

TV Connector: Superior Listening to Television Programs containing Speech¹



Challenges when watching TV with hearing loss:

TV consumption of adults aged 50+

- ▶ 48 hours per week²
- ▶ Research shows watching television to have a positive impact³

Difficulties in understanding speech, e.g. foreign accents or with background music

Finding the right volume level when watching with others

Solutions



+ Hearing Aid
+ TV Connector

Traditional streaming devices:
⊘ easy to use, stereo quality, requires intermediary device



+ Audéo B-Direct

Phonak TV Connector:
✓ easy to install and use⁴, stereo quality, no intermediary device

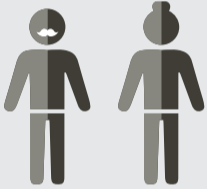


Headphones:
⊘ isolation from social conversations

Study by DELTA SenseLab (Denmark)
Sound quality of TV Connector with Audéo B-Direct vs. competitors

Participants

Experienced hearing aid users
15 participants
67-84 years
Trained expert listeners
Moderate hearing loss

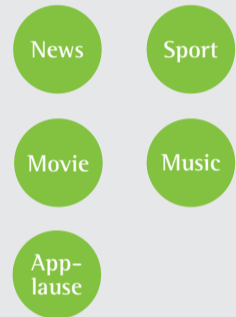


3 premium hearing aid brands



vs.
Competitor 1 & 2:
premium hearing aid + TV device

5 different TV broadcast samples



Study Setup

1

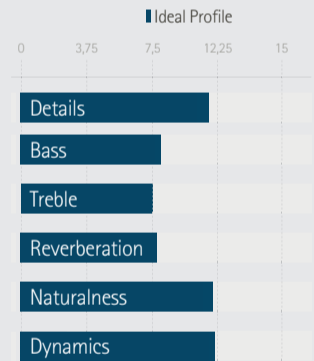
Double-blind randomization

2

Ideal profile based on 6 attributes

3 premium hearing aid brands + TV device

5 different TV broadcast samples

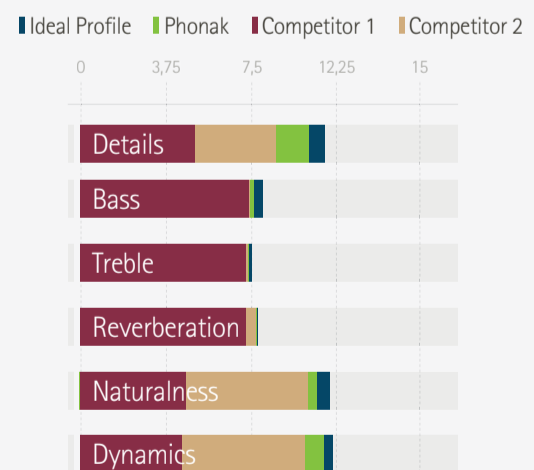
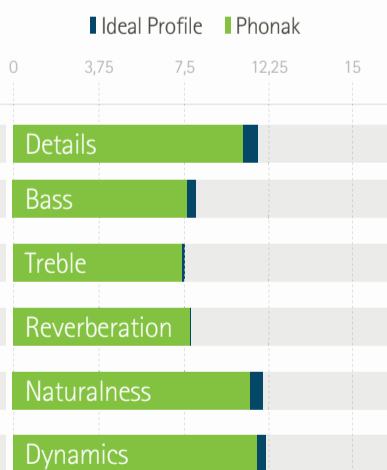


Results

Audéo B-Direct plus TV Connector:
close to ideal profile

Competitor 1: less details, dynamics, naturalness than ideal profile and Phonak

Competitor 2: Less details than ideal profile and Phonak



Preference Evaluation

Audéo B-Direct and TV Connector is preferred over the competitors for broadcast samples News and Sports with subjects affected by hearing loss.

¹Legarth, S. V., Latzel, M., & Appleton, J. (2017). Phonak TV Connector – superior listening to TV programs containing speech. Phonak Field Study News, retrieved from https://www.phonakpro.com/content/dam/phonakpro/gc_hq/en/resources/evidence/field_studies/documents/fns_tv_connector_superior_listening_to_tv_speech.pdf, accessed November 22nd, 2017.

²Nielsen, M. (2015). The Total Audience Report, retrieved from https://www.phonakpro.com/content/dam/phonakpro/gc_hq/en/resources/evidence/field_studies/documents/fns_tv_connector_superior_listening_to_tv_speech.pdf, accessed November 22nd, 2017.

³Oestlund, B., Jönsson, B., & Waller, P. (2010). Watching Television Later in Life: A deeper understanding of the meaning of TV viewing for design in geriatric contexts. Scandinavian Journal of Caring Sciences, 24(2), 233-243.

⁴Magenat, P., & Smith, C. (2017). Plug and play simplicity of the TV Connector. Phonak Field Study News, retrieved from https://www.phonakpro.com/content/dam/phonakpro/gc_hq/en/resources/evidence/field_studies/documents/fns_plug_and_play.pdf, accessed November 22nd, 2017.