



## Why the Ambient Menu?

The Ambient Menu has 10,000 registered users, all searching for a conversation friendly venue, where they can **connect** and be **social**. By guiding them to a restaurant that suits their listening needs, we also boost the local economy by driving our users to local eateries.

### **SUPPORTING HARD OF HEARING DINERS:**

**1** One in six Australians has hearing loss. The number one complaint of people with hearing loss is hearing speech in background noise. The number one place they mention this difficulty is lively restaurants. Hard of hearing diners tend to avoid busy eateries as this one environment highlights the limitations of their hearing loss making them feel left out of the conversation and feeling disengaged.

### **ECONOMIC IMPACT:**

**2** The restaurant industry is also having a positive economic impact by driving traffic to local restaurants that prioritise a quieter dining environment. Our recommendations help these establishments attract a new customer base, increasing their revenue. Additionally, our accreditation and education programs encourage restaurants to invest in noise reduction strategies, further boosting their market appeal and fostering innovation within the hospitality industry.

### **IMPROVING AMBIENT MENU FUNCTIONALITY**

**3** Membership of the Ambient Menu allows us to invest in the value of our offering, by upgrading website functionality, provide more support for eateries, and bonuses like our review reward program.