

# Power hearing solutions

Access to more of life's conversations



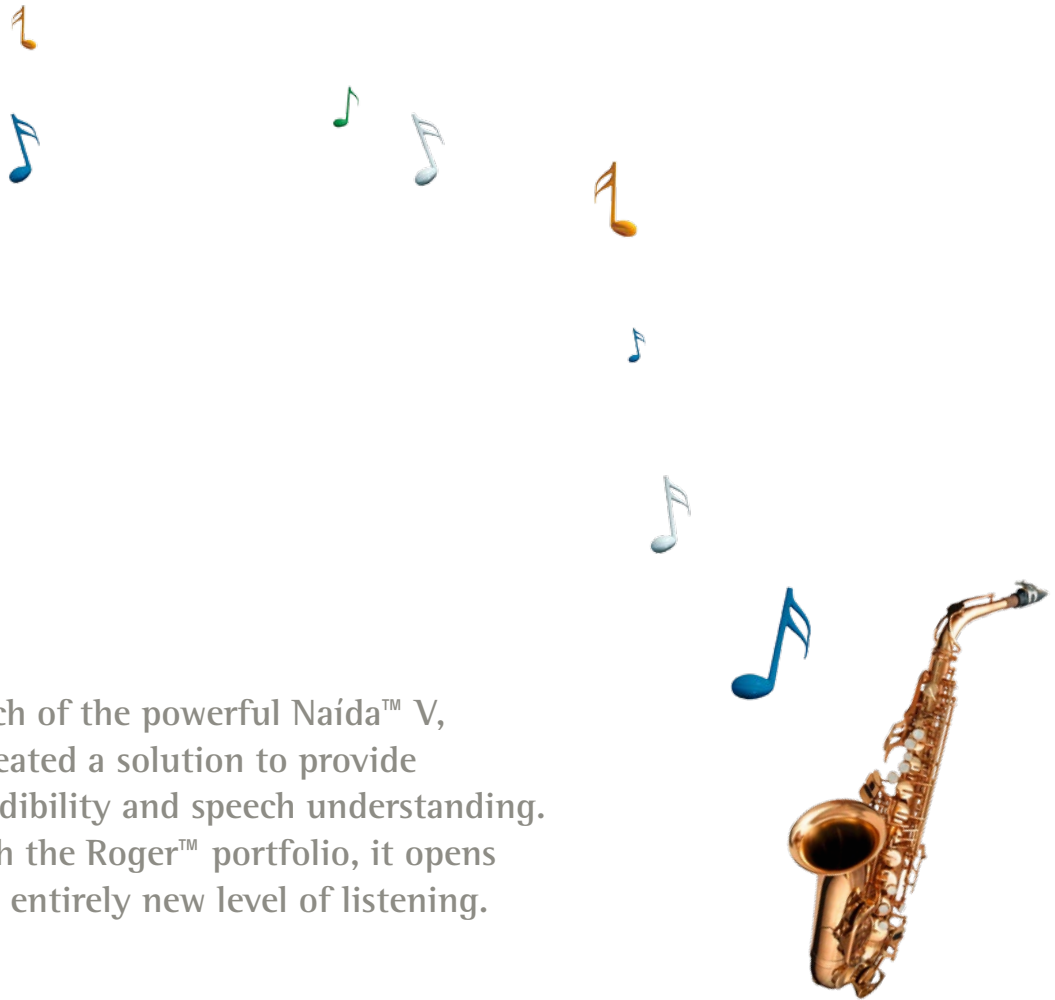
**PHONAK**  
life is on

# Access to more of life's conversations

The power to understand speech and communicate in all situations is ultimately what clients with severe to profound hearing loss require.

Since the introduction of our first power hearing aid in 1978, we have continuously developed and maintained a proud history of solutions for clients with a severe to profound hearing loss. Our expertise, aspiration and dedication to help people access more of life's conversations, is what continuously drives us to push the limits of technology and produce the most innovative solutions to overcome the toughest of hearing situations.





With the launch of the powerful Naida™ V,  
Phonak has created a solution to provide  
unmatched audibility and speech understanding.  
Combined with the Roger™ portfolio, it opens  
the door to an entirely new level of listening.







## Naída V

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### Hear more than you can imagine

With the launch of the first Naída products, Phonak has set the industry benchmark for innovative hearing solutions designed to meet the individual needs of severe to profound listeners. The Venture technology has now been further enhanced to target these specific needs with the introduction of the powerful Naída V.

Phonak Naída V hearing aids provide more output and access to sound thanks to innovative features.

#### Enhanced hearing performance

- **More audibility of high-frequency sounds<sup>1</sup>** – SoundRecover2 utilizes a brand new algorithm that increases the access to high-frequency sounds while maintaining sound quality.
- **More audibility with up to 6 dB<sup>2</sup> more output** – New innovations make a noticeable difference in audibility by offering extra gain and output.

#### Increased confidence and reliability

- **60% more robust** – Naída V housings are more robust than ever before.

#### Look and feel

- **Smaller devices for more people** – More power allows users to be fitted with smaller devices than ever before.



<sup>1</sup>Phonak internal study involving listeners with profound hearing loss and comparing with Naída Q90-SP or Naída Q90-UP with SoundRecover.

<sup>2</sup>Up to 6 dB from the xUP receiver and for loud inputs up to 5 dB from the BroadbandBooster.





## Enhanced hearing performance

### More audibility of high-frequency sounds

SoundRecover2 is the world's first adaptive frequency compression algorithm, taking the benefits of SoundRecover to the next level. Even for those difficult to fit hearing losses where there is little usable high-frequency hearing, sound can be compressed to where it is audible. The adaptive behavior ensures that the lowering of high-frequency sound occurs only when needed. Therefore, sound quality of mid and low frequencies is maintained, while high frequency sounds are made audible. SoundRecover2 provides clients with severe to profound hearing loss a true listening experience with its ability to produce an optimal balance between high-frequency audibility and sound quality.

For more evidence go to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)



### More audibility with up to 6 dB more output

Severe to profound clients, especially those with a sensorineural loss accompanied by a significant conductive hearing loss, require additional power for a noticeable difference in audibility.

- BroadbandBooster: a new way of digitizing, sampling and filtering signals, boosts gain and output for loud broadband input signals – like speech – by up to 5 dB. Mid and loud incoming broadband signals are more audible without any distortion from peak clipping.
- New mechanical and acoustical design: the new xUP receiver for Naida V-RIC offers additional gain and output with up to 6 dB on the low frequencies without increased battery consumption.
- Naida V-SP with a 13 battery size offers a comparable MPO as the Naida Q-UP with a 675 battery size.

For more evidence go to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)





### AutoSense OS™

AutoSense OS is an operating system at the heart of the hearing aid that always selects the best settings to automatically maximize hearing performance. With over 200 distinct settings to draw from, it accurately captures, analyzes and blends sounds in real time to precisely match a client's hearing environment. It allows clients to benefit from a seamless all-around hearing performance across different listening situations.

AutoSense OS activates Binaural VoiceStream Technology™ to maximize speech intelligibility. Manual programs are also available for enhanced user control if desired.



### Binaural VoiceStream Technology™

The greater the degree of hearing loss, the greater the challenge. For this reason Phonak offers the most advanced features based on our unique Binaural VoiceStream Technology. It streams the full audio bandwidth in real time and bi-directionally in both ears for improved sound quality and unmatched speech understanding.

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## Increased confidence and reliability

### 60% more robust

Clients with a severe to profound hearing loss rely heavily on their hearing aids and therefore expect durable and long lasting devices. Naída V will function in even the toughest environments, boosting the user's confidence.

- With a new glass fiber reinforced material, Naída V is now **60% more robust** than its predecessor which gives the client optimal confidence.
- Water and dust resistant with an **IP68 rating**.



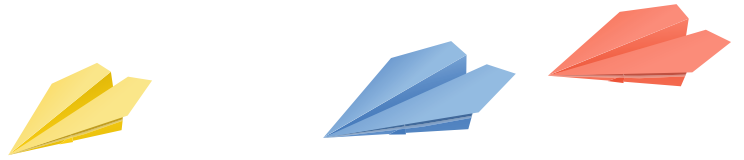
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## Look and feel

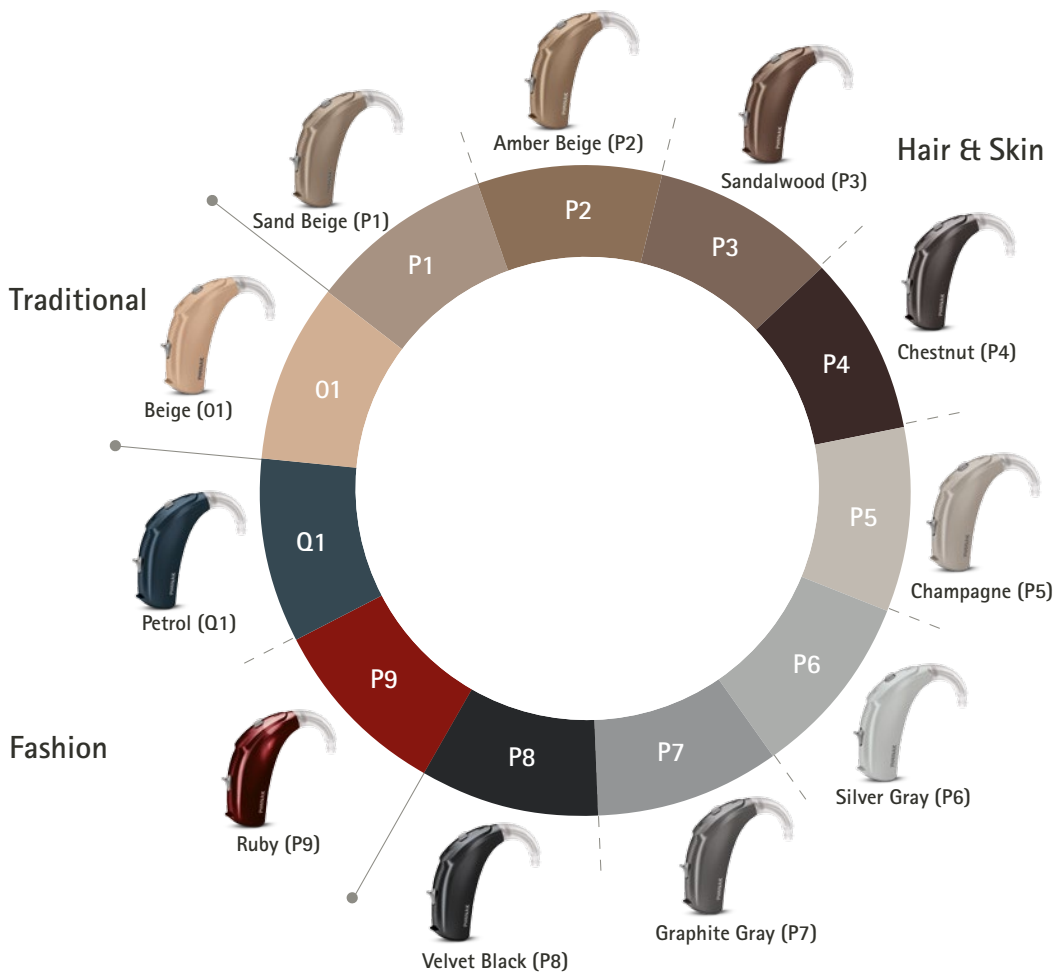
### Smaller devices for more people

- The fitting ranges of Naída V RIC and Naída V SP have been extended towards more severe losses, therefore many clients can be fitted with smaller devices than before.
- 25% thinner than its predecessors, making them more comfortable to wear and less visible.





Naída V embodies not only the most power, but is also the most complete hearing aid portfolio currently available in the market for power users. Available in **3** form factors including a RIC and **11** different colors for all form factors to suit all clients' individual preferences.

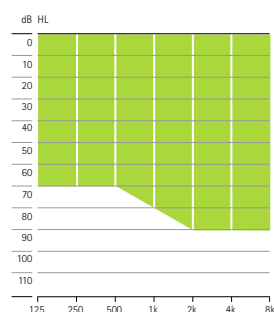




## The right amplification

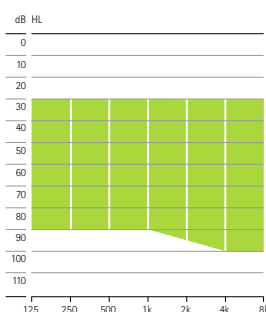
3 models to those needing the most powerful hearing aids, including a RIC.

**Phonak Naída V-RIC  
xS receiver**



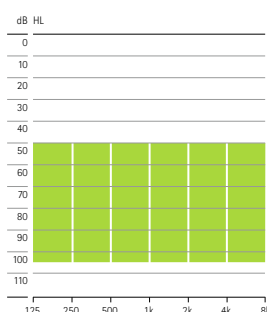
Mild to moderately severe hearing loss, all audiometric configurations.

**Phonak Naída V-RIC  
xP receiver**



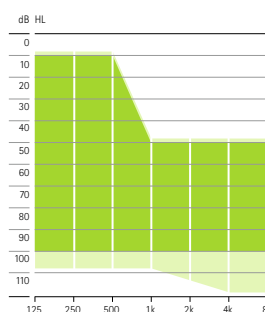
Mild to severe hearing loss, all audiometric configurations.

**Phonak Naída V-RIC  
xUP receiver**



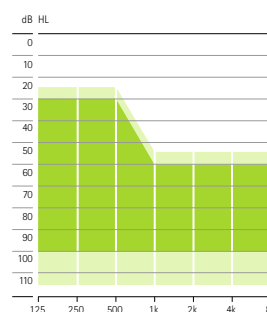
Moderate to profound hearing loss, all audiometric configurations.

**Phonak Naída V-SP**



Moderate to profound hearing loss, all audiometric configurations.

**Phonak Naída V-UP**



Severe to profound hearing loss, all audiometric configurations.

Power SlimTube Hook / mini hook

### Always on Phonak Target

In collaboration with Otometrics, Phonak has developed a new automated guidance system for real-ear measurements. TargetMatch, available in Phonak Target when installed under NOAH, will assist hearing care professionals through the process of probe tube placement, real-ear measurements and automatic or manual target matching.

TargetMatch integrates Phonak's hearing aid fitting and fine tuning parameters with Otometrics' AURICAL freefit hardware and software, enabling audiologists to fit and verify hearing aids directly from within Phonak Target, resulting in fast and high quality Phonak fittings for power users.

Visit [www.otometrics.com/aurical](http://www.otometrics.com/aurical) for more information on AURICAL from Otometrics.



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## Built to perform. Customized for discretion.

Phonak also offers a range of ultra-power custom products for clients with severe to profound hearing loss. There are different reasons why a custom product is a good alternative for this particular group of clients, among them anatomy, dexterity issues and of course personal preferences.

Virto V-312\* and Virto V-13\* with SP or UP receivers are the optimal custom products. With all the features and benefits of the Venture platform, these custom products are built to perform yet customized for discretion. For the far field, where noise and distance make hearing and understanding difficult, these hearing aids are Roger compatible.



\*Virto V offers SoundRecover

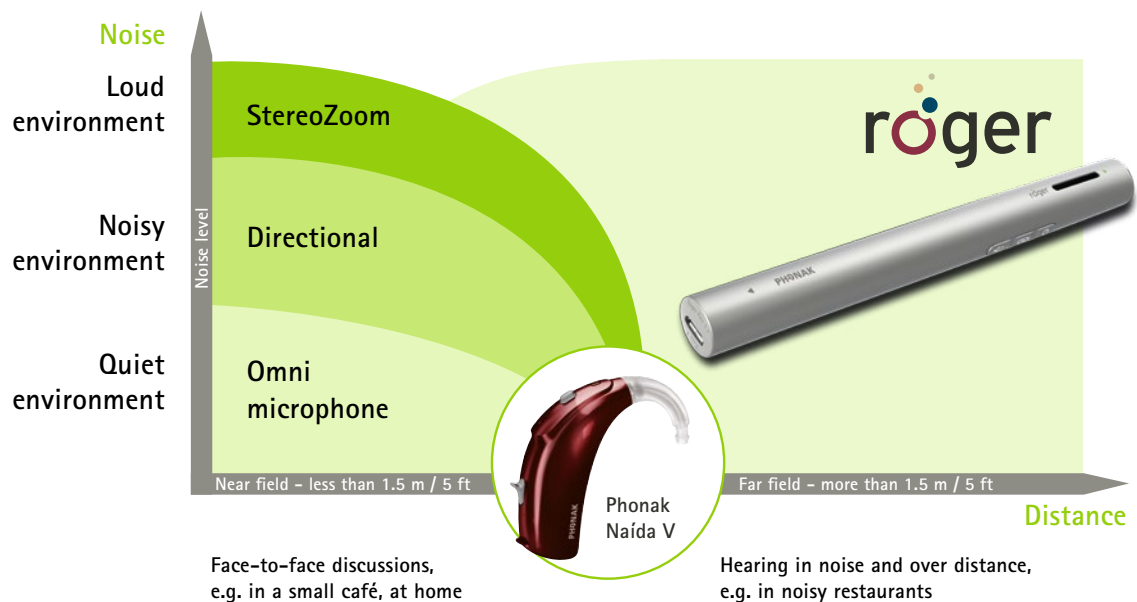


## Power hearing solutions

The ability to effectively communicate is at the forefront of clients expectations. Whether in a restaurant, at work or in the comfort of one's home, understanding speech is relative to leading a fulfilled life.

Even the most advanced hearing aids have limitations at a distance and in noise. State-of-the-art wireless microphones are therefore required to bridge the understanding gap. This is where the Roger microphone portfolio excels. This dedicated solution opens up the listening landscape for severe to profound clients.

Naída V hearing aids partnered with Roger microphone technology is the solution to effectively overcome any listening challenge. By covering the different listening situations this hearing solution will significantly enhance consumer satisfaction.

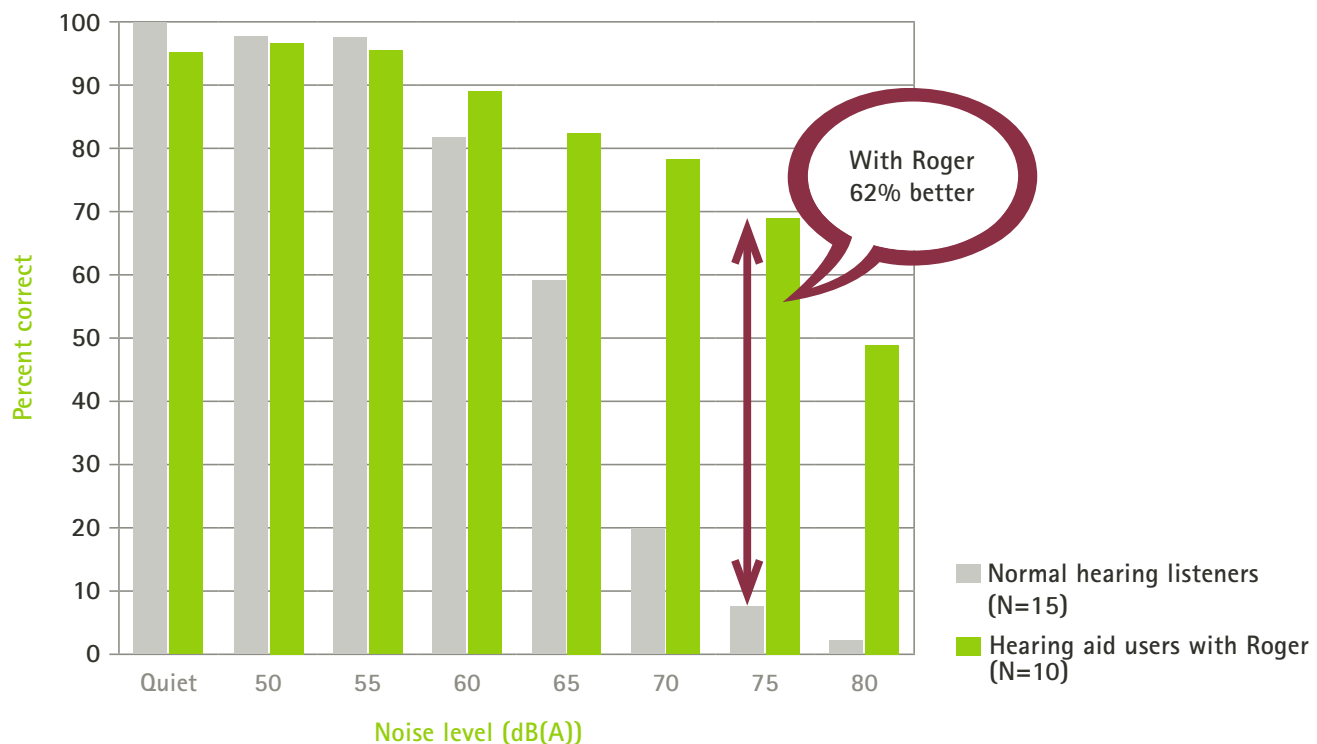


As long as the distance is short and the noise level is not too high, hearing aids perform very well in the near field. As soon as the distance between the speaker and the listener expands or the noise level increases, microphones like Roger are needed to maintain a high level of understanding in the far field.

## Hearing better than people with no hearing loss

Roger products are scientifically proven to help capture more words, in noise and over distance, therefore bridging the understanding gap and bringing conversations back to life.

A study conducted by Linda Thibodeau revealed that hearing aid wearers start to hear better than people with no hearing loss already at 60 dB(A). But the most impressive results were achieved at a noise level of 75 dB(A). In this range the hearing aid wearer is capable of understanding 62% more when using Roger than people with no hearing loss.



Linda Thibodeau PhD (2014). Comparison of Speech Recognition With Adaptive Digital and FM Remote Microphone Hearing Assistance Technology by Listeners Who Use Hearing Aids. The American Journal of Audiology. Volume 23, 201-210, June 2014.

For more evidence go to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)

“With Roger, my clients benefit in difficult listening situations. For example, in a restaurant, in meetings or in a shopping mall – they have a better speech-in-noise understanding and they really appreciate the ease of use! I fully recommend Roger because it completely fulfils the highest listening expectations of my clients!”

H.B., audiologist, Germany



## Roger

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### Bridging the understanding gap

Consisting of microphones and accompanying receivers, Roger functions by picking up the voice of a speaker and wirelessly transmitting it to the listener while reducing background noise.

#### Full speech clarity

The Roger signal is adaptively mixed with the hearing aid microphone signal. In high noise levels the gain of the Roger receiver is increased automatically, thereby keeping the Roger signal clearly audible above the background noise. The hearing aid microphones remain active to give access to the acoustic environment and control over a listener's own voice.

The Roger and directional setting is an exclusive Phonak program that allows power users to simultaneously hear people at a distance and in close proximity. Roger and directional provides improved access to speech understanding through its ability to adaptively activate directional mics on the hearing aid based on the noise level.



### Hassle-free

Roger microphones are fully automatic and adjust their settings to the surrounding noise levels making them easy to use. With no programming software required, Roger runs on 2.4 GHz, a worldwide freely accessible bandwidth. More Roger highlights:

- Multiple microphones and multiple receivers can be connected in one single network – unlike simple single partner omni-directional Bluetooth™ microphones.
- The new RogerReady feature in Naída V automatically activates the Roger + Mic program without the need for any extra programming of the hearing aid, so a Roger receiver can be added at any time to Naída V, hassle-free.

### Multi-functionality

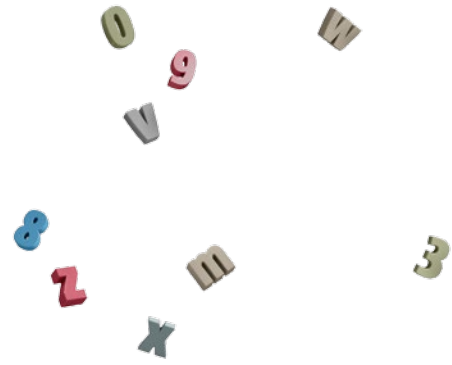
The fully automatic signal processing found in all models of the Roger microphones offers a very versatile solution that covers a wide range of listening situations effectively. Roger features also:

- TV and multimedia connectivity
- Wideband Bluetooth™ in the Roger Pen

**For more evidence go to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)**







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## Roger at work

### Focus on work rather than hearing

The new Roger Table Mic is the latest addition to the Roger portfolio and is specifically designed for clients in a working environment. Meetings often cause hearing difficulties for people with hearing loss. This is due to a number of reasons which includes; side conversations, surrounding noise or the distance between the listener and someone speaking at the other end of a table.



By simply placing Roger Table Mics on the meeting table, the spoken words of the participants can be distinguished, and background noise is reduced by intelligent algorithms.

### Unique to Roger is the possibility to:

- Have conversations in noise and over distance with multiple talkers by giving each a Roger microphone connected in a MultiTalker Network.
- Cover large meetings by using multiple Roger Table Mics in a MultiTalker Network.
- Cover large meetings with a presenter by using multiple Roger Table Mics for the participants sitting at the table and another Roger microphone that can be worn by the presenter.





## Roger for all situations

From the flexible Roger Pen to the new Roger Table Mic, there is an advanced Roger microphone that offers a solution for every client needs.



### The all inclusive Roger Pen

The Roger Pen offers state-of-the-art wireless technology with superior speech-in-noise and over distance performance. Packed in a discreet design, its features include fully automated or manual microphone settings and Bluetooth connectivity, providing an all-inclusive listening experience.



### The simply smart Roger EasyPen

The Roger EasyPen is an exciting product for clients who desire ultimate simplicity with full Roger performance and do not need Bluetooth functionality or manual microphone control. Featuring premium speech-in-noise and over distance performance, it is the smart solution to overcome difficult listening situations.



### The most powerful partner microphone Roger Clip-On Mic

The Roger Clip-On Mic is a discreet and lightweight microphone with industry-leading speech-in-noise and over distance performance. Worn on a shirt, it is a powerful stand-alone partner microphone which can also be used together with other Roger microphones, allowing communication between multiple speakers.



### The dedicated microphone to fully participate Roger Table Mic

The Roger Table Mic is a microphone for working adults with a hearing loss who participate in small and large meetings. This unique product picks up speech at a meeting in a way that no other product on the market. For larger meetings it's possible to use several Roger Table Mics. With outstanding operating time and the included remote control it's convenience at its best.

Find out what receiver type your client needs: [www.phonakpro.com/roger-configurator](http://www.phonakpro.com/roger-configurator)

# Compatibility

With three Roger receiver types available there is a solution for every client, regardless of the hearing aids or cochlear implants they currently use.



## Roger design-integrated receivers

These discreet Roger receivers are designed with the same appealing esthetics and smooth lines as Phonak hearing aids. They are water resistant and come in the same colors as the hearing aids. In addition they are available for the Naida CI by Advanced Bionics and Nucleus 5 and 6 by Cochlear.



## Roger X

The miniature universal Roger receiver with 3-pin Euro plug is compatible with virtually all BTE hearing aids, cochlear implant speech processors and streaming devices.



## Roger MyLink

The Roger MyLink is an easy-to-use and affordable body-worn universal Roger receiver that works with any hearing aid or cochlear implant that features a telecoil – from Phonak or any other manufacturer.



## The home phone solution

### Phonak DECT II

The ability to understand speech on the phone without compromises is too important to be missed.

The DECT II is a very special cordless phone. It connects wirelessly with any Naída V hearing aid,

automatically delivering the voice of the caller to both ears fully. Studies have shown that it improves speech understanding over the phone by over 40%. The DECT II can also be used by normal hearing people due to its regular acoustic output.





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# Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

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

[www.phonakpro.com](http://www.phonakpro.com)