

# What makes Phonak Naída™ B so great?

Naída is the world's most trusted power hearing aid



Since **2007**,  
Naída has continuously  
evolved to become a  
revolutionary device



More than **2.5 million**  
Naída devices have been  
fitted worldwide



Naída wearers  
shared **over 1,900**  
reasons why they love it



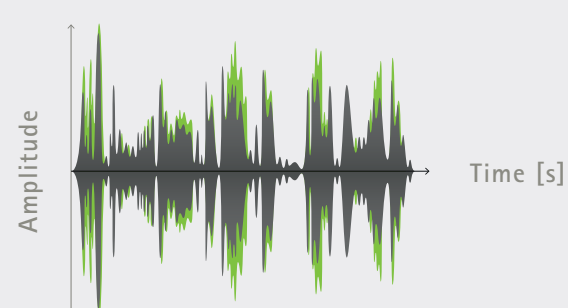
Phonak has dedicated more than **40 years** of research  
to bring people with severe to profound hearing loss  
**closer to the beauty of sound**



## Dedicated power hearing technology

### Adaptive Phonak Digital Contrast

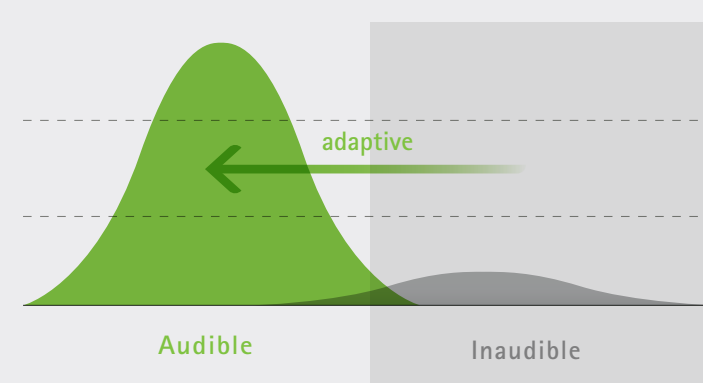
More fitting flexibility



Adaptive Phonak Digital Contrast  
Adaptive Phonak Digital

### SoundRecover2

More audibility of high-frequency sounds<sup>1</sup>



### Rechargeable

Phonak Naída B–R RIC provides 24 hours\*  
of hearing with one simple charge.



\* 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)

### Binaural VoiceStream Technology™

Excellent speech understanding<sup>2</sup>



### Roger™ technology

Enhanced hearing performance in noise  
nearby and over distance when combined  
with Roger microphone technology.



[phonakpro.com/naida-b](http://phonakpro.com/naida-b)

<sup>1</sup> Rehmann, J., Jha, S., and Baumann, S. (2016). SoundRecover2 – the adaptive frequency compression algorithm. Phonak Insight, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed October 4, 2017.

<sup>2</sup> 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](http://www.phonakpro.com/evidence), accessed October 4th, 2017.  
Winneke, A., Appel, J., De Vos, M., Wagener, K., Wallhoff, F., Latzel, M., & Derleth, P. (2016). Reduction of listening effort with binaural algorithms in hearing aids, an EEG study. Poster presented at the conference of the American Auditory Society, Scottsdale. Field Study News under development. Full details available in spring 2018 at [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)



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life is on

A Sonova brand