

  
**conversa**™  
with ClearCall

Say Hello to Better Listening



unitron  
hearing 

## PRACTICAL SOLUTIONS TO EVERYDAY PROBLEMS

For 40 years, Unitron Hearing has been committed to making life better for people with hearing loss. This means a commitment to developing high-quality hearing solutions that incorporate special features to solve the everyday problems and concerns your clients have with hearing loss and hearing aids. This commitment benefits hearing healthcare professionals, too, with practical fitting options, support when you need it and the ability to offer solutions that address what matters most to your clients.

### **A Practical Guide to a Practical Hearing Aid**

This brochure is a companion piece to the Conversa client brochure. Where the client brochure allows you to provide your clients with plain-language explanations of Conversa's four key benefits, this brochure provides you with more in-depth information about the technologies that yield these benefits. In addition, this brochure includes an audiologist-focused section on practical fitting solutions.

## OFFER A BETTER LISTENING EXPERIENCE

Digital sound processing technology offers many advantages – yet despite the advances, current research shows that many hearing aid wearers continue to experience challenges with their listening experience.

Finally there's a hearing aid that addresses these challenges: Conversa™ with ClearCall solves the four greatest concerns of hearing aid users by taking a new, breakthrough approach to listening on the telephone, feedback management, and speech intelligibility in noise. Conversa also solves the concerns of hearing healthcare professionals seeking more practical fitting solutions, ensuring fast fittings and increased first-fit acceptance.

### Fit your clients with Conversa and offer them these advantages:

- ▶ **Experience Pure Listening with Realtime Feedback Canceller**  
Conversa's realtime feedback canceller dramatically reduces multiple feedback peaks within milliseconds without affecting speech clarity or sound quality.
- ▶ **Enjoy the Telephone Again with ClearCall Technology**  
Conversa's breakthrough ClearCall technology allows your clients to use the telephone without switching programs or experiencing debilitating feedback.
- ▶ **Sound More Like Yourself with Feedback-free, Optimized-vented Fittings**  
Thanks to optimized venting and the realtime feedback canceller, Conversa reduces occlusion without the associated risk of feedback.
- ▶ **Hear What People Have to Say with ClearPath™ Technology**  
Conversa's ClearPath™ technology combines noise reduction, a directional system and ClearPath processing strategy to find the voices your clients want to hear while diminishing the background noise they don't.

**Introduce Conversa and say hello to more satisfied clients.**

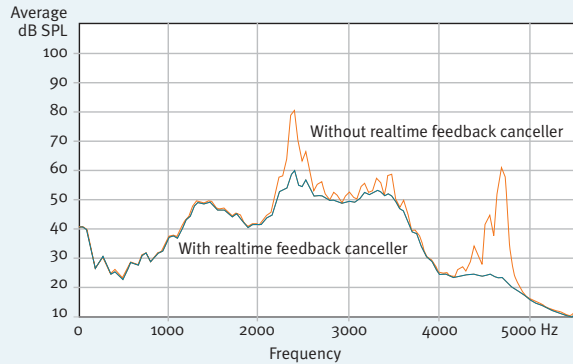
## INSTANT FEEDBACK CANCELLING WITHOUT SACRIFICING PERFORMANCE

**Realtime feedback canceller rapidly and dramatically reduces feedback even during phone use.**

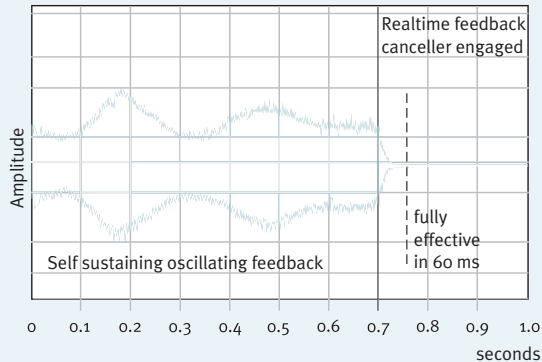
### Realtime Feedback Canceller

Conversa's highly advanced realtime feedback canceller dramatically reduces the feedback hearing aid users typically experience in a wide variety of everyday situations – from using the telephone or putting on a hat to hugging a loved one.

Unlike phase cancelling feedback technologies that can take several seconds to respond, Conversa's realtime feedback canceller reacts within 60 milliseconds, simultaneously attacking multiple feedback peaks at different frequencies – without diminishing the quality or the clarity of the speech signal. Your clients will also appreciate the fact that the realtime feedback canceller doesn't cause increased battery drain.



*Realtime feedback canceller constantly detects feedback in narrow bands independently to provide precise feedback detection and adaptive feedback cancellation.*



*Realtime feedback canceller reacts within 60 milliseconds.*

## Advantages of the Realtime Feedback Canceller:

- ▶ Simultaneously reduces multiple feedback peaks at different frequencies – a typical problem with phone use
- ▶ Attacks feedback within milliseconds
- ▶ Does not cause increased battery drain
- ▶ Allows optimized-vented fittings to prevent occlusion without reducing gain or causing feedback
- ▶ Prevents feedback during telephone and cell phone use
- ▶ Causes no reduction in gain for conversational speech levels and maintains excellent sound quality



## CLEARCALL: A BREAKTHROUGH ANSWER TO THE TELEPHONE

Conversa is the answer to the telephone that you and your clients have been waiting for. It's the first hearing aid to feature ClearCall technology – a breakthrough response to the many challenges hearing aid wearers face when they use the telephone. ClearCall eliminates the need for a telecoil for telephone use, instantly activating when your clients make or receive a call.

- ▶ Realtime feedback canceller attacks feedback within milliseconds of telephone use
- ▶ Eliminates need for a telecoil or separate program for telephone use
- ▶ Is effective for both telephones and cell phones
- ▶ Available as a standard feature on even the smaller shell styles

## THE BENEFITS OF REALTIME FEEDBACK CANCELLER:

### Hearing Healthcare Professional Benefits

- ▶ Reduce fine-tuning and fit-related remakes due to feedback and occlusion problems
- ▶ Reduce counselling required to educate client about complicated phone use instructions
- ▶ Fit feedback-prone losses (such as steep high-frequency losses or severe losses) more effectively by maintaining adequate gain without feedback

### Client Benefits

- ▶ Experience pure listening
- ▶ Enjoy the telephone again
- ▶ Sound more like yourself

**Conversa continuously monitors listening environments to diminish feedback in real-time.**

## SPEECH IN NOISE HAS NEVER BEEN MORE CLEAR

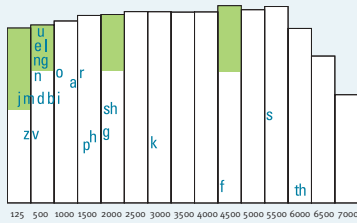
### ClearPath™ technology takes a superior approach to improving speech understanding in noise.

#### ClearPath™ Technology

Research shows that the number-one complaint of hearing aid wearers is difficulty hearing in background noise. Conversa responds to this concern with ClearPath technology – three sophisticated technologies that work together to optimize speech intelligibility and listening comfort in any environment:

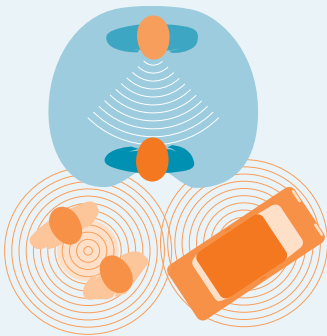
- 1** ClearPath's highly intelligent noise reduction system identifies sounds with fewer modulations as background noise and automatically reduces the gain for these unwanted sounds without affecting the gain for desirable sounds such as speech and music.
- 2** ClearPath's vector directional system connects your clients to the sounds directly in front of them and suppresses sounds from other directions.
- 3** ClearPath's processing strategy optimizes performance for all signal input levels from very soft to very loud, intuitively drawing on the most appropriate processing strategy at the precise moment it's needed: low-level expansion, linear function, wide dynamic range compression (WDRC) and compression limiting.



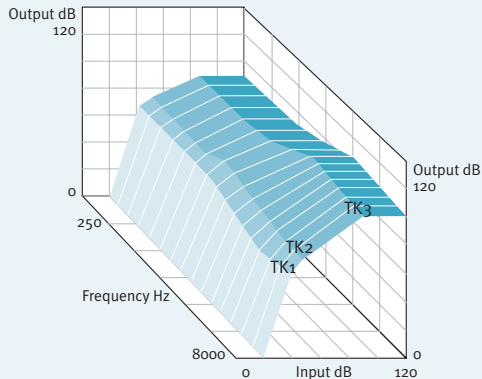


■ With Noise Reduction

### 1 Intelligent noise reduction



### 2 Vector directional system



### 3 ClearPath processing strategy

## Conversa with ClearPath technology provides better listening in noise with these capabilities:

- ▶ Extremely intelligent sound source identification
- ▶ Amount of noise reduction specially weighted in speech frequencies to optimize the signal
- ▶ Fast time constants provide rapid reaction to incoming signals
- ▶ Independent and active in all 16 frequency channels
- ▶ Three separate, optimized kneepoint settings provide clients with comfortable, natural sound in a variety of environments
- ▶ Restores normal loudness growth for the widest range of hearing losses



## SUPERIOR SOUND CATEGORIZATION OPTIMIZED FOR SPEECH

The key to effective noise reduction is effective sound categorization. Conversa with ClearPath technology takes a far more refined approach to sound categorization, preserving important speech cues by continuously analyzing three signal characteristics – frequency, amplitude and duration – in order to categorize them into one of four groups and adapt the gain appropriately:

- ▶ Stationary noise (such as an air conditioner)
- ▶ Pseudo-stationary noise (such as traffic)
- ▶ Transient noise (such as a door slamming)
- ▶ Desirable noise (such as speech or music)

## THE BENEFITS OF CLEARPATH TECHNOLOGY:

### Hearing Healthcare Professional Benefits

- ▶ Eliminate complex noise reduction programming thanks to highly intuitive noise reduction capabilities
- ▶ Offer clients an effective solution to the number-one client complaint of listening in noise
- ▶ Offer a directional system in smaller shell styles
- ▶ Restore normal loudness perceptions for wide range of losses

### Client Benefits

- ▶ Hear what people have to say
- ▶ Enjoy more natural and comfortable sound in all environments

**Conversa automatically diminishes unwanted background noises and focuses in on the voices and sounds your clients want to hear.**

## PRACTICAL FITTING SOLUTIONS

While Conversa is a highly advanced, feature-rich hearing aid, Unifit™ for Conversa fitting software allows for a remarkably straightforward, customized fit that's proven to increase first-fit acceptance.

### Advantages of Unifit™ for Conversa

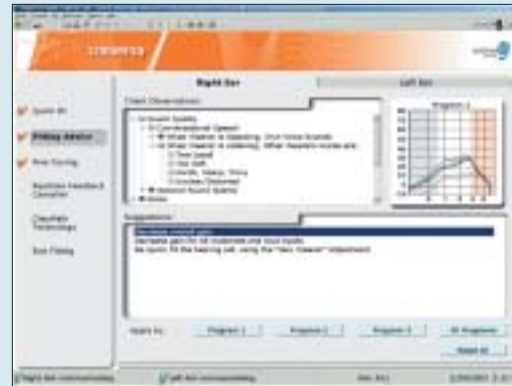
- ▶ Easy navigation of Conversa's features makes it obvious where you need to go within the software to resolve problems and concerns
- ▶ Modernized interface reduces screen clutter to reinforce easy navigation
- ▶ Highly intuitive, question-driven fitting advice supports the counselling process to address the most common concerns and ensure a successful fit
- ▶ Binaural fitting saves time and permits you to simultaneously compare settings for both ears
- ▶ Client environment-driven fittings optimize Conversa settings based on how and where the hearing aids will be used
- ▶ New feedback management and noise reduction screens offer more information to reduce the need for complex programming

### Unifit Software Increases First-fit Acceptance

With Unifit for Conversa, you're just two quick and simple steps away from a customized fit that is proven to increase first-fit acceptance.

**Quick** – Use Quick Fit for a successful first-fit during the initial visit

**Simple** – Use question-driven Fitting Advice to quickly resolve issues during follow-up visits



## THE BENEFITS OF UNIFIT:

### Hearing Healthcare Professional Benefits

- ▶ Offer faster, more successful customized fittings with very little fine-tuning
- ▶ Reduce follow-up visits
- ▶ Spend client time on important counselling rather than fitting
- ▶ Take advantage of software tools that support the counselling process
- ▶ Leave clients with a positive perception of the fitting experience

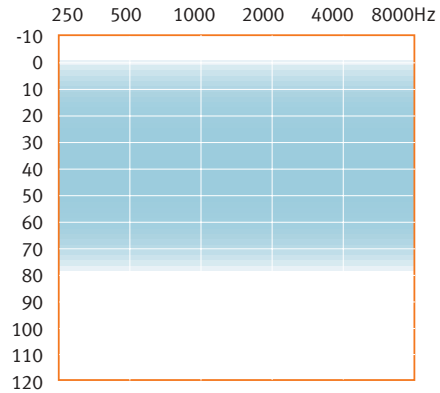
### Client Benefits

- ▶ Obtain a fast, successful fit that's customized to your hearing loss and lifestyle
- ▶ Enjoy a more positive fitting experience

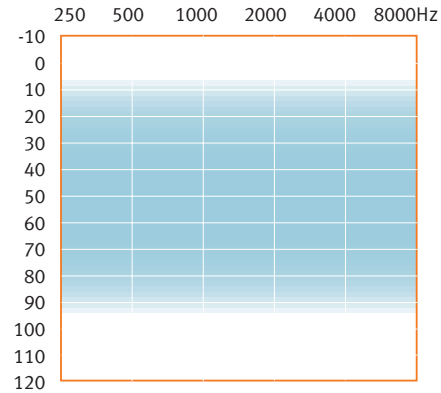
**A quick and simple fit proven to increase first-fit acceptance.**

# CONVERSA AT-A-GLANCE

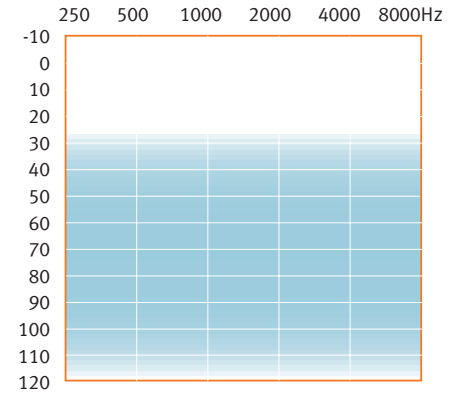
## Custom Fitting Guide



## BTE Fitting Guide



## BTE Power Fitting Guide



Shell Style	dB SPL 2cc		dB SPL Ear Simulator	
	Peak Output Gain		Peak Output Gain	
Full-Shell *	118	50	126	59
Canal /Half-Shell*	115	45	123	56
Mini-Canal	112	45	121	56
CIC	112	40	121	48

Shell Style	dB SPL 2cc		dB SPL Ear Simulator	
	Peak Output Gain		Peak Output Gain	
BTE	135	60	143	68

Shell Style	dB SPL 2cc		dB SPL Ear Simulator	
	Peak Output Gain		Peak Output Gain	
Power BTE	135	70	143	79

\* MPO and gain not affected by directional option



**Performance Profile**

Range of loss  
Channels  
Processing

Mild to severe/profound  
16  
ClearPath processing strategy

**Features**

Listening programs 3  
 Ability to disable listening programs Yes  
 Quiet mode expansion (may be turned off) Yes  
 Vector directional microphone system Standard on BTE / Optional on full-shell through canal  
 Realtime feedback canceller Active  
 ClearPath technology Intelligent noise reduction, vector directional system and ClearPath processing strategy  
 Program beep indicator Yes  
 Start-up mute Yes  
 Optional telecoil Yes – when required for public assistive listening devices  
 Standard manual volume control (may be disabled) Yes  
 MLx compatible Yes  
 Low battery warning Yes

## About Unitron Hearing

Unitron Hearing is committed to bettering the lives of people with hearing loss by addressing the everyday problems of hearing loss using advanced digital technology. Our history of service and expertise, combined with our active research and development program and state-of-the-art facilities, places the Company among the global leaders in the hearing healthcare industry. Unitron Hearing's comprehensive digital hearing instrument line-up is just one important indication of our growing role as a choice provider of high-quality, practical solutions for people in all walks.

Unitron Hearing is headquartered in Kitchener, Ontario, Canada, with operations in Canada, the United States and Germany and a global network of distributors. The Company employs 650 people and serves customers in more than 50 countries around the world.



[www.unitronhearing.com](http://www.unitronhearing.com)