaboration with industry maestros AMPETRONIC, designed to eliminate this issue and improve the lives of D/deaf people across the world.



How do the counter loops work?

Imagine not being able to hear the voice of a speaker across a reception desk or counter. The most significant barrier for hearing aid users where there is a requirement for communication is background noise.

The Direct Access Counter Loop facilitates equal access in built environments, enabling users to hear sounds with greatly reduced or eliminated background noise. Using the T switch on a hearing aid, it replaces the actual aid microphone with a more sophisticated one in front of a speaker. This substantially reduces background noise and brings greater clarity of voice to the hearing aid user.

Where should a Direct Access Counter Loop be placed?

Direct Access Counter Loops should be present at reception desks, service counters, bar counters, shop counters, or any kind of interaction with another person. Direct Access can also advise on more bespoke systems which can be installed in offices, meeting rooms, taxis, rolling stocks, trains, places of worship, coaches and buses, train stations, airports, intercoms, entertainment and conference venues as well as portable FM systems.





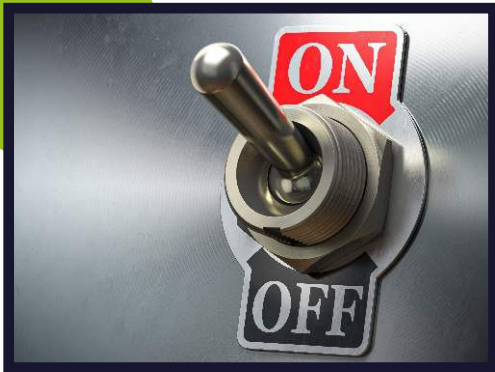
Can multiple Counter Loops occupy the same room?

It is possible to install Direct Access Counter Loops directly next to each other such as within train stations when there are adjacent counters if the counter dimensions and field spill allow for it, but these factors should be calculated by one of the Direct Access installers.



Should the Direct Access Counter Loop be turned off?

It is vital that Counter Loop microphones are not turned off when in use and must always be on standby, as failing to do this compromises accessibility. Only when the service provider is certain that the Loop will not be used should it be turned off, for an example if a venue is closing for a week or more.



How is a Direct Access Counter Loop installed?

Counter Loops consist of three main components that are required for installation: the microphone, the amplifier, and the loop. The microphone is normally sited on the countertop, while the amplifier and loop are normally attached underneath the counter on the front face (towards the customer) and may require additional cable routing to access a power source.



How much is a Direct Access Counter Loop?

Get in touch for a personalised quotation today!
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How do I make potential users aware of a Counter Loop?

The presence of a Counter Loop must always be indicated with the use of a Loop sign (pictured). Placing the Hearing Loop sticker near the Loop itself is vital to avoid confusing and inconveniencing the user. This is a requirement for compliance.



Could I install the Direct Access Counter Loop myself?

The Direct Access Counter Loop depends on multiple considerations including counter dimension, the counter construction, and the material the counter is made from. More importantly we need to commission the facility ensuring compatibility with frequencies, background noise and clarity.



Besides providing equality of access, what else does a Counter Loop do?

Financial incentive: Tap into the Purple Pound! Very few businesses have direct strategies to tap into the Purple Pound Market, which equates to £249 billion a year in the UK economy alone (disabled consumers, who have money to spend, but whose needs are not provided for in society). Counter Loops are a step towards entering this market.

Compliance with the Law: In the UK it is a legal requirement under the Equality Act 2010 to provide Auxiliary Aids, in the United States, it is a requirement under the ADA (Americans with Disabilities Act), and in the United Arab Emirates, it is compulsory under the Dubai Universal Design Code. Each nation has its own legislation but providing equality of access to deaf people is the law in most parts of the world.

Respectability / visibility of branding: Statistics have frequently shown that disabled consumers are much more likely to trust and respect brands that recognise, accept, and provide for their differences.

