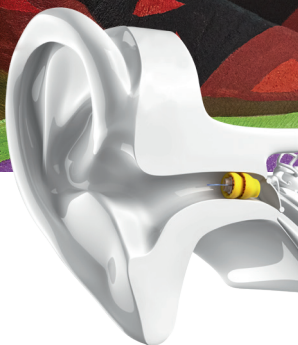


Phonak Lyric™



The art of invisibility

Phonak Lyric – The world's only 100% invisible
hearing aid

A Sonova brand

PHONAK
life is on

Phonak Lyric is the only hearing aid that gives people what they really want

- 100% invisibility
- Clear, natural sound
- Unrestricted living

Unlike any other hearing aid you've ever seen

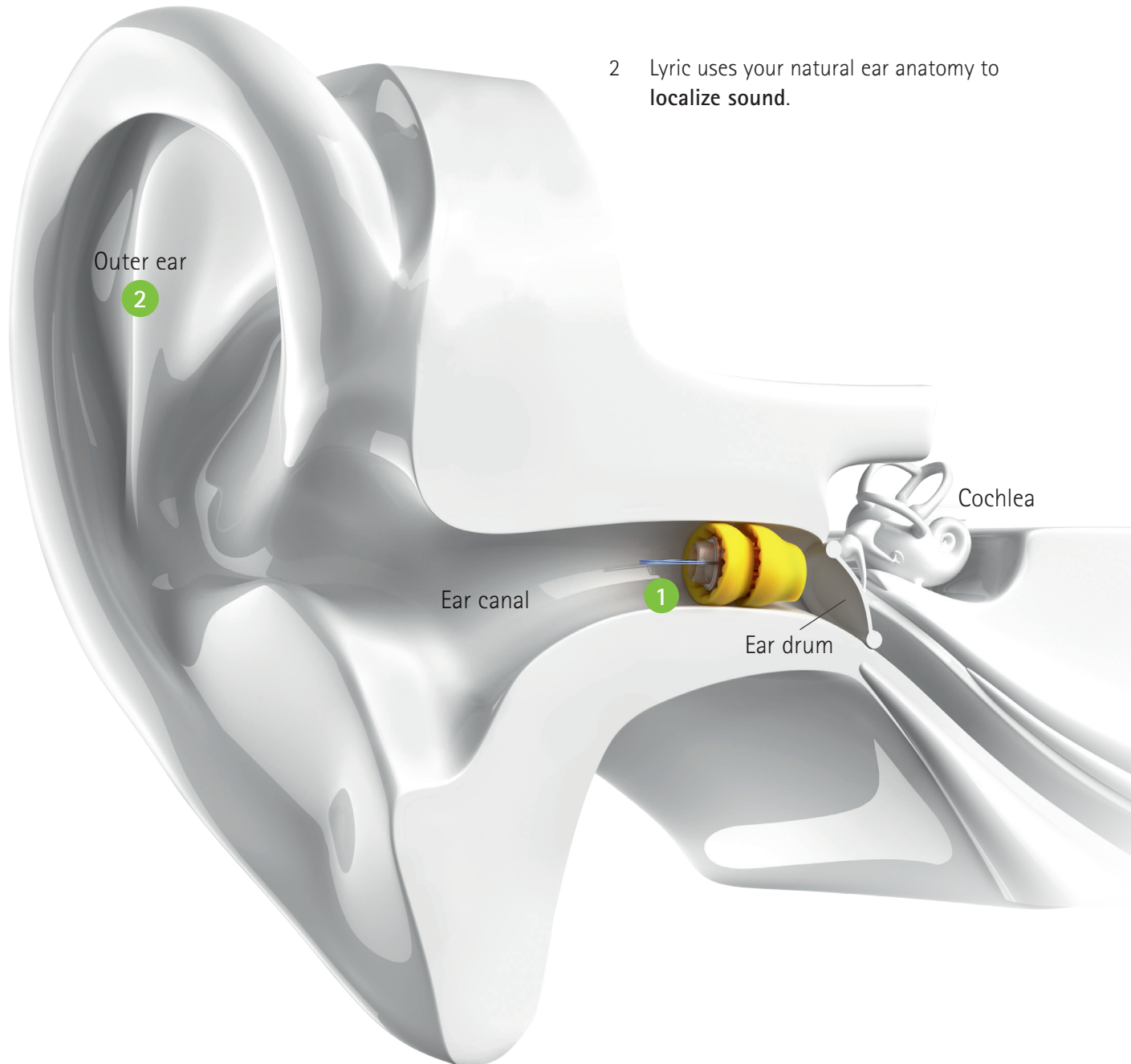
Lyric is unlike any other hearing aid available on the market. This tiny state-of-the-art hearing technology remains out of sight and out of mind so you can enjoy full natural sound quality.

Because it's 100% invisible, providing 24/7 hearing, Lyric never gets in the way. Experience all day quality hearing performance for months at a time¹ without inserting or removing it or ever having to change batteries. Lyric truly is in a class of its own.



How Lyric works

- 1 Unlike traditional hearing aids, Lyric is placed deep in the ear canal making it **100% invisible** and delivering a more **natural hearing experience**.
- 2 Lyric uses your natural ear anatomy to **localize sound**.

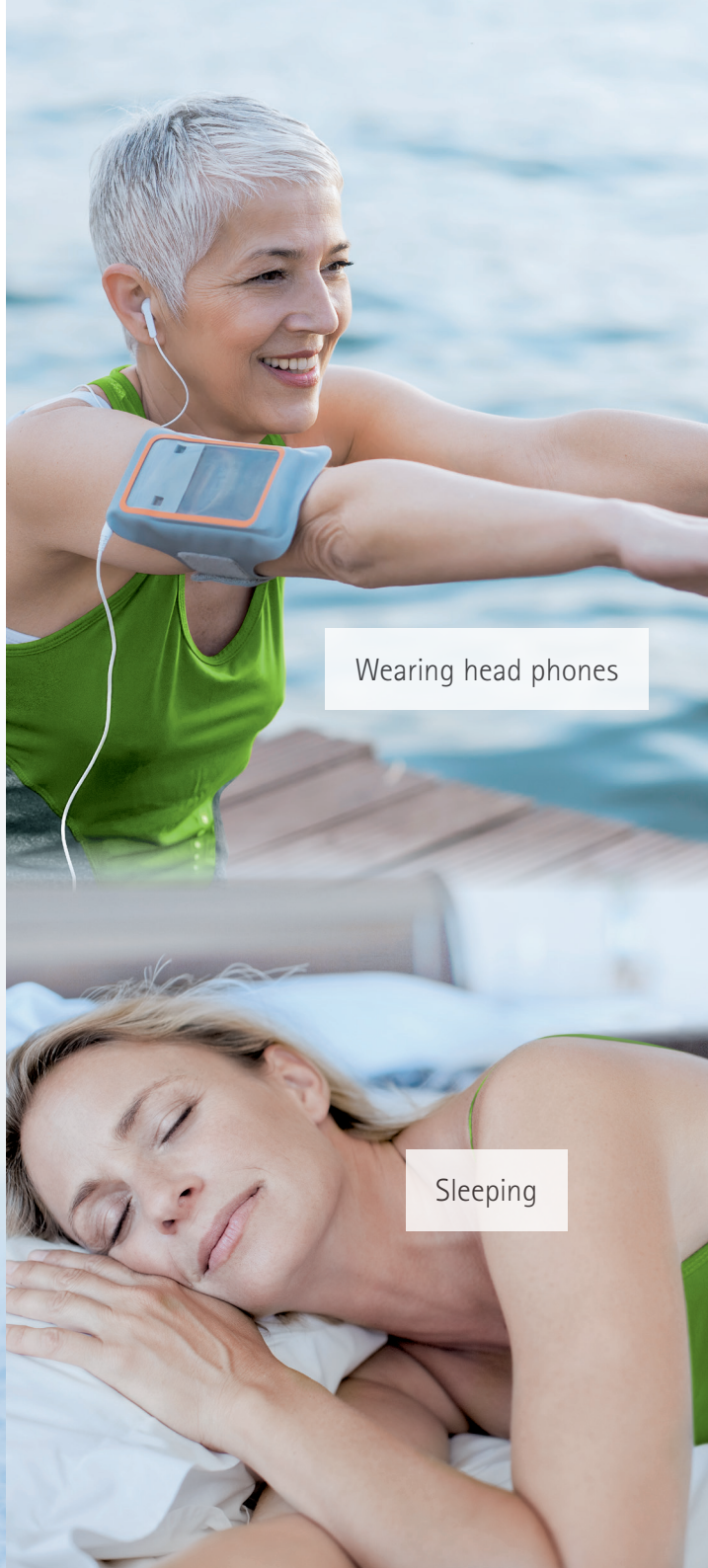


Unrestricted living with Lyric

Lyric is always with you, 24/7, keeping you in touch with the world around you. From business meetings to nights out on the town, Lyric is designed to fit so effortlessly into your lifestyle that you won't even realize you're wearing it.



Doing sports



Wearing head phones



Sleeping



Showering²



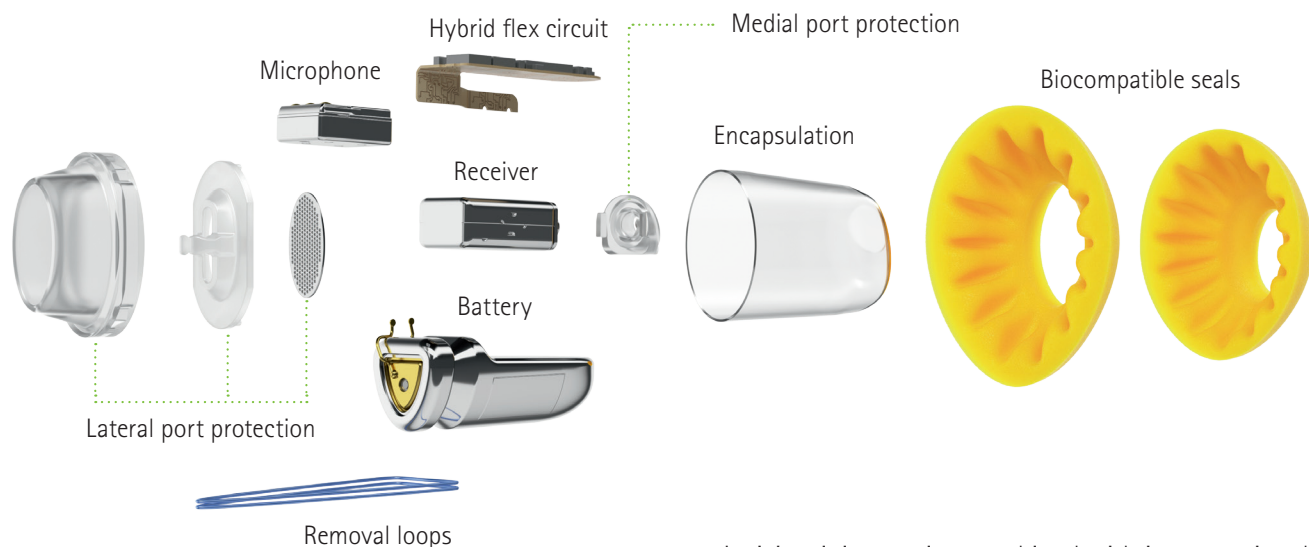
Being aware of where sound comes from

Hearing

24/7



Lyric is a masterpiece of micro-engineering



Lyric's miniature size, combined with its exceptional build quality, allows it to sit comfortably in the ear around the clock. Originating from Silicon Valley, **Lyric incorporates Swiss precision engineering** to create a work of technological art.



Phonak Lyric relieves tinnitus faster than standard hearing aids.³

24/7
benefits for
tinnitus

An estimated 10-15% of a population has tinnitus but most cases go untreated.⁴ This is due to a lack of information and the fact that most people are unaware of who will understand their complaints and assist them. While some cases are minor, some require more specific treatment to overcome possible long term effects.

Although there is no cure for tinnitus, you'll be relieved to know that there are various effective forms of counseling and treatments available. Once you decide to seek help the first step is to speak to a tinnitus specialist near you for more in-depth information. Tinnitus is something that can be present 24 hours a day and amplification is one option to relieve tinnitus symptoms.

The Lyric effect



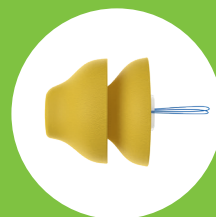
Reduces tinnitus annoyance **faster** than daily wear hearing aids³



Provides **greater** relief from tinnitus than daily wear hearing aids⁵



Improves sleep quality³



Benefits of Lyric:

- ▶ 24/7 amplification
- ▶ 100% invisible
- ▶ Clear, natural sound

With Lyric you
don't buy a
hearing aid,
you subscribe
to 24/7 clear,
natural sound

Four easy steps to enjoy better hearing and well being:

1. Personalized hearing test

Your hearing care professional will test your hearing and check if Lyric will work in your ear canal.

2. Defining the right hearing aids for you

Depending on your degree of hearing loss and the size of your ear canal, your hearing care professional will choose the right Lyric size for you and place it perfectly within your ear canal.

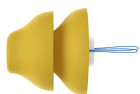
3. Trying Lyric risk-free⁶

You can try Lyric for a trial period without any risk. After the trial phase you can decide if you want to enjoy all the benefits of Lyric.

4. Wearing Lyric 24/7

When subscribing to Lyric you will regularly receive the latest technology with each new replacement device.

Happiness is hearing with Lyric



Real size

- 1 Individual replacement needs may vary. Duration of device battery life varies by patient and is subject to individual ear conditions.
- 2 Lyric is water resistant, not waterproof, and should not be completely submerged in water.
- 3 Power, D. (2018) Is Lyric an effective option for tinnitus? Investigating the benefits of a hearing aid that can be worn 24/7 (submitted for peer review publication).
- 4 Hoffman, H. and Reed, G. (2004) Epidemiology of tinnitus. In: Tinnitus: Theory and Management. Lewiston, NY: BC Decker Inc., 16–41.
- 5 J Henry et al (2016) Randomized control trial: Extended wear vs conventional vs combination devices for tinnitus. J Am Acad Audiol 00: 1–16.
- 6 Professional fees may apply. Annual subscription begins the first day of trial. Lyric is not appropriate for all patients.

See a Lyric provider to determine if Lyric is right for you.

Lyric, Distributed by Sonova USA Inc.

life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

www.phonak-us.com/lyric