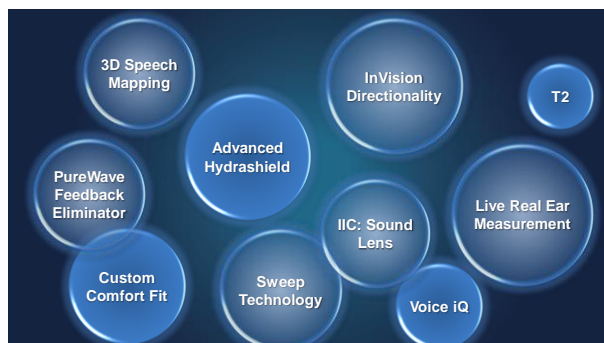




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800-753-2160, ext. 3.



wi  
series™



## WIRELESS ?

**What Professionals want**

<b>Eliminate</b> all cables and body-worn device	<b>Easy</b> set-up accessories	<b>Proven</b> benefits
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**What Patients want**

<b>No</b> extra hardware	<b>No</b> delayed audio	<b>Easy</b> set-up
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**Industry Trends**

<b>Low</b> adoption rate 1 in 200 patients reports using FM systems (Kochkin, 2005)	<b>Cost</b>
<b>Lack</b> of understanding Both professionals and patients	<b>Cosmetics</b>
	<b>Extra</b> time commitment needed

Starkey

THE WAY

100% WIRELESS  
WAS MEANT  
TO BE



### Clear Advantage of IRIS

- **No body-worn** relay device
- **Eliminates** need for pairing
- Multiple wearers **connect to the same media source**
- **Utilizes Binaural Spatial Mapping** designed to apply the appropriate SNR at each ear
- Robust signal with state-of-the art **Adaptive Frequency Agility**

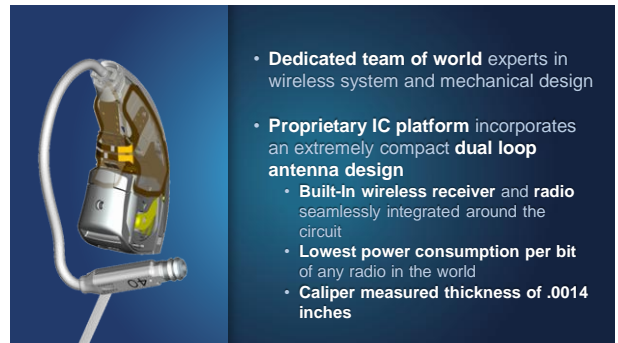


## Innovation

Solving problems in a new way



## ANTENNA Design



Proprietary  
**Ultra-high**  
Radio Frequency

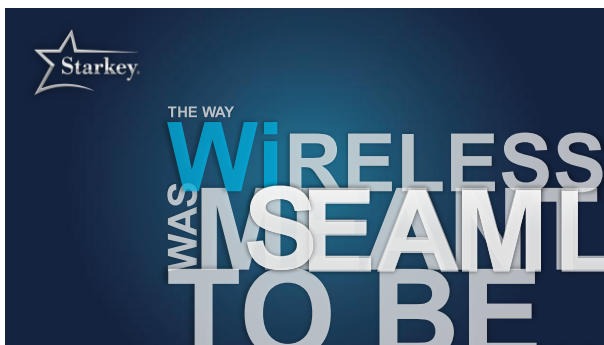
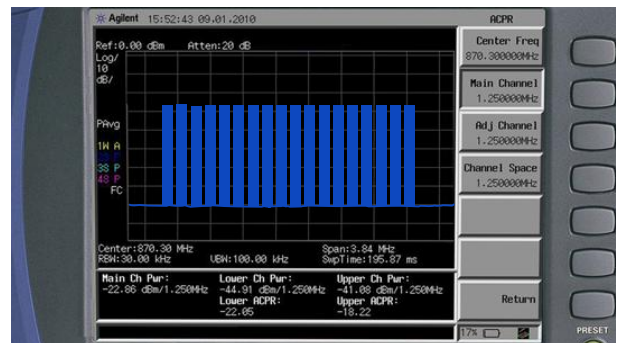
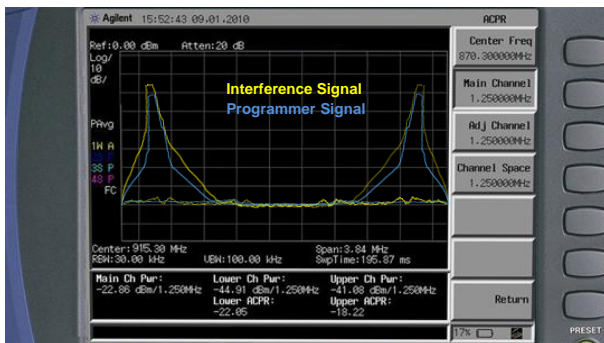
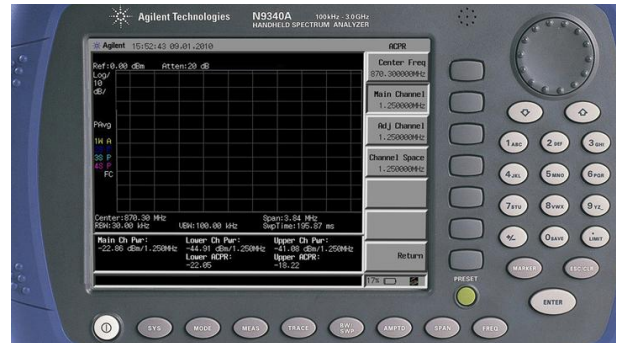
**900** MHz

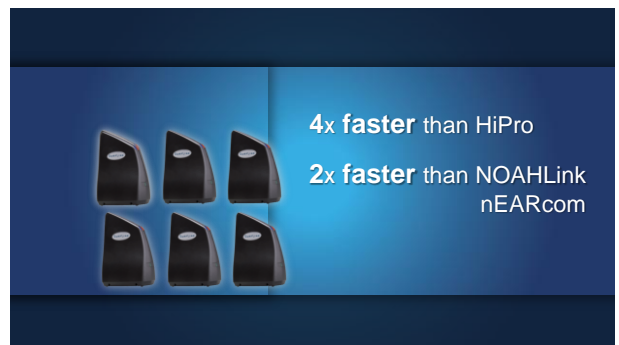
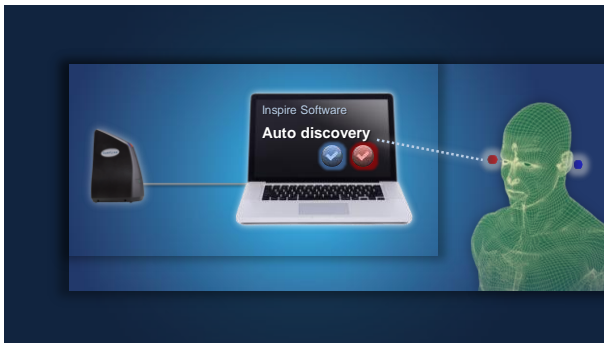
- **Ensures** quality
- **No** audio delay
- **Lowest** power consumption
- **Compatible** with miniaturization and electrical constraints of hearing aids

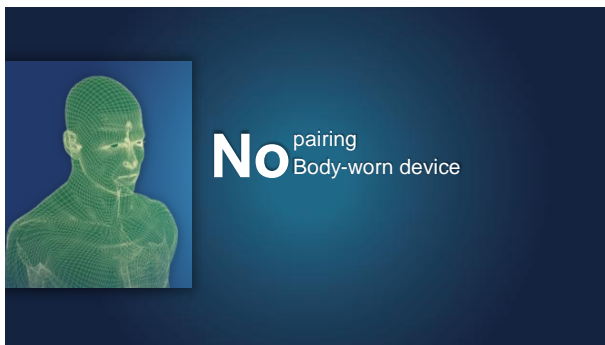
## Adaptive Frequency Agility

- **Avoid** interference, **Maintain** high signal
- Link Quality Assessment (LQA) **“Look Ahead”**
- Best practice **Listen Before Talk** approach

**Interference Free**  
Stereo Sound









Is it a coincidence  
that we have  
**two ears and one mouth?**

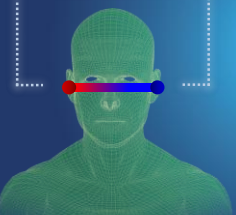
Do you think we were made to  
**listen twice as much as we talk?**

Bruce Van Fleet, 2010

## The Power of Perspective

### Ear-to-Ear Communication infused with Binaural Spatial Mapping

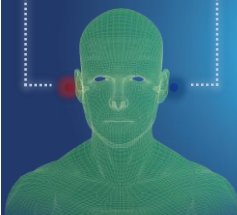
Query  
Analyze  
Map



Binaural Spatial Mapping queries, analyzes, and maps the acoustic space surrounding the patient and applies an optimized signal processing strategy

### Binaural Spatial Mapping

**wi**  
series



- Analyzing the inputs from two Wi Series devices
- Compares and contrasts each device to evaluate its acoustic make up
- Inputs are shared and signal processing strategies for each ear are based on the combined information
- Designed to optimize the SNR at each ear for improved communication
- May allow patient to be **more focused and alert while listening**

## AudioScapes

Enhances comfort


(Wind, Machine Noise)

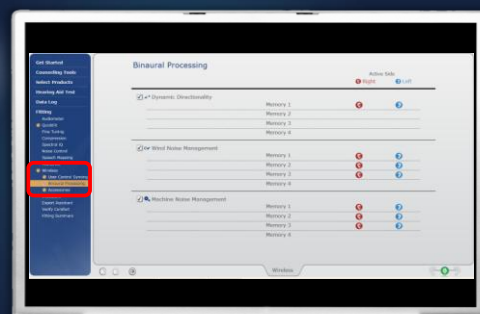
**wi**  
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## InVision Directionality

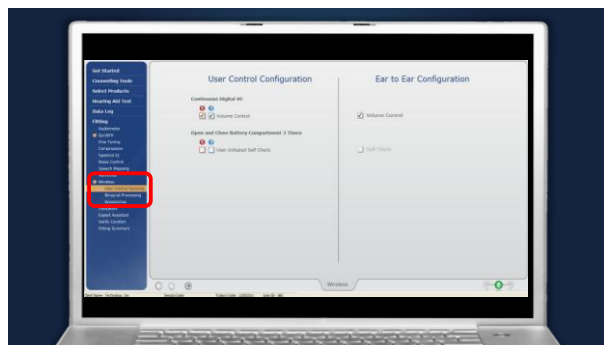
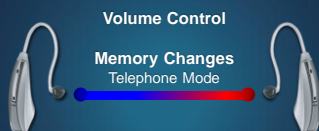
Improves SNR  
Reduces Listening Effort

**Binaural Syncing**





## Synchronized User Adjustments



- **Utilize** binaural information
  - Provide the best SNR
  - Maximize listening comfort
- **Preserve** speech cues
- **Provide** synchronized changes between binaural devices



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**Wi series STYLES**

RIC 312 RIC 13\*

110/40, 115/50  
Wi SERIES RIC 40 (grey),  
Wi SERIES RIC 50 (blue)  
FITTING RANGES

RIC 312 AP RIC 13 AP\*

123/60, 130/70  
Wi SERIES RIC AP 60 (grey),  
Wi SERIES RIC AP 70 (blue)  
FITTING RANGES

\*SAME FITTING RANGE DOUBLE THE BATTERY LIFE

**Wi series STYLES**

ITE

HS

ITC

CIC

WIDE VARIETY OF VENTING OPTIONS

	Wi series i110 VIBRANT	Wi series i90 ACTIVE	Wi series i70 SOCIAL
<b>Sound imaging</b>	Optimal high-resolution sound imaging with frequency shaping in all 16 channels and 16 bands	High-resolution sound imaging with frequency shaping in all 12 channels and 12 bands	Frequency shaping in all 8 channels and 8 bands
<b>Binaural</b>	Premium Ear-to-Ear Processing	Advanced Ear-to-Ear Processing	
Machine Noise	●	●	
Wind	●	●	
Directionality	●	●	
<b>Synchronized User Controls</b>			●
Binaural Telephone Mode	●	●	●
Volume	●	●	●
Memory	●	●	●
<b>SurfLink Accessory Compatibility</b>			●
SurfLink Programmer	●	●	●
SurfLink Media	●	●	●
SurfLink Remote	●	●	●
iQ Boost	●	●	●
PureWave Feedback Eliminator	●	●	●

	Wi series i110 VIBRANT	Wi series i90 ACTIVE	Wi series i70 SOCIAL
<b>Acoustic Scene Analyzer</b>	Premium 16-channel environmental adaptation with 5 levels of personalization	Advanced 12-channel environmental adaptation with 3 levels of personalization	Select 8-channel environmental adaptation with 2 levels of personalization
<b>Voice IQ<sup>2</sup></b>	●	●	●
Noise Reduction Strength	Maximum (20dB)	Moderate (8dB)	Light (6dB)
<b>AudioScapes</b>	●	●	●
Machine Noise	●	●	●
Speech In Noise	●	●	●
Wind	●	●	●
Quiet	●	●	●
Speech	●	●	●
Noise	●	●	●
AudioScope Adaptation Levels	5	3	On/off
<b>Spectral IQ</b>	●	●	●
<b>SoundPoint</b>	●	●	●
<b>Self Learning</b>	●	●	●
<b>Swap Fit</b>	●	●	●
<b>3D Speech Mapping</b>	●		

**ALL Wi SERIES MODELS INCLUDE:**

**Wi series** InVision Directionality  
Automatic Telephone Solutions  
HydraShield<sup>®2</sup>  
Live Real Ear Measurement  
Live Speech Mapping  
Advanced Memories (Music, TV, Relax, Binaural Processing Off)  
Indicators (Level-Dependent Speech, Level-Dependent Tones)  
T<sup>3</sup> On Demand Programming  
Self Check  
In-Situ Audiometry  
Auto Path  
Verify Comfort  
Data Logging  
4 Memories



XPERIA

Stock wireless in-the-canal with removable elastomeric earbud

- Unique design looks like a custom device

Actually a stock device that fits most ears

- Housing fits in the concha, earbud fits into the canal



XPERIA

Feature set:

- Wireless (Iris Technology)
- 115/50 matrix
- Flagship level technology with Advanced SURF Link Remote
- Automatic Telephone Response
- 312 battery
- HearClear Wax protection



XPERIA

NOT available:

- Telecoil
- Hydrashield 2
- User Controls
- Venting options
- Modifications



XPERIA

Sizes:

- Regular Right
- Regular Left
- Small Right
- Small Left



XPERIA

Colors:

- Pink
- Champaigne
- Slate



XPERIA

Earbuds

Three sizes: Large, Medium, Small

- Two colors: Opaque, Black



