

**Cochlear™ Baha® 5 Sound Processor**  
Cochlear Baha 5 Systems

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**Cochlear™ Baha® 5 Systems**  
Introducing the Cochlear Baha 5 Systems

**2.4 GHz Wireless** **smart App Portfolio** **new Fitting Software**

**new Baha 5 Sound Processor**  
  
iPhone Android

**new Baha Softband** **new SP Magnet with Colour covers** **DermaLock Abutment** **stable B1300 Implant**

UPGRADE PATH TRANSITION PATH

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**Cochlear™ Baha® 5 Sound Processor**  
Customer needs

- A small and discreet sound processor
- An improved hearing experience with a sound processor that adapts to the environment
- A simplified user interface with improved handling and direct connectivity to smartphones

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**Cochlear™ Baha® 5 Sound Processor**  
Incredibly small, unbelievably smart

**SMALLEST** The industry's most discreet sound processor.

**SMARTEST** The world's first and only smart sound processor.



Bluetooth  
CAM-MKTP-484

Made for iPhone

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**Cochlear™ Baha® 5 Sound Processor**  
New fitting changed...

User-friendly ergonomics

Most streamlined design

Compatible with all Baha Systems

Power and connection on the inside



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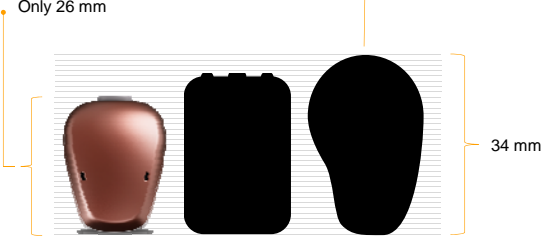
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**Cochlear™ Baha® 5 Sound Processor**  
The smallest in the industry

**23% SMALLER**

Only 26 mm

With a significantly smaller footprint



34 mm

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**Cochlear™ Baha® 5 Sound Processor**  
**Discretion with style**

New processor colour range blends-in seamlessly with most hair types

Copper      Blonde      Silver  
 Black      Brown

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**Cochlear™ Baha® 5 Sound Processor**  
**Preferred on design**

92% of patients preferred the look and feel of the Baha 5 Sound Processor when presented with three choices of sound processor.

Processor Choice	% of patients
Baha 5 Sound Processor	92%
Baha BP100 Sound Processor	4%
Competitor's offering	4%

\* Patients were presented with three equivalent choices; the Baha 5 Sound Processor, the Baha BP100 Sound Processor and a competitor's offering.

CAM-MKTP-484      1. Hedin, A, Andersson, J, Hoffman, J, Bjork, T, Flynn, MC. Summary of the Cochlear Baha 5 Clinical development test results. Cochlear Bone Anchored Solutions AB, Report No. 020208, 2015.

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**BCDrive™ transducer technology**  
**Clear and efficient power**

- New technology for a smaller and more efficient transducer
- Innovative design for clearer sound

BCDrive™ transducer  
**SMALLEST**

CAM-MKTP-484      1. Flynn, MC. Small and Smart – innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB, 02/01/2015.

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**BCDrive™ Technology**

CAM-MKTP-484 Research and development 

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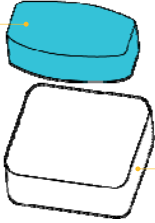
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**BCDrive™ transducer technology**  
45% smaller than previous generation



**BCDrive transducer**  
Twice as efficient compared to the previous generation, allowing us to **reduce the size by 45%** without losing power output.<sup>1</sup>



**Previous generation technology**

CAM-MKTP-484 1. Flynn, M.C. Smart and Small - Innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB. ©2011, 2013.

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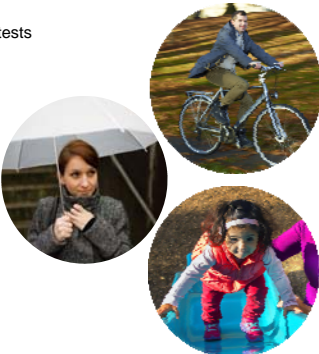
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**BCDrive™ transducer technology**  
Designed for reliable performance

Development and verification tests show reliable performance

- The transducer is more robust with respect to:
  - Environmental factors
  - Physical factors



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**BCDrive™ transducer technology**  
Half the size, same power output



**Bone conduction thresholds**

■ Bone conduction thresholds < 45 dB HL, averaged across 500, 1000, 2000, and 3000 Hz  
■ Air conduction thresholds may extend into this area

**Maximum output force level\***

— Baha 5 Sound Processor [CPI, at 90 dB]  
- - - Baha 4 Sound Processor [CPI, at 50 dB]

\*The BCDrive™ transducer has a 50% smaller footprint.

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**BCDrive™ transducer technology**  
Good loudness ratings



90% of patients rated the loudness of the Baha 5 Sound Processor as good, and 100% rated the loudness as acceptable or better.<sup>1</sup>

100% rated loudness as acceptable or better

n = 10

■ Poor ■ Acceptable ■ Good

1. Hedin A, Anderson J, Hoffman J, Bora T, Flynn MC. Summary of the Cochlear Baha 5 Clinical development test results. Cochlear Bone Anchored Solutions AB. Report No. E2020, 2015.

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**BCDrive™ transducer technology**  
Symmetric design for clearer sound



**Asymmetric transducer**  
(conventional design)

Magnet against spring

Output force

The BCDrive™ transducer reduces distortion as the spring and magnet forces in the transducer are symmetrical. This results in a clearer sound with less distortion compared to a traditional asymmetric transducer design<sup>1</sup>.

**Symmetric transducer**  
(BCDrive design)

Magnet against magnet and spring against spring

Output force

1. Flynn, MC. Smart and Small - innovative technologies behind the Cochlear Baha 5 Sound Processor. Cochlear Bone Anchored Solutions AB. E20701, 2015.

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Ardium™ Smart  
The first and only smart sound processor



- SmartSound® iQ
- Smart Connectivity
- Smart App

Ardium™ Smart platform  
SMARTEST



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SmartSound® iQ



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Ardium™ Smart  
The SmartSound® iQ philosophy

**SmartSound iQ is the name of Cochlear's signal processing philosophy for both Baha and Nucleus® products.**

**The overall goal is to automatically optimise the sound experience based on scene classification to deliver a more comfortable listening experience with improved hearing performance.**



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**SmartSound® IQ**  
Scene Classifier

The Scene Classifier in SmartSound IQ measures the input sound level and signal-to-noise ratio to define and categorise the patient's acoustic environment.

It selects the best signal processing strategy for the situation to control and adjust:

-  Active Gain
-  Active Balanced Directionality
-  Noise Manager

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**SmartSound® IQ**  
Active Gain

Controlled by Scene Classifier II

Using the information from Scene Classifier II, Active Gain automatically adjusts the amplification levels to match the patient needs across different listening situations.

CAM-MKTP-484 \* In Baha Fitting Software, you can also adjust the gain settings in each acoustic scene to match the patient's individual needs

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**SmartSound® IQ**  
Active Balanced Directionality

Controlled by Scene Classifier II

**Balanced Directionality** seamlessly blends the omni and directional settings.

**Adaptive Beamwidth** actively adapts the beamwidth to the listening situation.

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**SmartSound® IQ**  
**Noise Manager II**  
 Controlled by Scene Classifier II

Noise Manager II reduces noise while actively maintaining important speech information.

Using spectral subtraction, the noise signal is identified and reduced before amplification.

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**SmartSound® IQ**  
**Scene Classifier**

Active Balanced Directionality  
 Noise Manager  
 Active Gain

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**Cochlear™ Baha® 5 Sound Processor**  
**Better speech understanding**

In a blind listening test, 90% of patients rated speech understanding with the Baha 5 Sound Processor as good, and 100% rated speech understanding as acceptable or better.<sup>1</sup>

Importantly, we see continued improvement with each generation of sound processor.

<sup>1</sup> Heide A, Anderson J, Hoffman J, Bpik T, Flynn MC. Summary of the Cochlear Baha 5 Clinical development test results. Cochlear Baha Anchored Solutions AB. Report No. 00206\_0710.

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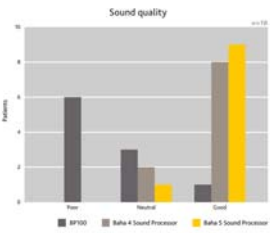
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**Cochlear™ Baha® 5 Sound Processor**  
Better sound quality



In a blind listening test, 90% of patients rated the sound quality of the Baha 5 Sound Processor as good, and 100% rated sound quality as acceptable or better.<sup>1</sup>

Importantly, we see continued improvement with each generation of sound processor.



Rating	BP100	Baha 4 Sound Processor	Baha 5 Sound Processor
Fair	10	0	0
Good	10	10	10
Great	0	80	90

CAM-MKTP-484 1. Healy A, Anderson J, Hoffman J, Bpka T, Flynn MC. Summary of the Cochlear Baha 5 Clinical development test results. Cochlear Bone Anchored Solutions AB. Report No. 00205, 2015.

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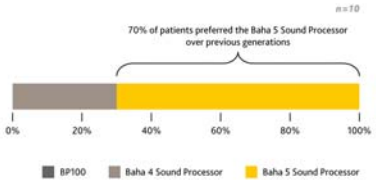
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**Cochlear™ Baha® 5 Sound Processor**  
70% prefer the overall hearing experience



In a blind listening test, 70% of patients preferred the overall hearing experience of the Baha 5 Sound Processor compared to the previous generation sound processors.<sup>1</sup>



70% of patients preferred the Baha 5 Sound Processor over previous generations (n = 70)

Processor	Percentage
Baha 4 Sound Processor	30%
Baha 5 Sound Processor	70%

CAM-MKTP-484 1. Healy A, Anderson J, Hoffman J, Bpka T, Flynn MC. Summary of the Cochlear Baha 5 Clinical development test results. Cochlear Bone Anchored Solutions AB. Report No. 00205, 2015.

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Smart connectivity



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**Smart Connectivity**  
Technology has come a long way



**WIRED**      DONGLE      2.4 GHz      SMART

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**Smart Connectivity**  
Less advanced dongle systems



Less advanced dongle systems stream sound to and from bulky neck-worn hardware.

WIRED      **DONGLE**      2.4 GHz      SMART

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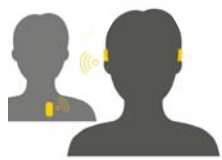

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**Smart Connectivity**  
True wireless technology



Cochlear 2.4 GHz wireless technology streams stereo sound directly from a wireless accessory to the sound processor.

WIRED      DONGLE      **2.4 GHz**      SMART

DIRECT-TO-DEVICE

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**Smart Connectivity**  
True wireless technology



The first bone conduction platform to utilise Bluetooth® Smart and Made for iPhone technology that lets users stream audio and control their sound processor directly from an iPhone.

WIRELESS DONGLE 2.4 GHz SMART DIRECT-TO-DEVICE

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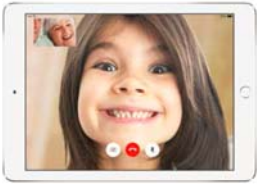
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**Smart Connectivity**  
Connect to the people they love



The Baha 5 Sound Processor makes it easy for patients to enjoy their music, games, movies, apps – even a FaceTime call to family on the other side of the world.

With clear audio streamed directly to their iPhone, iPad or iPod touch.



- ✓ Stream music and audio
- ✓ Stream phone and video calls
- ✓ Use Live Listen (iPhone as remote mic)

Made for iPad iPhone iPod

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**Smart Connectivity**  
Only Cochlear offers true wireless freedom



Cochlear 2.4 GHz

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**Cochlear™ Baha® 5 Smart App**  
A seamless hearing experience





**CONTROL** the sound processor directly from an iPhone.

**PERSONALISE** the hearing experience to suit user needs.

**ASSISTANCE** where and when it is needed most.

\* The Cochlear Baha 5 Smart App is compatible with iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, iPad Air 2, iPad Air, iPad (4th generation), iPad mini 3, iPad mini 2, iPad mini and iPod touch (5th generation) using iOS 8.1 or later.

Available on the 

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**Cochlear™ Baha® 5 Smart App**  
Easily control the sound processor



Control volume, program settings and wireless accessories directly from an iPhone.

- Adjust the volume
- Quick mute/unmute
- Change programs
- Activate and control streaming devices



Available on the 

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**Cochlear™ Baha® 5 Smart App**  
Personalise the hearing experience

Additional features help patients personalise their hearing experience.

- Adjust treble and bass
- Tag locations to programs
- Create custom programs (Program+)



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Available on the App Store

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**Cochlear™ Baha® 5 Smart App**  
Assistance where and when they need it

Get updates, help and assistance to optimise the hearing experience.

- Battery and connection status
- Locate a lost device
- Troubleshoot issues
- Get 'daily tips'
- See device information and usage statistics



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Available on the App Store

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**Baha 5 Smart App**  
Make daily life easier for caregivers

- Battery status at a glance
- Easy to change program or volume without interrupting child
- Locate a lost sound processor
- "Daily check" ensures the child and processor are prepared for the school day ahead.
- Insight on sound processor use directly in the app



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**Cochlear™ Baha® App portfolio**  
Industry's most complete app portfolio



**The first in bone conduction**

- Baha 5 Smart App *NEW***  
Advanced remote control of sound processor, personalisation and more.  
Only on the App Store
- Baha Control App**  
(requires Cochlear Wireless Phone Clip)  
Basic remote control of sound processor and accessories.  
On Android Market and the App Store
- Baha Support App**  
Support information and basic troubleshooting.  
On Android Market and the App Store



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**Cochlear™ Baha® App portfolio**  
**Baha Control App**

Turns your smartphone into a cutting-edge remote control.

Patients can quickly and easily choose program and adjust the volume of both the sound processor and wireless accessories.

For patients with a Baha 4 or 5 sound processor.  
Requires a Cochlear Wireless Phone Clip.  
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Get it on  Available on the 

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**Cochlear™ Baha® App portfolio**  
**Baha Support App**

Support and troubleshooting at your fingertips; wherever you are and whenever you need it.

Features a range of useful topics to help patients make the most of their device.

For patients with a BP100, BP110 Power, Baha 4 or Baha 5 sound processor.  
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Get it on  Available on the 

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**Cochlear™ Baha® 5 Sound Processor**  
The Baha 5 Sound Processor provides:



- The smallest and most discreet sound processor on the market in new and improved hair matching colours.
- Clear sound and excellent hearing experience with SmartSound IQ and BCDrive technology.
- Bluetooth Smart and Made for iPhone technology for direct streaming of music and phone calls to iPhone, iPad and iPod touch.



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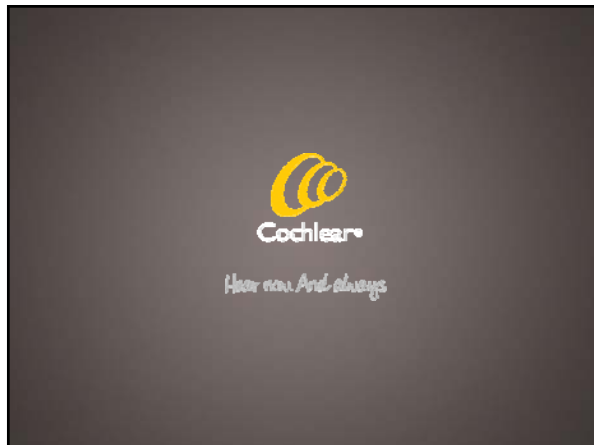
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**Cochlear**  
*Hear now. And always.*

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