

# SBIFF IS IN THE LOOP

Hearing-aid users attending the 2015 Santa Barbara International Film Festival will find their experience vividly enhanced, thanks to a temporary hearing loop system available at many of this year's festival locations. The upgrade comes courtesy of Otojoy, a Santa Barbara tech start-up and hearing loop installer, in partnership with the Independent Living Resource Center and the public-awareness campaign Let's Loop Santa Barbara.

The technology — which uses an induction wire to wirelessly transfer pure, clear sound without background noise directly to hearing devices — works with most hearing aids, as well as cochlear implants. Both the Lobero Theatre and the Santa Barbara Museum of Art's Mary Craig Auditorium already have permanent systems installed, and this week temporary hearing loops will be installed in two of Metro 4's theaters. For film fans with hearing issues, moviegoing has never been more immersive and inclusive.

—MITCHELL KRIEGMAN

