

When dedicated power hearing technology
brings you closer, life is on



Phonak Naída™ B



The client with severe to profound hearing loss

Globally, more than 87 million people have severe to profound hearing loss¹ and face a unique and complex set of challenges.

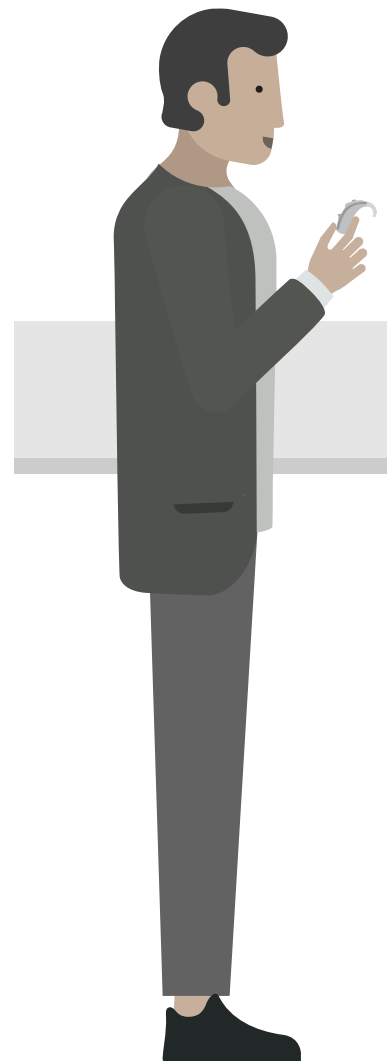
Their hearing loss is caused through various factors which can include outer and inner hair cell damage, thus resulting in loss of auditory resolution, high-frequency hearing and signal-to-noise ratio. Basic conversations and hearing high-frequency sounds are a daily issue. Due to this, they depend heavily on their hearing aids and require a solution that is capable of delivering not just more power, but also a refined approach to amplification.

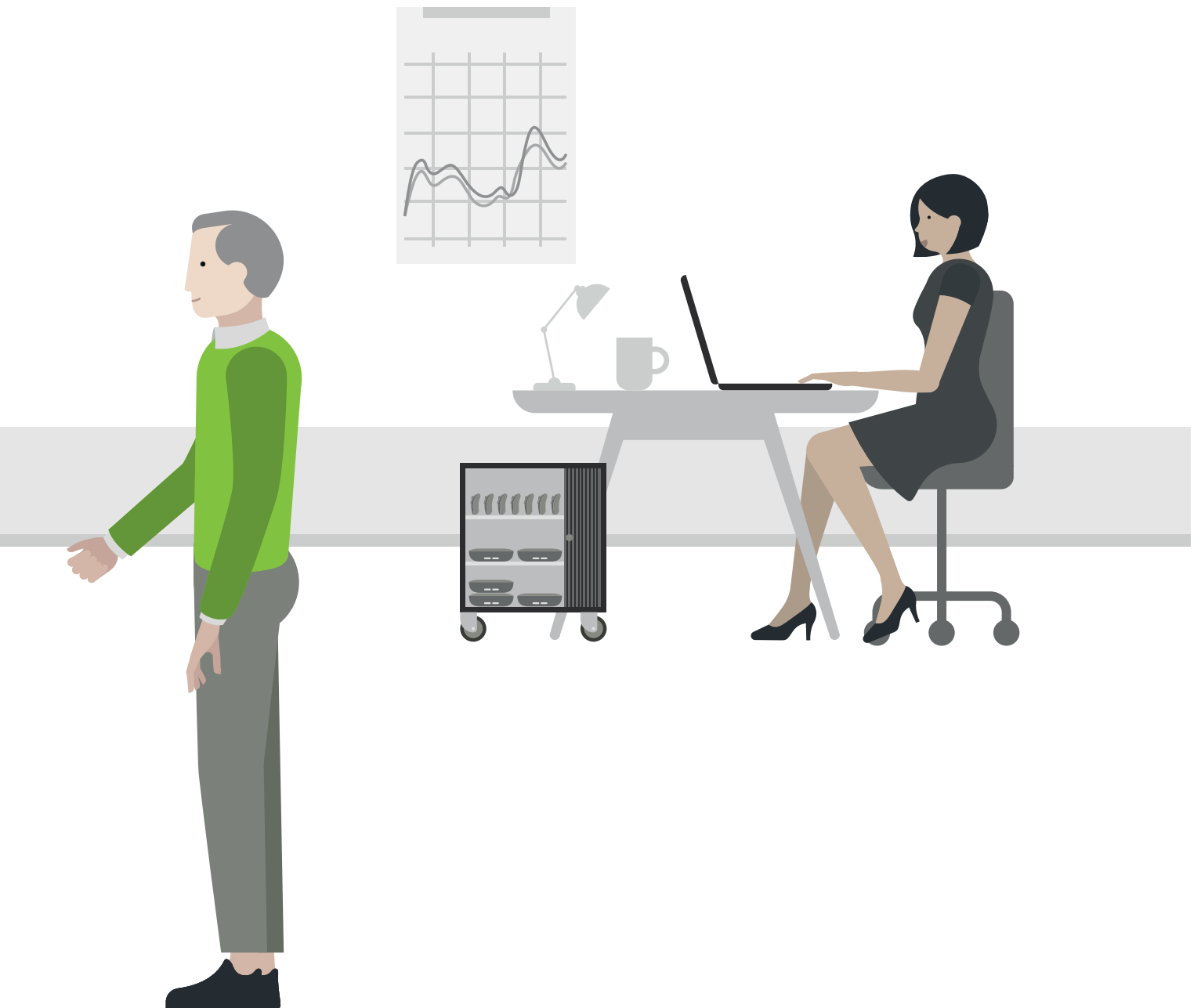
Decades of dedicated power hearing solutions

Since the launch of our first power hearing aid in 1978, we have continuously created hearing solutions, designed to bring people with a severe to profound hearing loss closer to the beauty of sound.

With more than 40 years of research, our approach is one that combines technological expertise, engineering excellence, applied insight and collaboration with leading hearing care professionals around the world. Over the years, our life-changing hearing solutions have garnered several accolades and include iconic hearing aids, such as the SuperFront and PicoForte. This is a testament to our decades of dedication to clients who rely on power hearing solutions that truly deliver.

Back in 2007 we introduced the first Naída power hearing aid. Since then, more than 2.5 million hearing aids have been fit worldwide and it has continuously evolved to become a revolutionary device.







Phonak Naída B

Introducing the 5th generation of the world's most trusted power hearing aid: Phonak Naída B

Powered by trusted Phonak Belong™ technology, the new Naída product portfolio embodies premium power hearing aids with dedicated key performance technologies that significantly benefit clients with severe to profound hearing loss.

Adaptive Phonak Digital Contrast

- More fitting flexibility for loss of auditory resolution

SoundRecover2

- More audibility of high-frequency sounds for loss of high-frequency hearing^{2, 3, 4}

Binaural VoiceStream Technology™

- Excellent speech understanding for loss of signal-to-noise ratio^{5, 6, 7}

Enhanced Roger™ and directional setting and Roger microphone portfolio

- Enhanced hearing performance in noise nearby and over distance for loss of signal-to-noise ratio⁷

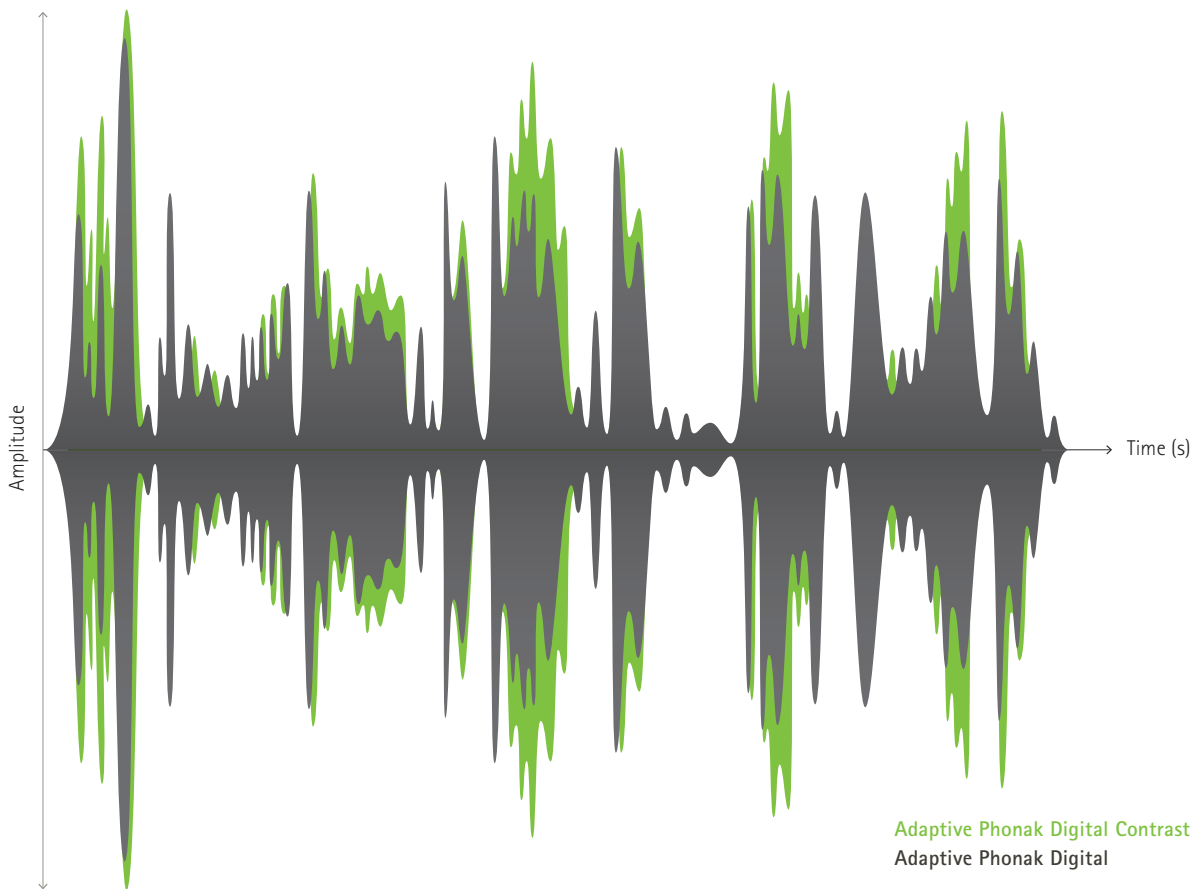
Phonak Naída B-R RIC

- Rechargeable solution dedicated to clients with severe to profound hearing loss for convenience and ease of use

More fitting flexibility

Clients with poor auditory resolution abilities have difficulties recognizing certain spectral and temporal details in speech. These are essential in order to identify and differentiate spoken words. Even with the right amount of amplification, basic speech understanding can remain challenging.



With the new proprietary fitting formula **Adaptive Phonak Digital Contrast**, we now introduce a slow compression option. Through longer attack and release times, the spectral contrasts as well as the speech signal modulations are better preserved. This increases the envelope cues for speech compared to Adaptive Phonak Digital, so it is now possible to get closer to the original speech signal and make lost details in speech more pronounced. Research shows that this leads to improved vowel recognition for some clients.^{8,9}



Depending on subjective needs, preferences and/or spontaneous acceptance of a client, there are individuals with challenges in auditory resolution who prefer and perform better with Adaptive Phonak Digital Contrast. For this reason, we now provide you the flexibility to meet clients' processing needs with this additional dedicated fitting option.

The table below provides you with a recommendation of when to select which Phonak fitting formula in Phonak Target:

Client's characteristics

Auditory resolution abilities	Speech discrimination poorer than expected for the audiogram configuration	Speech discrimination as expected for the audiogram configuration
Loudness recruitment	Adequate dynamic range (prescribed Maximum Power Output)	Reduced dynamic range and lowered Maximum Power Output
Coping with compression	Do not cope well with compression, e.g., when changing from analog to digital hearing aids	Cope well with compression, e.g., when changing from analog to digital hearing aids
Recommended Phonak fitting formula		
	Adaptive Phonak Digital Contrast	Adaptive Phonak Digital

f [Hz]

8000

4000

2000

1000

500

250

125



More audibility of high-frequency sounds

The loss of high-frequency hearing poses great difficulties to the listener. Important components of speech include soft consonants, like the fricatives, which often remain inaudible. These audibility gaps make daily communication extremely difficult and tiring.

Frequency lowering is needed when conventional amplification is not enough. Phonak has led the way in this field from its first generation of frequency compression in 2007. Based on a proprietary algorithm, SoundRecover has fundamentally changed the expectation of what people with a significant hearing loss can and cannot hear. This was a very important breakthrough in power amplification since the move from body-worn to behind-the-ear instruments.

SoundRecover2 now provides clients with severe to profound hearing loss a further enhanced listening experience versus the original SoundRecover feature. Sound quality of mid and low frequencies is maintained, while relevant high-frequency sounds are made audible.^{2,3,4} The adaptive behavior guarantees that this is only applied when the level of the input signal requires it.

Excellent speech understanding

The loss of signal-to-noise ratio determines whether clients can only hear or actually understand what is being said. In this case, a loss of just one decibel can result in a 20% reduction of speech understanding.¹⁰ Phonak has always made it a priority to create hearing aids that master even the toughest hearing situations and provide an exceptional first fit.

Phonak Naída B **default first fit** provides the industry's best Speech Intelligibility Index (SII) results for clients with severe to profound hearing loss.⁷ For these clients, every decibel counts!

When Phonak broadband wireless audio data exchange was launched, it was a massive breakthrough as it included the world's first binaural directionality features, such as ZoomControl, StereoZoom and DuoPhone. This was the foundation for **Binaural VoiceStream Technology** which now provides excellent signal-to-noise ratio in background noise and in challenging listening situations. It has the ability to stream the full audio bandwidth in real-time and bi-directionally across both hearing aids to improve speech understanding and reduce listening effort.^{5, 6, 7} 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.



Rechargeable technology, now for power users

Phonak Naída B-R RIC is the most feature-rich rechargeable hearing aid from Phonak, dedicated to clients with severe to profound hearing loss.

With 40% more capacity than conventional rechargeable batteries, our proven built-in lithium-ion technology is reliable and fully supports the superior performance of Naída B-R RIC. Capable of being fully charged in just 3 hours for 24 hours* of hearing, these hearing aids come with easy-to-use smart charging options so clients can charge their hearing aids wherever they go.

Free your clients from the hassles of disposable batteries, so they can stay in charge of their hearing.



Phonak Charger Case RIC

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

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



Phonak Power Pack

- Easily attached to the Phonak Charger Case
- Ideal for on-the-go use where no power source is available



Phonak Mini Charger RIC

- A compact charging option

Enhanced hearing performance in noise nearby and over distance

Phonak has always known that a hearing aid is beneficial when it is close to the signal source, but in noise and over distance there are limitations. This applies to even the most powerful hearing aids.

With the introduction of MicroLink™ in 1996, Phonak pioneered in the field of FM technology. This formed the foundation for many innovations in the field of wireless communication.

In 2013, a collaborative effort of Phonak specialists, working in the field of audiology, micro-electronics, software, acoustics, radio frequency, mechanical design and sound processing, successfully developed a new wireless digital benchmark known today as **Roger**.

Based on a proprietary wireless microchip and running on the 2.4 GHz band, it makes use of intelligent and adaptive algorithms that significantly improve the signal-to-noise ratio without distortion.

Phonak Naída B is the only hearing aid family, specifically developed for adults with severe to profound hearing loss, that allows for the use of directional microphones even when combined with Roger. The enhanced **Roger and directional** setting now activates the hearing aids' directional microphones at an even lower noise level.

In this way, clients benefit from enhanced hearing performance in noise nearby and over distance.⁷



Roger microphones



Roger Select™

Available Spring 2018

Roger Select is ideal for stationary situations where background noise is present. When placed on a table, it automatically selects the person who is talking, and seamlessly switches from one talker to another. The listener can also manually select whom to listen to. It can also transmit the sound of multimedia devices, e.g., TV and has Bluetooth® for phone calls.



Roger Table Mic II

Available Spring 2018

Roger Table Mic II is dedicated for working adults who participate in various meetings. It selects the person who is talking, and switches automatically. Multiple Roger table microphones can be connected to create a network, making it ideal for large meeting configurations.



Roger Pen™

Roger Pen is a handy microphone for various listening situations. Thanks to its portable design, it can be conveniently used over distance and in noise. It has wideband Bluetooth for phone calls.



Roger EasyPen

Roger EasyPen is an effective yet simple microphone with only two buttons. This is for clients who desire ultimate simplicity with full Roger performance.



Roger Clip-On Mic

Roger Clip-On Mic is a small microphone designed for one-on-one conversations. Featuring a directional microphone, the user can focus on a conversation with their partner.

Roger receivers



Roger design-integrated receivers

Designed to be attached onto select Phonak hearing aids. Also available for the Naida CI Sound Processor from Advanced Bionics and some other cochlear implants.



Roger X

This miniature universal Roger receiver is compatible with many behind-the-ear hearing aids, cochlear implant sound processors and many streamers.



Roger MyLink

Roger receiver with a neck loop works with any hearing aid or cochlear implant that features a telecoil.

Engineering excellence in a first-class design

Thanks to expert engineering and design excellence, Naída B can reliably deliver the power needed to manage a severe to profound hearing loss.

Incorporating state-of-the-art technology in a first-class design, it is made up of high-tech composite materials and has the industry's highest IP rating.¹¹ The robust housings provide clients the confidence to go about their daily lives, knowing that their hearing aids will function reliably and withstand even the toughest listening situations.

Models



Naída B-R RIC

Naída B-SP

Naída B-UP

Pictures in actual size

Colors

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

- 1 World Health Organization: source, Stevens, G., Flaxman, S., Brunskill, E., Mascarenhas, M., Mathers, C. D., & Finucane, M. (2013). Global and regional hearing impairment prevalence: an analysis of 42 studies in 29 countries. *The European Journal of Public Health*, 23(1), 146–152.
- 2 Rehmann, J., Jha, S., and Baumann, S. (2016). SoundRecover2 – the adaptive frequency compression algorithm. *Phonak Insight*, retrieved from www.phonakpro.com/evidence, accessed October 4, 2017.
- 3 Bohnert, A., Nyffeler, M., and Keilmann, A. (2010). Advantages of a non-linear frequency compression algorithm in noise. *Eur Arch Otorhinolaryngol*, 267(7), pp 1045–1053.
- 4 Fulton, B. (2016). SoundRecover2 More audibility of high-frequency sounds for adults with severe to profound hearing loss. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed Nov 30th, 2017.
- 5 Paluch, R., Latzel, M. and Meis, M. (2015). A new tool for subjective assessment of hearing aid performance: Analyses of Interpersonal Communication. *ISAAR proceedings*, Nyborg.
- 6 Phonak, (2011). Naída S and Zoom Technology- state of the art directionality for power users. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed October 4th, 2017.
- 7 Field Study News under development. Full details available in spring 2018 at www.phonakpro.com/evidence.
- 8 Bor, S., Souza, P., & Wright, R. (2008). Multichannel Compression: Effects of Reduced Spectral Contrast on Vowel Identification Stephanie. *J Speech Lang Hear Res*, 51(5), 1315–1327.
- 9 Souza, P., Wright, R., & Bor, S. (2013). Consequences of broad auditory filters for identification of multichannel-compressed vowels. *Journal of Speech, Language, and Hearing Research*, 55(2), 474–486.
- 10 Kollmeier B, Wesselkamp M (1997) 'Development and evaluation of a German sentence test for objective and subjective speech intelligibility assessment' *The Journal of the Acoustical Society of America*, 102:2412 – 21
- 11 IP68 indicates that the hearing aid is water resistant and dust tight. It survived continuous immersion in 1 meter of water for 60 minutes and 8 hours in a dust chamber as per the IEC60529 standard. No traces of dust were evident within the housing.

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.

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