

Direct connectivity  
Made For All

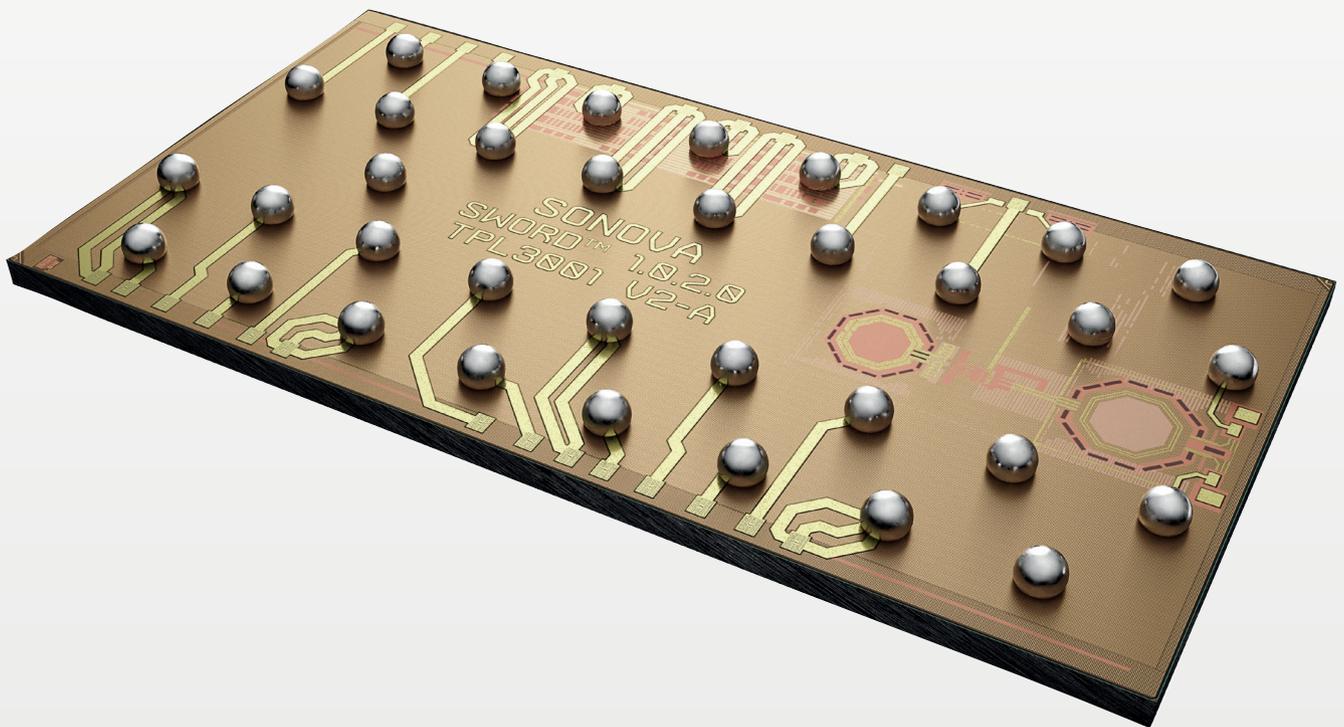
# Phonak Belong™

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

A Sonova brand



**PHONAK**  
life is on



The all-new proprietary SWORD™ (Sonova Wireless One Radio Digital) chip allows for direct connectivity to any cell phone\*, TV streaming and ear-to-ear communication with one technology and one antenna.

Containing 42 million transistors on 6 mm<sup>2</sup> and built with 40 nm CMOS technology, this is the most sophisticated radio chip in the hearing aid industry.

# Phonak Belong platform

Phonak, the world's leading provider of hearing solutions, introduces a host of new technologies to simplify your clients' lives. The Belong platform embodies our 70 years of expertise, passion and dedication in the hearing care industry. We strive to create solutions that are not only innovative but also truly life-changing.

## **SWORD™: New proprietary 2.4 GHz radio chip**

- Direct connectivity to any cell phone\*
- Hearing aid used as a wireless headset for hands-free calls
- Excellent TV sound quality<sup>1</sup> with hearing aids turned into wireless TV headphones

## **Groundbreaking rechargeable technology**

- 24 hours\*\* of hearing with one simple charge
- The quickest charging rechargeable hearing aids ever<sup>2</sup>
- Easy handling, no more hassles of disposable batteries

## **New Biometric Calibration for custom hearing aids**

- Precisely calibrated to clients' individual ear anatomy for better hearing performance
- 2 dB improvement in directionality<sup>3</sup>

## **High-tech titanium custom hearing aids**

- The smallest Phonak custom hearing aids ever<sup>4</sup>
- Made from medical grade titanium
- Sophisticated 3D printing technology
- 64% increased IIC fit rate<sup>4</sup>

## **New AutoSense OS™ for the Belong platform**

- Unmatched hearing performance in everyday listening situations<sup>5</sup>
- Fully automatic operation that delivers better speech understanding over clients' manual selection<sup>6,7</sup>
- Better hearing performance and more comfort for asymmetrical hearing losses<sup>8</sup>

\* with Bluetooth® 4.2 wireless technology and most older Bluetooth phones

\*\* Expected results when fully charged, and up to 80 minutes wireless streaming time. Please refer to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)



# 2.4 GHz direct connectivity – Made For All

## Phonak Audéo™ B-Direct

- Direct connectivity to any cell phone\*
- Hearing aid used as a wireless headset for hands-free calls
- Excellent TV sound quality<sup>1</sup> with hearing aids turned into wireless TV headphones



# When your hearing aids connect directly to any cell phone\*, life is on

The new Audéo line extension, Audéo B-Direct, is powered by Phonak Belong technology that is enhanced with the proprietary SWORD™ 2.4 GHz radio chip. Audéo B-Direct offers direct connectivity to any Bluetooth phone\*.

This industry milestone opens up the world of direct connectivity to all. It doesn't matter if your clients use Android, iOS or other cell phones, they can enjoy the benefits of direct connectivity to their phones.



In addition, smartphone users will get a flexible and discreet way to make volume or program changes to their hearing aids. Together with Audéo B-Direct, the new Phonak Remote app enables them to control their hearing aids without an intermediary streaming device. The app was designed to address the main need required by clients – ease of use.



\* with Bluetooth® 4.2 wireless technology and most older Bluetooth phones

# When your hearing aid lets you take calls hands-free, life is on

Phonak Audéo B-Direct functions just like a wireless Bluetooth headset by utilizing its built-in microphones and voice pick-up feature for phone calls.

Now clients can hear the phone ringing directly in their Audéo B-Direct hearing aids. They also have the option to answer or reject calls with the simple push of a button on their hearing aid. The call is then heard through Audéo B-Direct on the preferred side. The client's voice is picked up by the built-in microphones of the hearing aid and sent to the phone. Clients can answer and hold a clear conversation without having to touch their phone – that's what you call truly hands-free.

When background noise is present, clients can adjust their hearing aids directly or using the volume control on their phone for an optimal hearing experience. Audéo B-Direct features the new environmental balance function. This innovative feature from Phonak allows the clients to adjust the listening focus to the streamed phone signal or the environmental sounds simultaneously. Only Audéo B-Direct can do this.





# When your hearing aids connect directly to movie night, life is on

With the new TV Connector Phonak offers a plug and play solution that turns Phonak Audéo B-Direct hearing aids into wireless TV headphones.

Now clients can enjoy excellent stereo sound quality from their TV with the freedom of not having to wear any body-worn streamer. Audéo B-Direct easily connects to any TV or stereo system through the TV Connector. This is all possible thanks to a new proprietary streaming protocol called AirStream™ Technology. It uses low latency transmission

for up to 80 hours streaming with Audéo B-Direct. The TV Connector connects automatically to Audéo B-Direct hearing aids for a seamless user experience and is capable of simultaneously broadcasting to multiple hearing aid wearers.

The environmental balance function also supports an optimal TV sound experience by adjustments of listening focus to the streamed audio signal or the environmental sounds.



TV Connector actual size

*The TV Connector is the easiest plug and play TV solution. Research shows it is eight times easier to set it up compared to similar solutions.<sup>1</sup>*

\* with Bluetooth® 4.2 wireless technology and most older Bluetooth phones

# Rechargeable solutions

Phonak Audéo™ B-R

Phonak Bolero™ B-PR

- 24 hours\* of hearing with one simple charge
- The quickest charging rechargeable hearing aids ever<sup>2</sup>
- Easy handling, no more hassles of disposable batteries

\* Expected results when fully charged, and up to 80 minutes wireless streaming time. Please refer to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)





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



Phonak Audéo™ B-R and Bolero™ B-PR are the first ever hearing aids to feature a specifically designed built-in lithium-ion rechargeable battery that provides 24 hours\* of hearing with one simple charge.

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 and Bolero B-PR.

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.

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.

Free your clients from the hassles of disposable batteries that are small and difficult to handle. Let them enjoy the freedom and confidence of knowing that their hearing aids are conveniently charged and ready to take them through long days.

\* Expected results when fully charged, and up to 80 minutes wireless streaming time. Please refer to [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)



# Custom solutions

## Phonak Virto™ B

- Precisely calibrated to clients' individual ear anatomy for better hearing performance <sup>3</sup>
- 2 dB improvement in directionality compared to Phonak products without Biometric Calibration <sup>3</sup>

## Phonak Virto™ B-Titanium

- The smallest Phonak custom hearing aids ever <sup>4</sup>
- Made from medical grade titanium
- Sophisticated 3D printing technology
- 64% increased IIC fit rate <sup>4</sup>

# Welcome to the next level of customization

Just like a fingerprint, each ear is unique. Even our left ear differs from our right. The distinctive characteristics of our ear anatomy has an influence on how sound is captured, directed towards the ear drum and converted into information that the brain can understand.

Custom-made to perfectly fit in your clients' ear, Phonak Virto B is the world's first hearing aid with Biometric Calibration, which takes the individual ear anatomy and its effect on the acoustics of incoming sound into account.

The Phonak proprietary 3-D modeling software identifies over 1,600 biometric data points from each individual ear impression and calculates the unique calibration settings for each Virto B hearing aid.

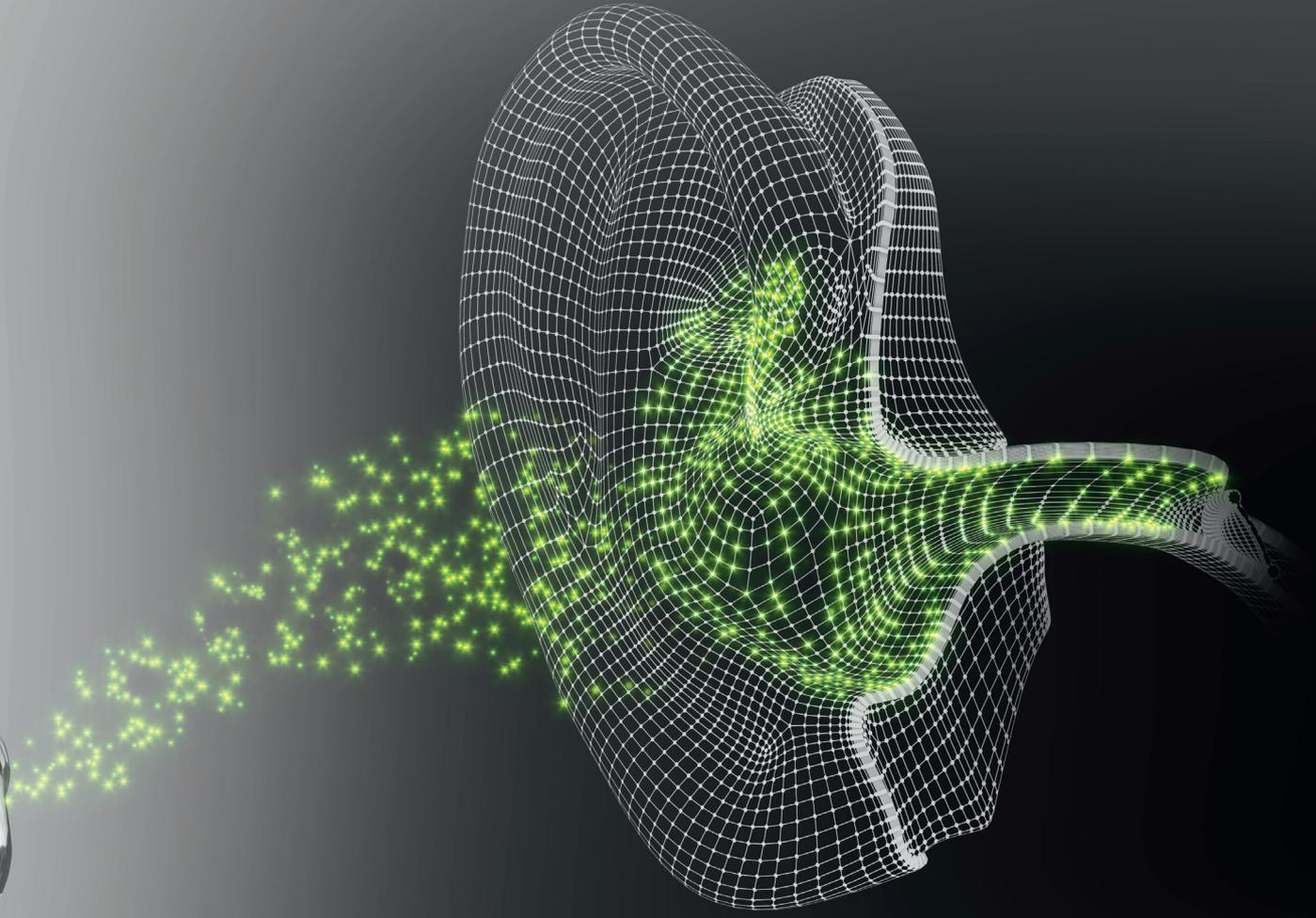
Saved into the hearing aid, these calibration settings ensure increased accuracy and precision, providing 2 dB improvement in directionality.<sup>3</sup> As a result, Phonak Virto B gives your clients access to better hearing performance.

Now your clients can enjoy an outstanding listening experience, unique to their individual ear with a hearing aid which is truly customized on the inside and outside.

*More than 60% of users rated Speech in Noise as very or extremely natural.<sup>3</sup>*

\* Compared to Phonak products without Biometric Calibration





# When a super discreet hearing aid is titanium strong, life is on

Titanium is renowned for its strength and durability. It is used for various premium products, high-tech sports goods, high-performance vehicles and also in the medical industry. Being 15 times stronger than acrylic, it makes it possible to build a shell as thin as 0.2 mm, which is 50% thinner than the existing shells of our custom hearing aids.<sup>4</sup>

With a significantly thinner shell and 60% smaller electronic components, we are able to reduce the size of Virto B-Titanium by up to 26%.<sup>4</sup>

By incorporating a high-tech material for Virto B-Titanium, we've created hearing aids that reflect our passion for innovation and ingenious engineering design that combines performance, functionality and aesthetics.

Phonak Virto B-Titanium is the smallest Phonak custom hearing aid ever. With Virto B-Titanium we have achieved a 64% improvement in IIC fit rate compared to the previous generations of our smallest custom products.<sup>4</sup>

Our new design and technology offers additional fitting options. With more space available inside the hearing aid, a larger vent can be integrated. Alternatively, more space allows for the integration of a superpower receiver, resulting in an impressive 60% fit rate for IIC devices.<sup>4</sup>





# Solution for single-sided deafness

Phonak CROS B

# When you can follow conversations from any direction, life is on

Phonak CROS B is the wireless CROS device based on Phonak Belong technology. When CROS B is fit with a Belong 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.<sup>9</sup>

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





Solution for  
single-sided deafness

# New AutoSense OS

Sound is all around and changes constantly. This is what makes listening and the task hearing aids have to perform intricate and at times challenging.

What makes Belong hearing aids 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.

AutoSense OS analyzes the sounds every 0.4 second and draws 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.

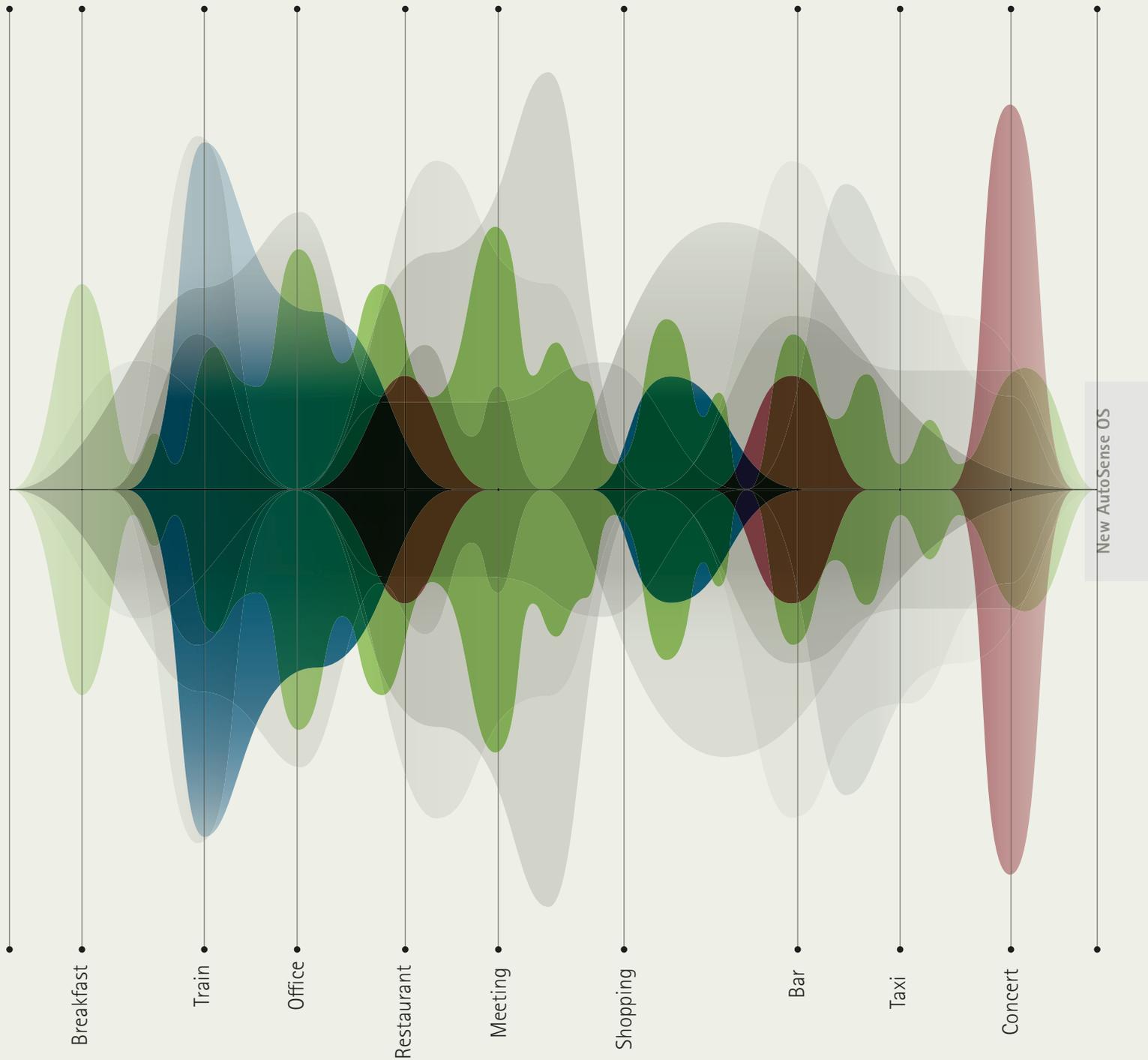
As the most effective automatic system in everyday listening situations<sup>6</sup>, this advanced technology successfully masters complex sound environments.

## 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.



# New AutoSense OS – the most effective automatic operating system<sup>6</sup>

## Understand more in noise

60% improvement in speech understanding by zooming in on a single voice in a noisy environment – versus without hearing aids.<sup>12</sup>

## Better speech understanding

20% better speech understanding thanks to the automatic selection of the best setting for everyday listening situations.<sup>6,7</sup>

## Hearing in car

37% reduction in effort when listening to conversations in car – compared to prior technology.<sup>13</sup>

## Hear quiet voices

10% improvement in soft speech understanding with our newest products.<sup>11</sup>

## Natural music experience

Top-rated hearing aid for music sound quality.<sup>14</sup>

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## Hearing high-frequency sounds – SoundRecover2

As hearing loss increases, SoundRecover2 improves high-frequency speech audibility<sup>10</sup> 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.

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## 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<sup>11</sup>.

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## 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 user<sup>8</sup> without compromising speech intelligibility.

Phonak Target 5.2 –  
simply the world's  
favorite fitting software<sup>15</sup>



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## Automatic selection of experience level

Phonak Target automatically pre-selects the experience level for new fittings by looking at fitting session information, either in Noah or Standalone. This sets the foundation for a more individualized initial fit and leverages all the benefits of the new AutoSense OS™ for your clients.

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## Improved acoustic coupling screen

75% of all binaural fittings are done with the same acoustic parameters for both sides. Phonak Target automatically detects when acoustic parameters are the same and automatically couples both sides together streamlining the fitting process.

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## TargetMatch

Available in Phonak Target, when installed in Noah, TargetMatch integrates Otometric's AURICAL freefit hardware and software. It provides a seamless step-by-step workflow guiding hearing care professionals through the process of probe tube placement, obtaining Real Ear and 2cc/test box measurements and automatic or manual target matching. This creates an easy and effective way of incorporating verification into the fitting process.

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## Benefit demonstrator

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

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## Receiver check

Receiver check reduces the risk of a mismatched receiver. It crosschecks the receiver attached against what is selected in the fitting software. This ensures there is no mismatch of the acoustic parameters for the best sound quality and saves time and troubleshooting during fitting.

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## Unique wireless workflow - for Audéo B-Direct

Audéo B-Direct, Phonak Target 5.2, and Noahlink Wireless team up to provide a completely wireless fitting solution that does not require a body-worn fitting device. Exclusive to Phonak<sup>16,17</sup>, this combination creates the foundation for a unique wireless workflow. Audéo B-Direct is easily identified by pressing the push button on the hearing instrument to visually highlight it in the list of available devices. Hearing instruments are assigned, and the fitting process continues providing hearing care professionals and their clients a seamless and hassle-free fitting experience.

For more information on Noahlink Wireless, please visit [www.himsa.com](http://www.himsa.com)

## Phonak Belong product portfolio

Performance level	RIC	BTE	Custom	CROS
Premium	Phonak Audéo B90	Phonak Bolero B90	Phonak Virto B90	
Advanced	Phonak Audéo B70	Phonak Bolero B70	Phonak Virto B70	Phonak CROS B*
Standard	Phonak Audéo B50	Phonak Bolero B50	Phonak Virto B50**	
Essential	Phonak Audéo B30*	Phonak Bolero B30*	Phonak Virto B30**	

\* Not available for Phonak Audéo B-R, Audéo B-Direct and Bolero B-PR

\*\* Not available for Phonak Virto B-Titanium

## Models and colors

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

All pictures in actual size

### RIC models



Audéo B-10



Audéo B-312



Audéo B-312T



Audéo B-13



Audéo B-Direct

### BTE models



Bolero B-M



Bolero B-P



Bolero B-SP

- High-tech composite material for added durability
- New positioning of microphone openings to reduce hair noise disturbance and to protect from dirt
- Bigger push button for easier usability, including an indicator light for Audéo B-R and Bolero B-PR

### Rechargeable models



Audéo B-R



Bolero B-PR



CROS B-312



CROS B-13



CROS B-312 Custom



CROS B-13 Custom

P1	P3	P4	P5	P6	P7	P8	T7	O1
Sand Beige	Sandalwood	Chestnut	Champagne	Silver Gray	Graphite Gray	Velvet Black	Alpine White	Beige

Virto B comes in a variety of models and colors to suit your clients' needs.

Models

Phonak Virto B-Titanium



Phonak Virto B-312 NW O



Phonak Virto Virto B-10



Phonak Virto B-13



Phonak Virto B-10 NW O



Phonak Virto B-10 O



Phonak Virto B-312



Color combinations

Faceplate colors

14	22	26	28	06
Tan	Cocoa	Pink	Brown	Black (IIC only)

Shell colors

14	22	26	28	19	21	36	37
Tan	Cocoa	Pink	Brown	White	Transparent	Red Transparent	Blue Transparent

Titanium colors

Shell	Faceplate
Titanium Gray	Black



# Phonak wireless accessories to boost performance

Phonak offers a range of wireless accessories to boost the performance of your clients' hearing aids when needed. To enable your clients to understand even more while watching TV, talking on the phone or listening to music, we have 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, or there are multiple speakers.

Phonak provides dedicated Roger wireless solutions for the modern workplace, 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.





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## Life is on

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

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