



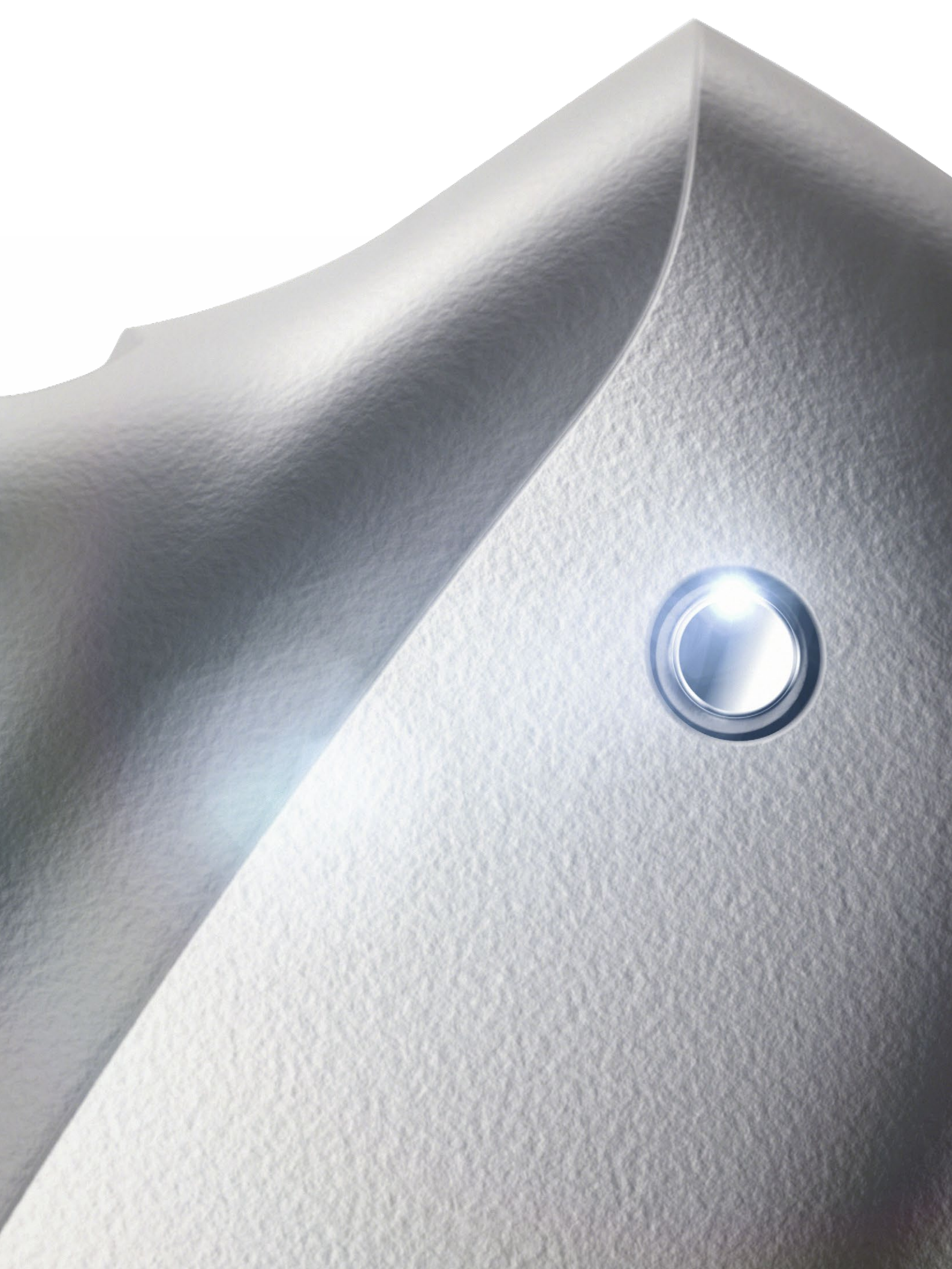
Phonak Belong™

When your hearing aids adapt to every sound automatically, life is on

A Sonova brand

PHONAK
life is on

Together,
we change lives



Introducing the Phonak Belong platform with a groundbreaking rechargeable battery technology and new AutoSense OS™

The new Phonak Belong platform features a host of innovative technologies that have been created to simplify clients' lives. Phonak Audéo B-R™ is the exciting new rechargeable hearing aid with a groundbreaking built-in

lithium-ion battery, the first of its kind in the world. Additionally, with the new AutoSense OS we have pushed the innovation envelope to further increase overall performance and sound quality.

Groundbreaking rechargeable technology

- Offers 24 hours* of hearing with one simple charge
- The quickest charging, longest lasting rechargeable hearing aid ever
- Easy handling, no more hassles of disposable batteries


New AutoSense OS

- Better hearing performance and more comfort^{1,2}
- Unmatched hearing performance in everyday listening situations³
- Fully automatic operation that delivers better speech understanding over clients' manual selection^{4,5}

* Expected results when fully charged, and up to 80 minutes wireless streaming time.
Please refer to www.phonakpro.com/evidence



Simplifying life with a simply brilliant solution




With clients becoming increasingly active, they require hearing aids that can automatically keep up with their lifestyles. Having the freedom to do and go wherever they please, without having the restrictions associated with hearing loss, is paramount.

We've taken this as a key focus area when creating the new Phonak Belong platform. As the name suggests, we want clients to have hearing aids that allow them to feel at one with their environment, regardless of where they are. Your clients can rely on their hearing aids to **seamlessly** and **automatically** do all the work for them.

With Belong, consisting of rechargeable lithium-ion battery technology and the new AutoSense OS, we've created a simply brilliant way to simplify your clients' lives while providing an exceptional hearing experience.



When you can enjoy 24 hours* of hearing with one simple charge, life is on



Phonak Audéo B-R is the first ever hearing aid to feature a specifically designed **built-in lithium-ion rechargeable battery that provides 24 hours* of hearing with one simple charge.**

Phonak Audéo B-R rechargeable hearing aids combine our latest high-performance technology with groundbreaking battery technology.

Designed to simplify life, with Audéo B-R you can free your clients from the hassles of disposable batteries that are small and difficult to handle. Now they can enjoy the freedom and confidence of knowing that Audéo B-R is conveniently charged and ready to take them through long days... and nights, if necessary.

* Expected results when fully charged, and up to 80 minutes wireless streaming time.
Please refer to www.phonakpro.com/evidence

Quickest charging, longest lasting

With **40% more power** than conventional rechargeable batteries, **lithium-ion** is reliable and capable of supporting the superior technology and performance of Audéo B-R.

Additionally, lithium-ion batteries are **quicker to charge, last longer** and **won't deteriorate** even after years of repeated charging. This enables Phonak rechargeable hearing aids to be **fully charged in just 3 hours for 24 hours*** of hearing, time and again.



* Expected results when fully charged, and up to 80 minutes wireless streaming time.
Please refer to www.phonakpro.com/evidence



Smart charging options



Phonak rechargeable hearing aids come with easy-to-use **smart charging options** so clients can **charge their hearing aids wherever they go**, without having to worry about running out of power.

Phonak Charger Case

- A charger, drying kit and protective hard case all in one
- Includes a cleaning tool



Phonak Power Pack

- Easily attached to the Phonak Charger Case
- Ideal for short trips where no power source is available



Phonak Mini Charger

- Most compact charging option

When hearing aids adapt to every sound automatically, life is on

Sound is all around and changes constantly. This is what makes listening a real challenge and the task hearing aids have to perform very complex.

What makes Audéo B and B-R so special is a **unique operating system** called **AutoSense OS**. It senses your clients' surroundings and adjusts their hearing aids every step of the way. They just need to turn them on and the rest is automatic.

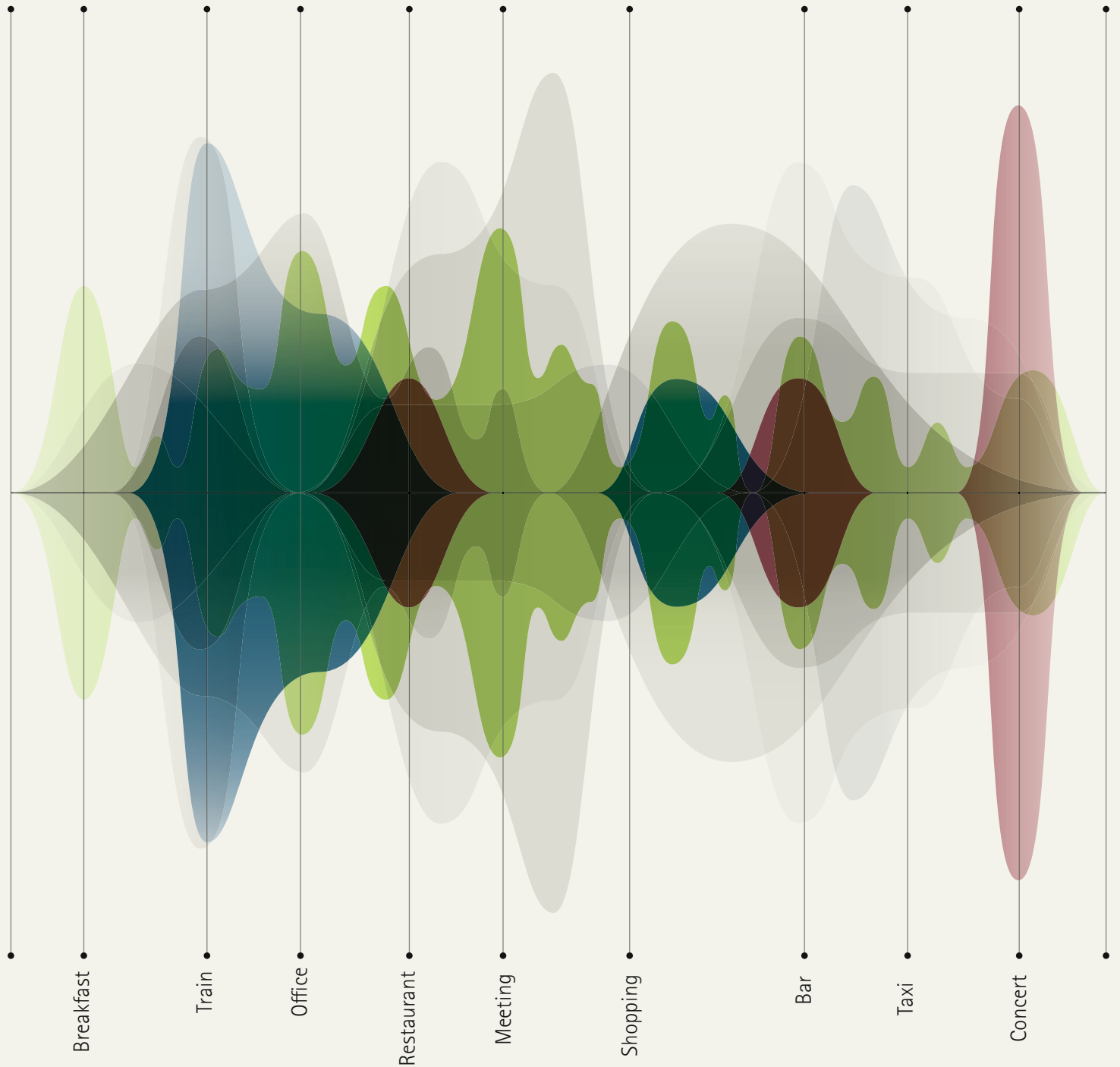
It doesn't matter where they are or what they're doing. The Audéo B hearing aids were created to simplify their life.

It's blending not switching


AutoSense OS senses your clients listening environment in real-time.

Over 200 distinct settings & multiple features

It draws from multiple features, while accurately blending them to create over 200 distinct settings.







More hearing performance in situations where your clients need it the most

Understand more in noise

60% improvement in speech understanding by zooming in on a single voice in a noisy environment – versus without hearing aids.⁶

Better speech understanding

20% better speech understanding thanks to the automatic selection of the best setting for everyday listening situations.^{4, 5}

Hearing in car

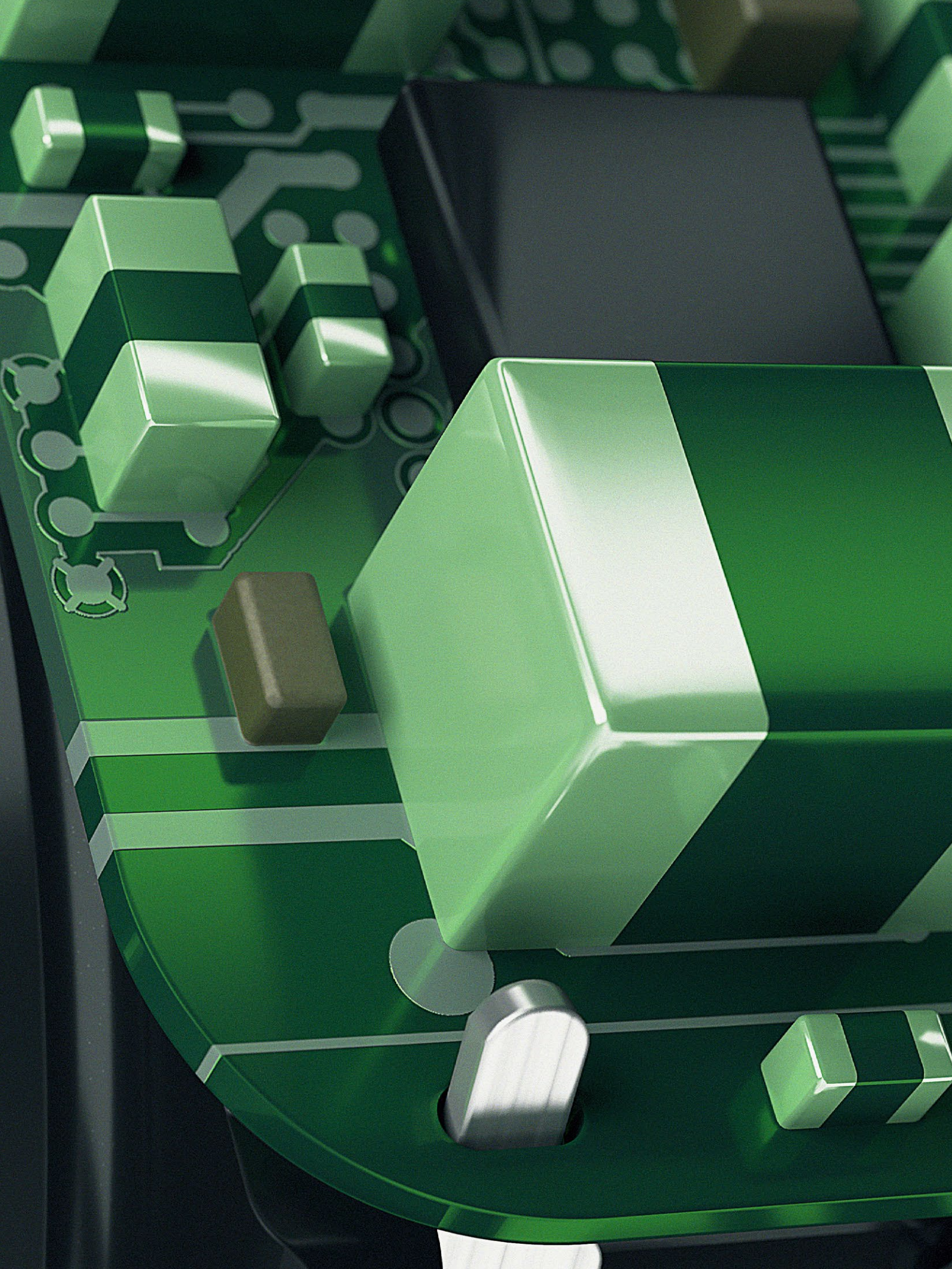
37% reduction in effort when listening to conversations in car – compared to prior technology.⁷

Hear quiet voices

10% improvement in soft speech understanding with our newest products.¹

Natural music experience

Top rated hearing aid for music sound quality.⁸



The most effective automatic listening system – New AutoSense OS

AutoSense OS is designed for **superior speech understanding, sound performance and listening comfort**. As the most effective automatic system in everyday listening situations, this advanced technology successfully masters complex sound environments and the tasks that hearing aids have to perform.³

It does this by **analyzing the sounds** every 0.4 seconds and **drawing upon multiple features**. It then **blends them** to create over **200 distinct settings** to precisely **match sound environments**. All this is done automatically, without any manual adjustments being made to the hearing aids.

Further enhanced with an **innovative pre-calculation**, the new AutoSense OS features the **adaptive SoundRecover2** and a **new way to treat expansion** for better soft speech intelligibility. In addition **symmetrical gain settings for asymmetrical hearing loss** provides more comfort for first-time users.² These set the foundation for the new AutoSense OS and place it in a class of its own for operating systems currently available on the market.

Hearing high-frequency sounds – SoundRecover2

As hearing loss increases, the new SoundRecover2 **improves high-frequency speech audibility** by utilizing its **adaptive frequency lowering algorithm** that is only applied when the

level of hearing loss requires it. Sound quality of mid and low frequencies is maintained while high-frequency sounds are made audible.

Hearing quiet voices – Expansion

One of the main challenges with hearing aids is finding the right **balance between comfort and clarity**. With our expansion system we are able to individualize the amount of expansion applied taking into account a client's hearing loss,

their hearing aid programs and the acoustic coupling. This means **maximizing soft speech intelligibility without sacrificing sound quality or comfort**.²

Improved hearing comfort – Symmetrical gain

For first-time hearing aid users who have an asymmetrical hearing loss, it can sometimes feel uncomfortable having sound amplified to the level required in the worse hearing ear. Phonak has created an algorithm that takes into account the

difference in hearing between each ear. The result is it prescribes slightly **less gain for the worse hearing ear at first fit** and the benefit is **significantly more comfort for the new user² without compromising speech intelligibility**.

Two ears hear better than one – Binaural VoiceStream Technology™

The greater the noise level, the greater the challenge. That's why AutoSense OS utilizes a technology called Binaural VoiceStream Technology.

Binaural VoiceStream Technology is based on the fact that two ears hear better than one. It **streams the full audio bandwidth in real time** and **bidirectionally**, thereby tackling challenging listening situations by **simulating what the brain does with sounds from both ears**. This linking of two hearing aids ensures that clients benefit from **hearing speech in both ears**, especially in a noisy environment, on the phone or when they can't face the speaker. This technology also sets the foundation for the Phonak CROS solution.





Phonak Target 5.0 –
simply the world's
favorite fitting software⁹

Receiver check

Receiver check **reduces the risk of a mismatched receiver** and it triggers a check of the client's fitting. It is then possible to rectify the mismatch either in the fitting software in the acoustic parameters page, or by replacing the receiver to match what is entered in Phonak Target. This saves time and effort during the fitting process.

Benefit demonstrator

An **effective counseling tool** designed to allow clients and their significant others to experience hearing aids vs no hearing aids, monaural vs binaural and to compare technology levels, **all through standard headphones**.

TargetMatch

Available in Phonak Target when installed under NOAH, TargetMatch integrates Otometric's AURICAL freefit hardware and software. It will assist hearing care professionals through the process of **probe tube placement, Real Ear Measurements and automatic or manual target matching**. This creates an easy and effective way of doing Real Ear Measurement.

Phonak CROS™ B

Phonak CROS B is the wireless **CROS** device based on **Phonak Belong technology**. When CROS B is fitted with an Audéo B hearing aid, it enables clients with single-sided deafness (SSD) to **hear speech clearly** and **follow conversations** from **whatever direction they come from**.

Using our unique **Binaural VoiceStream Technology** CROS B wirelessly transfers the sound from the unaidable ear to the hearing aid on the better side.

Phonak has integrated StereoZoom, its proven and most successful binaural beamforming feature into CROS B. **StereoZoom** has the ability to create a very **narrow beamforming pattern** to focus on a single voice in a crowd. As a result it delivers much **better speech understanding in background noise**.¹⁰


The CROS B models are available in all Audéo B color options to match the color of the hearing aid on the other ear.





High-performing technology in a first-class design

Phonak Audéo B and B-R showcase an all new design with IP68 rating. With the sealed housing of Audéo B-R there is less chance of water and dust entering the hearing aids.



Bigger push button for easier usability,
including an indicator light for Audéo B-R

High-tech composite material
for added durability

New positioning of microphone openings to reduce
hair noise disturbance and protects from dirt

Technical overview

Phonak Belong platform

Product portfolio

Performance level	RIC
Premium	Phonak Audéo B90
Advanced	Phonak Audéo B70
Standard	Phonak Audéo B50
Essential	Phonak Audéo B30



Performance levels

	Premium B90	Advanced B70	Standard B50	Essential B30**
AutoSense OS	Premium	Advanced	Standard	Essential
Calm Situation	•	•	•	•
Speech in Noise	•	•	•	•
Comfort in Noise	•	•	•	
Music	•	•		
Speech in Loud Noise	•			
Speech in Car	•			
Comfort in Echo	•			
Additional programs				
Max. additional programs	5	5	5	5
Speech in Wind	•			
Comfort in Echo	•			
Speech in Loud Noise	•	•		
Speech in 360°	•	•		
Speech in Noise	•	•	•	•
Calm Situation	•	•	•	•
Comfort in Noise	•	•	•	•
Music	•	•	•	•
Acoustic phone	•	•	•	•
Custom program	•	•	•	•
Streaming programs				
Max. streaming programs	4	4	4	4
Bluetooth audio + mic	•	•	•	•
Bluetooth phone / DECT + mic	•	•	•	•
RemoteMic / Roger	•	•	•	•
Audio jack	•	•	•	•

Features	Premium B90	Advanced B70	Standard B50	Essential B30**
UltraZoom	Premium	Advanced	Standard	Essential
SNR-Boost	•	•	•	
FlexControl	•	•	•	
FlexVolume	•	•	•	
DuoPhone	•	•	•	
SoundRecover 2	•	•	•	•
User Preference Tuning	•	•	•	•
Real Ear Sound	•	•	•	
Finetuning channels	20	16	12	8
WhistleBlock	•	•	•	•
NoiseBlock	•	•	•	•
WindBlock	•	•		
EchoBlock	•			
SoundRelax	•	•		
QuickSync	•	•	•	•
AOV	•	•	•	•
Tinnitus Balance	•	•	•	•
auto Acclimatization	•	•	•	•
CROS B compatible***	•	•	•	•
RogerReady	•	•	•	
Roger and directional setting	•	•	•	

** Not available for Phonak Audéo B-R.
*** CROS B is not compatible with Audéo B-R.



Performance levels CROS B

	Available microphone modes for CROS B			
	Automatic StereoZoom	Manual StereoZoom	Real Ear Sound	Omnidirectional
Premium (B90)	•	•	•	•
Advanced (B70)		•	•	•
Standard (B50)			•	•
Essential (B30)				•

Models and colors

All pictures in actual size



Audéo B-10



Audéo B-312



Audéo B-312T



Audéo B-13



Audéo B-R



CROS B-312



CROS B-13

P1

Sand Beige

P3

Sandalwood

P4

Chestnut

P5

Champagne

P6

Silver Gray

P7

Graphite Gray

P8

Velvet Black

T7

Alpine White

O1

Beige

Phonak wireless accessories to boost performance

Phonak offers a range of wireless accessories to boost the performance of your clients' hearing aids when needed. Whether they find themselves having difficulty to understand while watching TV, talking on the phone or listening to music, we developed wireless solutions to suit their every need. Wireless accessories also allow them to fully participate in noisy situations or when there's a distance between them and the speaker.

Phonak provides dedicated Roger wireless solutions for the modern workplace, which can be a challenging listening environment and a place where communication is key in order to succeed. Compatible with almost all hearing aids, these solutions make it easier for your clients to focus on work rather than on hearing.





Life is on

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we remain true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

www.phonakpro.com