Introducing the Cochlear Baha 5 Systems

- 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

Customer needs
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.

User-friendly ergonomic shape
Compatible with all Baha Systems
Discreet streamlined design
We left the box behind…

Power and connectivity on the inside
New design language

Only 26 mm

The smallest in the industry
With a significantly smaller footprint

23% SMALLER

CAM-MKTP-484
Discretion with style

New processor colour range blends in seamlessly with most hair types

Copper Silver
Black Brown
Blonde

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.

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

Clear and efficient power

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


BCDrive™ Technology

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.¹

Previous generation technology

Developed for reliable performance

Development and verification tests show reliable performance

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

**BCDrive™ transducer technology**

**Half the size, same power output**

[Graph showing bone conduction thresholds and maximum output force level]

**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.  

[Graph showing loudness ratings]


**BCDrive™ transducer technology**

**Symmetric design for clearer sound**

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.

[Diagram showing asymmetric and symmetric transducer designs]

BCDrive™ transducer technology
30% less distortion

Compared to traditional transducer design, the BCDrive transducer has less distortion resulting in a clearer sound.1


**BCDrive™ transducer technology**
**Key takeaways – BCDrive**

- **Less distortion** as the transducer has a symmetrical design providing **clearer sound**
- **Greater efficiency** as the magnetic resistance is reduced making it possible to reduce the size of transducer and battery

**BCDrive™ transducer technology**
**The industry’s best power/size ratio**

**Smaller than ever**
45% smaller than the Baha® 4 transducer with same output

**More efficient, enabling small size**
36% less power-draw and reduced battery consumption, enables smaller size with a 312 battery.

**Better sound quality**
30% less distortion

**Reliable performance**
More reliable transducer adapted for, and built through, automatic production
The first and only smart sound processor

Ardium™ Smart

- SmartSound® iQ
- Smart Connectivity
- Smart App

Ardium™ Smart platform

SmartSound® iQ

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.
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

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

Balanced Directionality seamlessly blends the omni and directional settings.

Adaptive Beamwidth actively adapts the beamwidth to the listening situation.
Noise Manager II reduces noise while actively maintaining important speech information. Using spectral subtraction, the noise signal is identified and reduced before amplification.

Scene Classifier

Active Balanced Directionality
Noise Manager
Active Gain

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

Importantly, we see continued improvement with each generation of 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.

Smart connectivity
Technology has come a long way

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

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

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)

Smart Connectivity
Only Cochlear offers true wireless freedom

New
New
New

CAM-MKTP-484

CAM-MKTP-484

CAM-MKTP-484
Baha 5 Smart App

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.

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
**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+)

**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

**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
Cochlear® Baha® App portfolio

**Industry’s most complete app portfolio**

- **Baha 5 Smart App**
  - The first in bone conduction
  - Advanced remote control of sound processor, personalisation and more
  - Only on the App Store

- **Baha Control App**
  - 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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**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.
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