

No one can see how well you hear

Lyric



The contact lens
for your ear.

PHONAK

life is on

Information brochure

Invisible.
Effortless.
24/7.





At long last, a solution for people who won't accept a hearing aid.

Lyric from Phonak provides the basis for a sensational new class of hearing aids: the world's first extended wear hearing aid that is completely invisible when it is worn. The device is inserted deep inside the ear canal by a specially trained hearing care professional and can remain there for up to four months. The result is an outstanding quality of hearing, excellent levels of acceptance and high customer satisfaction. Are you interested in setting yourself up as an authorized Lyric partner? The following pages will provide you with more information.

Invisible.

Only Lyric makes it possible for good hearing to be completely invisible. As it is inserted deep in the ear canal, it is ideal for anyone who does not want to be seen wearing a hearing aid. Users can enjoy being able to hear again no matter how close they get to other people, and no matter what kind of hearing situation they find themselves in – Lyric is simply invisible, all the time. This makes it just the solution that you and your discerning customers have been waiting for.

Lyric is the first completely invisible, long-lasting, extended wear hearing aid. This represents a significant breakthrough in the history of hearing aid development.

For the first time, your customers can interact with others without any fears or apprehensions about other peoples' reactions to hearing aids. They will come and see you full of curiosity and expectation.

Lyric can do a lot to help further dispel any misconceptions and positively change the image of the entire hearing aid industry. It can also help to draw peoples' attention to the early symptoms of hearing loss and present them with an attractive solution. As an authorized Lyric partner, you too can offer this solution to your customers.

Unique positioning deep in the ear canal

- Invisible: Lyric cannot be seen from the outside, because its unique positioning at least 4 mm deep in the ear canal keeps it hidden.
- Top-class sound quality: the proximity of the device to the eardrum ensures the best possible hearing quality. The natural movement of the pinna provides good directional hearing, natural amplification of high frequencies and reduced ambient noises and wind noise.
- Plus: no occlusion, reduced feedback, and problem-free use of earphones, telephones and stethoscopes – all without any feedback.



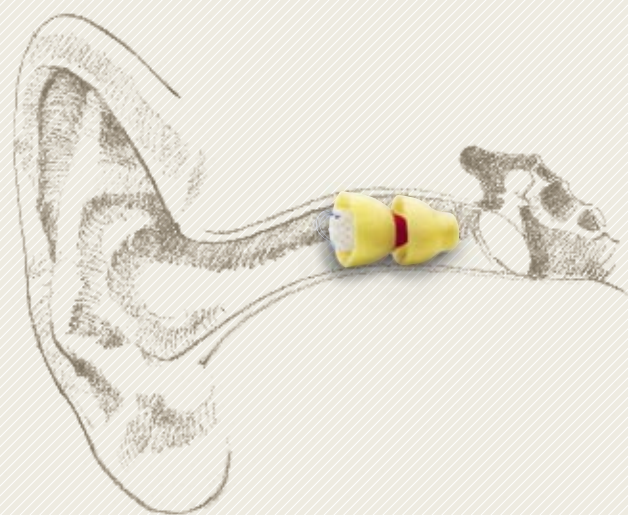
Effortless.

Only Lyric allows your customers to completely forget about their hearing aid. With its unique positioning just in front of the eardrum, Lyric provides a natural hearing experience with outstanding sound quality – and with no background noise at all – while eliminating the need for the user to clean and reinsert the aid on a daily basis. There is not even any need to replace the batteries, which means that Lyric users really can simply forget they are wearing it. Moreover, as experiences in the USA have shown, the Lyric concept does not just cater for long-standing hearing aid wearers; it also appeals to people who have previously ignored their hearing loss and have been unwilling to wear a hearing aid.

A new concept – and a new fitting process: to enable customers to experience this new and simple type of discrete, effortless hearing, Lyric is inserted in the ear canal by a qualified authorized Lyric partner. Even the audiological adjustment procedure is subject to particular Lyric-specific requirements. Your experience therefore forms the basis on which the special Lyric training program is constructed.

But what makes Lyric so special?

- Good hearing for up to four months, without having to worry about it.
- No need to replace batteries.
- No cleaning or reinsertion and removal on a daily basis.
- Excellent sound quality thanks to top-grade technology.
- Natural amplification of high frequencies thanks to the resonance effects of the pinna and the ear canal.
- No occlusion thanks to the lining in the bony part of the ear canal.
- High frequencies are well amplified thanks to the low residual volume in the ear canal.
- No shifting of the device in the ear; a comfortable and secure fit.



24/7.

Only Lyric is ready for use all the time – for months on end and around the clock. Whilst playing sports, in the shower... basically 24/7. This huge convenience factor also helps to dispel the common misconceptions about hearing aids. Good, problem-free hearing is now possible in any situation, in a way that has never been seen before – invisible hearing, day after day, week after week, for up to four months.

Once it has been inserted in the ear canal by a trained hearing care professional, Lyric can be worn 24/7. In the shower, when playing sports, while talking on the telephone or listening to music through headphones, when sleeping and even at night – hearing is no problem; the wearer can simply forget that he is wearing Lyric. It is always with him, everywhere – just like his natural sense of hearing.

As far as you are concerned, «24/7» also means that satisfied Lyric customers will come back to you again and again to have their next Lyric fitted. This should take place no later than four months after insertion, which is the longest possible time for which Lyric can be worn before it should be replaced.



Lyric breaks the
bounds of possibility.





Lyric is the ideal solution for a wide range of people.

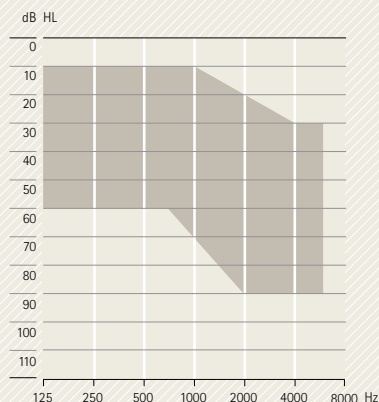
Lyric is designed for people with slight to moderate hearing loss who can afford and are willing to pay for a premium product. To achieve the invisible hearing experience they want, these thoroughly discerning customers must be prepared to come and see you, as a hearing care professional, at least three times a year to have a new Lyric inserted.

Lyric is ideal for a wide variety of customers, but it is not for everyone. In some cases, the length or width of the ear canal can be an exclusion factor, as can the potential customer's medical history or even particular hobbies, such as diving or skydiving.

No Lyric? No problem!

What happens if potential customers come to you for help, but Lyric is not suitable for them? Experience with Lyric in the USA has shown that anyone who has come as far as stepping over the threshold of visiting a hearing care professional has already faced up to the fact that they have a hearing problem. They will therefore already be open to alternative, equally discreet Phonak solutions. In most cases, potential customers are highly astonished to find just how small, attractive, effective and (almost) invisible other hearing aids from Phonak are as well.

Lyric fitting range



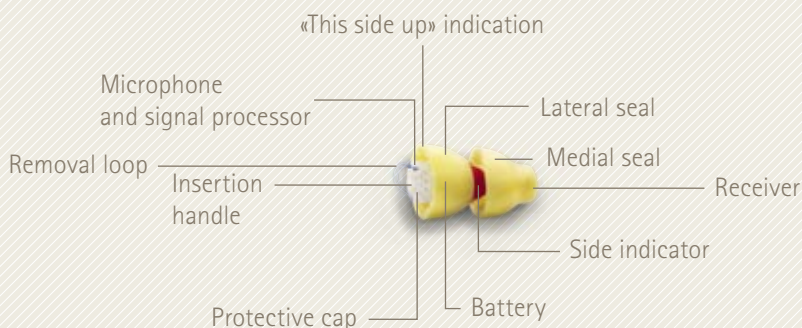
Breaking new ground with Lyric.

With its unique positioning deep in the ear canal, Lyric represents a whole new product category. This calls for a new fitting process as well as a special business model: for the first time ever, the specially developed battery technology has helped to create a hearing aid that can be worn without interruption for up to four months. The integration of the battery in the device guarantees minimal energy use. When the battery expires, the device is removed and replaced with a new one from you. Lyric is thus ideally suited for selling by subscription.

Lyric at a glance:

- Very small (16 mm long) and available in a variety of sizes.
- Biocompatible soft foam seals for the best possible fit in the ear canal.
- SoundLync remote control for switching on and off and for adjusting the volume.
- Can be programmed wirelessly and digitally using Phonak Target fitting software.
- Specially developed protection against moisture and wax.
- Specifically developed battery technology, to last up to 120 days in the ear canal.
- Insertion support (for you) and removal tool (for the customer) included.
- Can be removed by the customers themselves if necessary.
- Each Lyric is replaced by a new Lyric when the battery expires.

Product description



Lyric offers you an innovative business model.

More customers

Lyric is the first hearing aid that is clearly designed with two key customer requirements in mind: invisibility and ease of use. Lyric appeals to a new customer base that other hearing aids have failed to penetrate in the past. This customer group is considerably younger, often in the prime of their lives. In addition, a substantial number of long-standing users of other hearing aids appear to be enthusiastic about and won over by the clear advantages that Lyric has to offer.

More sales opportunities

If Lyric is not the right solution for your customers, due to contraindications or because the model does not suit them, this offers you the perfect chance to inform your customers about other hearing aids available from Phonak. This will open up additional opportunities for you to generate more sales, to customers who would otherwise not have sought your help at all, or at least not until much later.



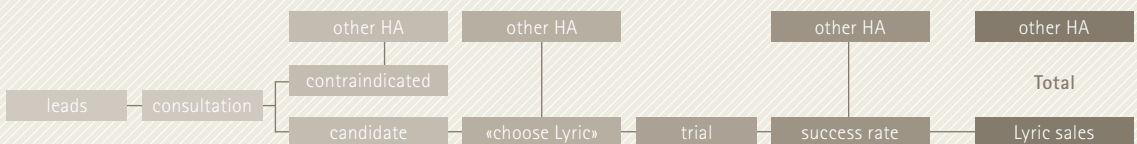
Lyric – over and over again

Lyric is ideally suited for selling by subscription. This enables you to offer your customers good hearing for one, two or three years at a time. This presents a number of advantages:

- Customer satisfaction thanks to ongoing care and support from hearing care professionals.
- Establishment of a long-term relationship with customers based on mutual trust.
- Continuous turnover generation instead of irregular sales.
- After the first fitting, effortless replacement of the aids and quick and simple subscription renewal.
- High renewal rate of subscriptions for predictable future sales.
- The Authorized Lyric Partner Solution (ALPS), the Lyric customer and subscription management system, supports you with administration, logistics and customer information.

No risk involved in holding stock

You can store Lyric devices without having to purchase them. The aids remain the property of Phonak until they are sold. As soon as a Lyric has been fitted, you will receive a corresponding new one from Phonak to ensure that you always have a full stock and always have everything you need on site.



Interest in Lyric leads to more sales – of both Lyric and other hearing aids:

Lyric generates a lot of interest. You will have an initial consultation with interested potential customers, in which you follow a step-by-step procedure to ascertain whether Lyric is the right solution for them. There will be some customers who will not be able to wear Lyric due to the length or condition of the ear canal, while others will decide against using Lyric on the grounds of their health, lifestyle or the costs involved. These situations offer you the perfect opportunity to turn your customers' attention to another hearing aid solution.

Would you like to become a Lyric partner?

An initial investment with great potential

Lyric is a groundbreaking product which, because of its particular properties, calls for new processes and approaches. Therefore, aside from the need to familiarize yourself with the new fitting, consultation and handling processes, investment in special equipment is also required. We will offer you extensive support and provide you with a complete package to help you get started. The initial investment of EUR 10,000 covers:

1. Extensive tailored training

The unique positioning deep in the ear canal requires a new fitting procedure. We will demonstrate this to you as part of an intensive audiological training program. You will learn everything you need to be able to work with Lyric effectively and efficiently. For example, you will learn how to identify customers for whom Lyric could be suitable and acquire the skills needed to insert the device in close proximity to the eardrum.

In additional training units we will provide you with in-depth information about the business model and the other requirements of Lyric. All participants in your company should be able to speak the same language with regard to Lyric and it is essential to know how to deal with customers' questions and expectations with care.

2. State-of-the-art fitting equipment

Fitting Lyric deep in the ear canal requires the use of special tools. The starter package is mandatory and contains:

- Client chair with headrest for the customers and stool for the hearing care professional.
- High-quality microscope for a precise otoscopy of the ear and for checking the inserted aids.
- Programming wand for programming Lyric wirelessly.
- Fitting kit with all the tools needed for selecting sizes and inserting the device (Lyric Kit).
- The ALPS subscription management and storage system.

3. Marketing support

Lyric is perfect for winning over customers who have previously shown very little, if any, interest in hearing aids: Lyric presents a convincing argument and will drive traffic to your store. In addition, many customers who already wear a hearing aid are also seduced by the new advantages offered by Lyric. Phonak will therefore be investing in widespread marketing communications to raise awareness of Lyric among your existing customers and, above all, your potential new ones, thereby generating a boost in sales.



Experience shows that Lyric has huge potential.

With Lyric, Phonak has opened up a completely new product category – a hearing aid that is totally invisible from the outside and can be worn 24/7 for several months at a time. The overall concept that comes with this is extremely successful and has prompted a great deal of interest and high demand from wearers, as experience in the USA has shown. Lyric has been sold there with great success for over two years. Hundreds of hearing care professionals have already become authorized Lyric partners and thousands of customers are already in the second or third year of their Lyric subscriptions.

This new product category calls for an innovative approach to marketing and sales. To launch Lyric on the market professionally and successfully, a comprehensive understanding of the product and concept is vital and it goes without saying that the highest quality standards in terms of fitting and service are required. The market launch of Lyric therefore needs to be controlled and handled with care. As a result, Lyric will not be made available everywhere straight away. Hearing care professionals must satisfy certain preconditions to be deemed suitable to meet the requirements of this new product category.

Lyric and you?

The checklist.

- Lyric is a premium hearing aid – this means you should be capable of selling premium products and the sales potential in your region must be sufficient.
- Lyric requires regular sales. This is due to the product's design, which restricts its storage life (integrated battery), and also for professional reasons, as experience and regular practice are essential for the fitting procedure and consultation process.
- Lyric users lead an active lifestyle and usually have a career. In short, they are demanding customers. If a device fails, they will expect it to be replaced immediately – and you should be able to guarantee that you have the capacity to do this.
- Thanks to its potential for generating customer interest, Lyric is a good way to promote your business. As an authorized Lyric partner, you can expect your business volume to grow favorably.
- The ear canal must be clean for Lyric to be inserted. There will be cases in which the ear canal will need to be cleaned or a medical examination be required.
- You should be willing to invest in marketing activities in cooperation with Phonak on an ongoing basis.

Your next step towards becoming a Lyric partner:

For more information and a complete list of criteria, please discuss Lyric with your Phonak Regional Sales Manager. We look forward to working with you soon.

Life is on

We are aware of the needs of those who rely on our knowledge, our ideas and our support. By breaking the boundaries of technology in creative ways, we generate solutions to help people hear, understand and experience the rich world of sound.

**Interact freely. Communicate with confidence.
Live without limits. Life is on.**