

A New Age of
Communication
Powered by
Purposeful Innovation



A Sonova brand



PHONAK
life is on

Disclosure:

Courtney Abel, AuD

Courtney Abel is an Audiologist and Clinical Trainer with Phonak hearing systems. She started with Phonak in January 2013 and is currently based in Scottsdale, Arizona. Dr. Abel received her BA in Speech and Hearing Science from The Ohio State University in 2007, followed by her Doctorate of Audiology degree in 2011. Her clinical experience includes providing hearing and balance evaluations, electrophysiologic investigations, and cochlear implant evaluations and programming within a hospital setting. She also has experience with hearing aid evaluations and fittings from newborns through the elderly population.

I have a financial relationship to disclose:

–Employee of Phonak who receives a salary

PHONAK
life is on

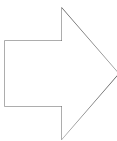
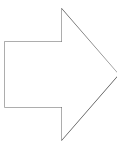
Learning Objectives

After this course, participants will be able to...

- ...identify the steps to completing a fitting with Noahlink Wireless.
- ...identify the best Phonak hearing solutions for your patients.
- ...list uses and benefits of wireless connectivity.

PHONAK
life is on

We have come a looooong way....



Audéo B-10

Audéo B-312

Audéo B-312T

Audéo B-13

Audéo B-R



PHONAK
life is on

For people who live life with energy and passion, Phonak is the brand that is continuously pioneering hearing solutions that are life-changing.

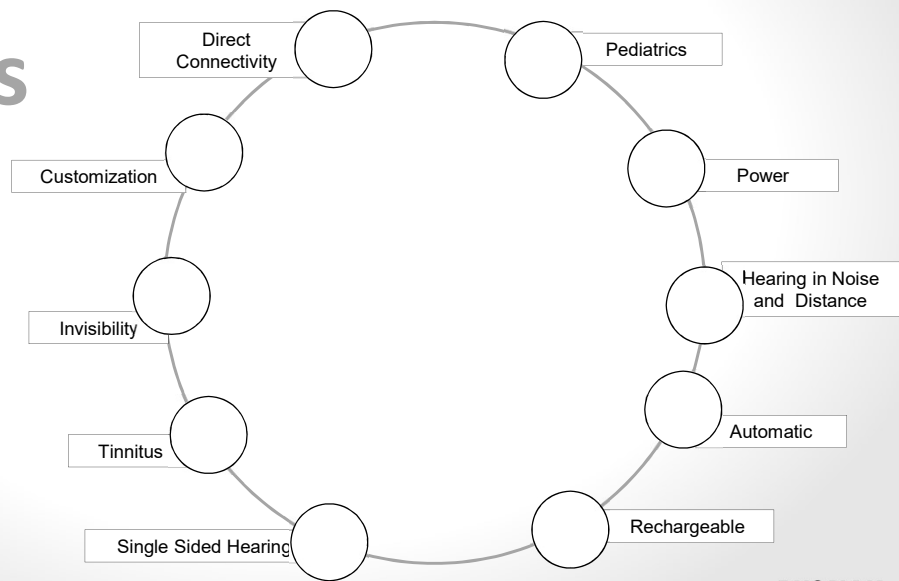


PHONAK
life is on

By creating leading hearing solutions that empower people to thrive socially and emotionally.

We offer the broadest portfolio of innovative hearing solutions

Patient Needs



PHONAK
life is on



Phonak
Solutions

PHONAK
life is on

**When you can enjoy
24 hours* of hearing
with one simple charge,
life is on**

* Expected results when fully charged, and up to 80 minutes wireless streaming time.
Please refer to www.phonakpro.com/evidence



**Rechargeable
is part of
everyday life
for BTE and
RIC patients**

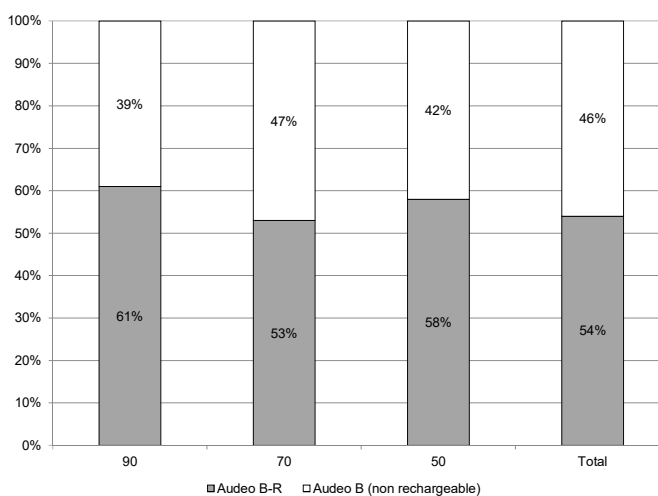
Audéo B-R Simplified Counseling & Care

- No battery insertion talk
- No battery tab explanation
- No battery life discussion
- “When you can just fit and show how to clean, it's nice!”
- Easy troubleshooting
- Have an extra charger case available



PHONAK
life is on

Commercial TRENDS



PHONAK
life is on

Phonak Solutions

Phonak Portfolio
A Solution for Every Need

PHONAK
life is on

Android dominates the smartphone market

In the US, 77% of people own a smartphone...

66%
are
Android
OS users

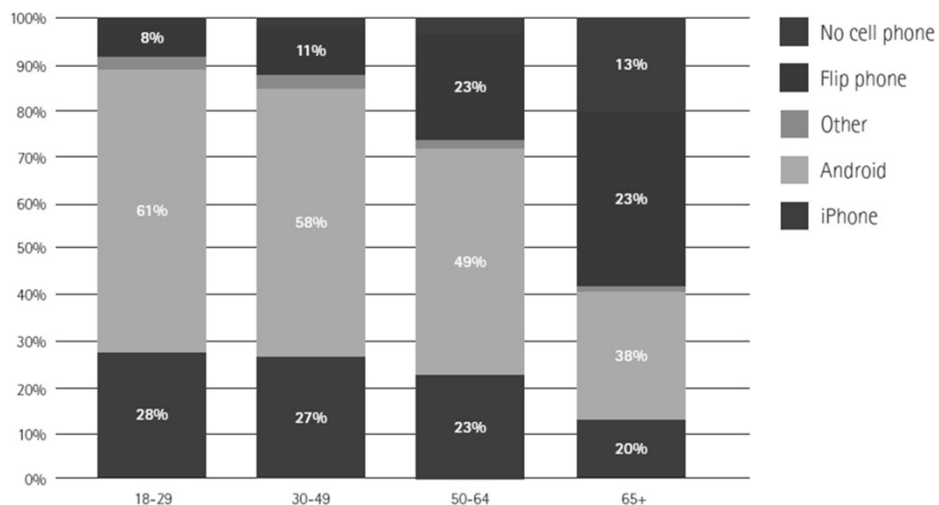


33%
are
Apple
iOS users

Aaron Smith: Record shares of Americans now own smartphones, have home broadband. Retrieved from January 12, 2017.
<http://www.pewresearch.org/fact-tank/2017/01/12/evolution-of-technology/>

PHONAK
life is on

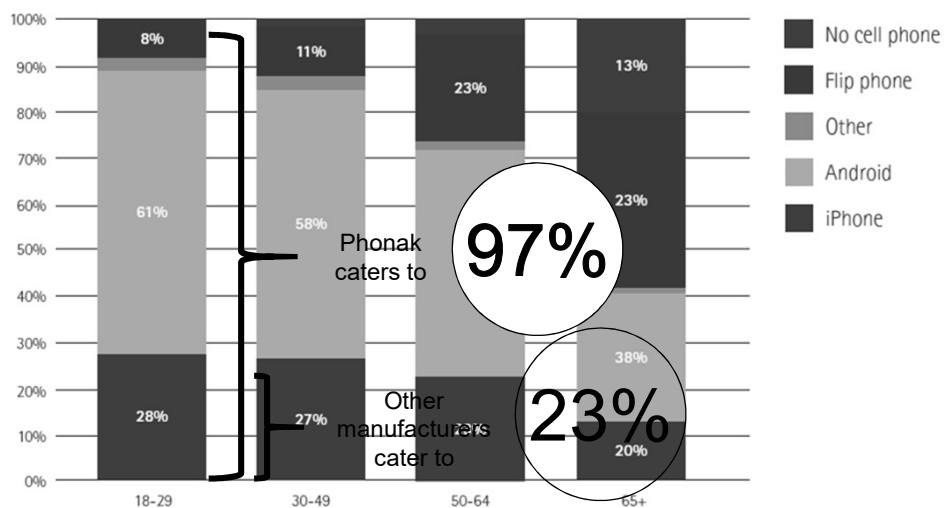
What does the cell phone landscape look like?



Source: Pew Research Center. Retrieved 5 April 2017, from <http://www.pewinternet.org/fact-sheet/mobile>

PHONAK
life is on

What does the cell phone landscape look like?



Source: Pew Research Center. Retrieved 5 April 2017, from <http://www.pewinternet.org/fact-sheet/mobile>

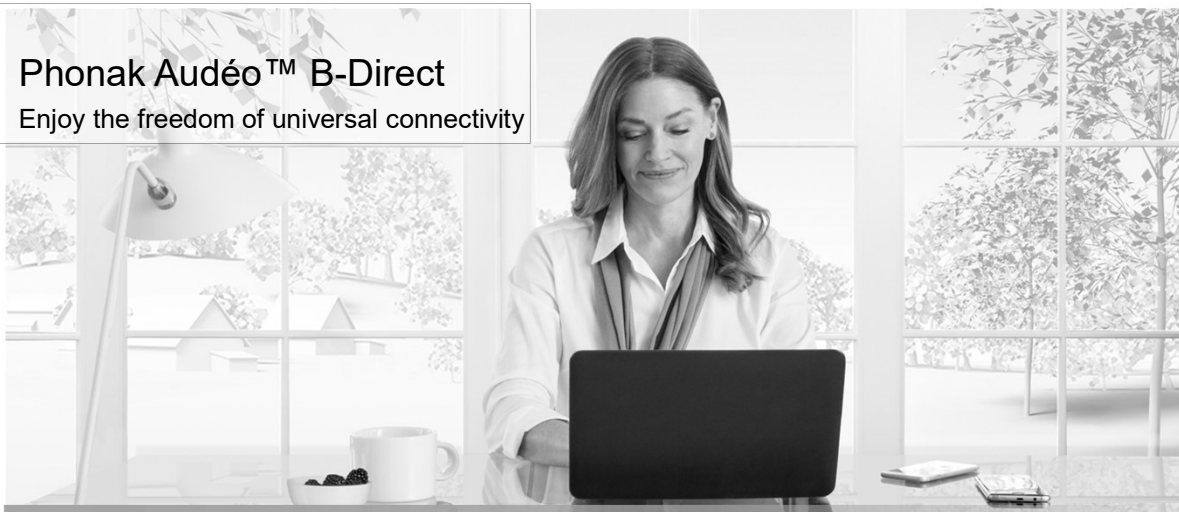
PHONAK
life is on



But why cater to only a
minority of the market
when you could cater
to almost all

PHONAK
life is on

Phonak Audéo™ B-Direct
Enjoy the freedom of universal connectivity



A Sonova brand



PHONAK
life is on

Broad portfolio of solutions catering to individual needs

Performance, ease of use, design and direct connectivity



PHONAK
life is on

Audéo Belong



New design

Bigger push button
+ indicator light for the
rechargeable model

IP 68

New
microphone
positioning



If someone who is looking for...

Direct connectivity to cell phone

- Hands-free calls
- Direct connectivity to TV
- Easy to connect and use

Audéo B-Direct



Convenience

- Confidence – no unexpected power loss
- No battery hassle
- Easy to charge and use

Audéo B-R



Versatility

- T-Coil
- More control, longer battery life & Roger
- In all performance levels

Audéo B



PHONAK
life is on

Introducing Phonak Audéo B-Direct - Made For All



Direct connectivity
to any cell phone*

Answer calls with a touch
of the hearing aids

TV streaming plug and play



Hands-free phone calls

* with Bluetooth® 4.2 wireless technology and most older Bluetooth® phones

PHONAK
life is on

Highlights of Audéo B-Direct

1. Direct connectivity – Made For All

2. Hands-free calls
3. Plug and play TV streaming
4. Improved user interactions
5. Product characteristics
6. Wireless fitting



PHONAK
life is on



SWORD™
Sonova Wireless One Radio Digital chip

SWORD chip supports Made For All connectivity



Bluetooth Classic with Hands-Free Profile (HFP) protocol
hands-free phone calls

Bluetooth® Low Energy (LE) protocol for
fitting and remote control

AirStream™ Phonak propriety protocols
for audio streaming with the TV Connector

PHONAK
life is on

 A black and white photograph of a woman with long hair, wearing a white shirt and a dark scarf, sitting at a desk and working on a laptop. A small Bluetooth icon is overlaid on the image with a line pointing to it.

Direct connectivity to
any cell phone*

 The standard Bluetooth logo, consisting of two interlocking triangles forming a circle.

Enjoy the freedom
of universal connectivity

Compatible with any
Bluetooth phone

* with Bluetooth® 4.2 wireless
technology and most older
Bluetooth® phones

Enjoy the freedom of universal connectivity



Present-day smartphones and feature phones with Bluetooth version 4.2 and newer

Most older cell phones with Bluetooth

Bluetooth-enabled DECT phones

Skype, FaceTime and WhatsApp phone calling also possible

PHONAK
life is on

Note to presenter

After talking about hands free calling, take the opportunity to demo what this means during the presentation.

Answer the call using the hearing aid push buttons and then walk away from the phone to show how true hands-free calling is cool and so unique to Phonak.

Highlights of Audéo B-Direct

1. Direct connectivity – Made for all

2. Hands-free calls

3. Plug and play TV streaming

4. Improved user interactions

5. Product characteristics

6. Wireless fitting

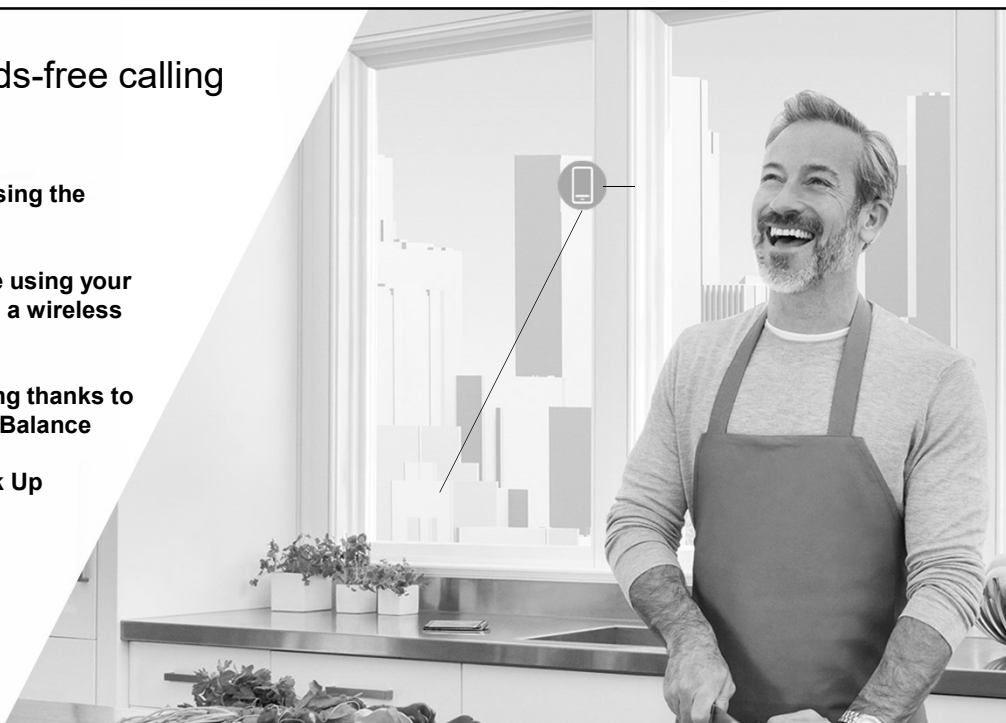


PHONAK
life is on



True hands-free calling

- Answer calls using the push button
- Talk hands-free using your hearing aids as a wireless headset
- Optimal listening thanks to Environmental Balance
- Own Voice Pick Up



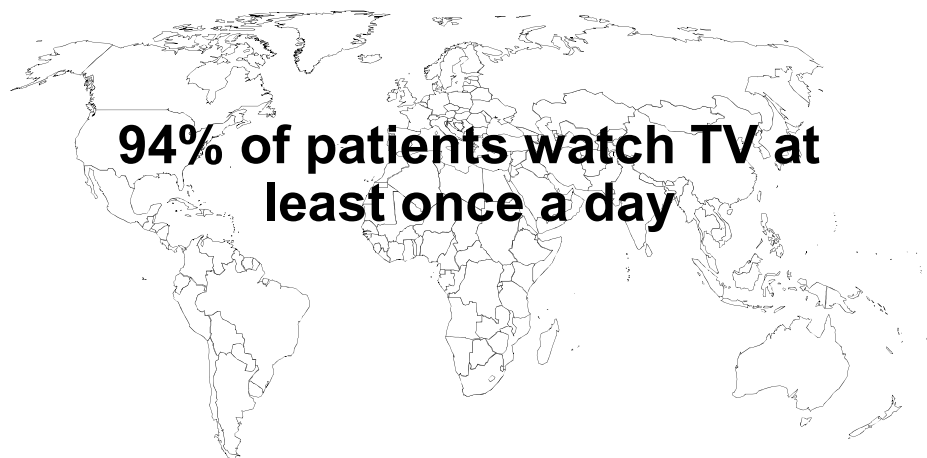
Highlights of Audéo B-Direct

1. Direct connectivity to all
2. Hands-free calls
3. **Plug and play TV streaming**
4. Improved user interactions
5. Product characteristics
6. Wireless fitting



PHONAK
life is on

Watching TV is a popular leisure activity



Source: no. 669 Sonova B2C Segmentation 2017

PHONAK
life is on

How important is television to our patients?

Aspiration

85%

consider hearing well when watching TV as
“very important” or “extremely important”

Reality

60%

of hearing aid wearers are less than
satisfied with how they hear the television

Source: Strelcyk, O., Singh, G., Standaert, L., Rakita, L., Derleth, P., and Launer, S. (2010, August). *TV/media listening and hearing aids*. Poster session presented at the International Hearing Aid Research Conference, Lake Tahoe, CA.

PHONAK
life is on

Top four opportunities for enhanced listening experience

Spending time with family and friends



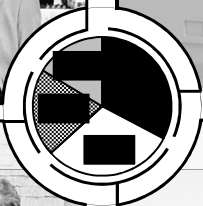
Watching TV



Dinner in a restaurant in groups





Participating in social activities



Source: no. 669 Sonova B2C Segmentation 2017 N=2506

PHONAK
life is on

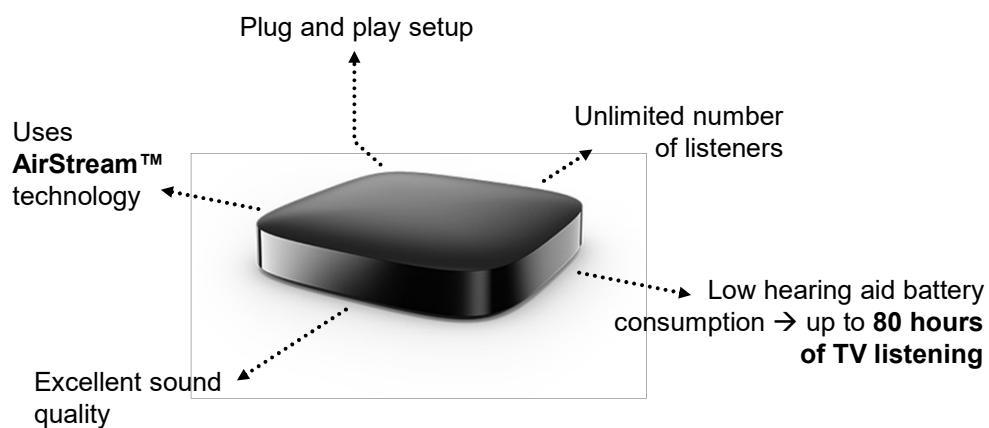


Plug and play TV streaming 

Experience excellent TV sound quality

Turn your hearing aids into wireless headphones

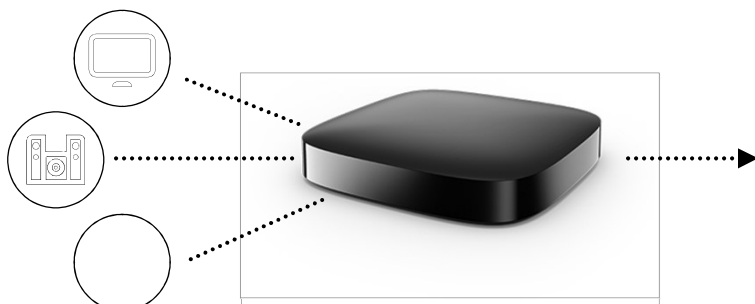
TV Connector the easy connection



The new proprietary **2.4 GHz streaming protocol** compatible with **Audéo B-Direct**

PHONAK
life is on

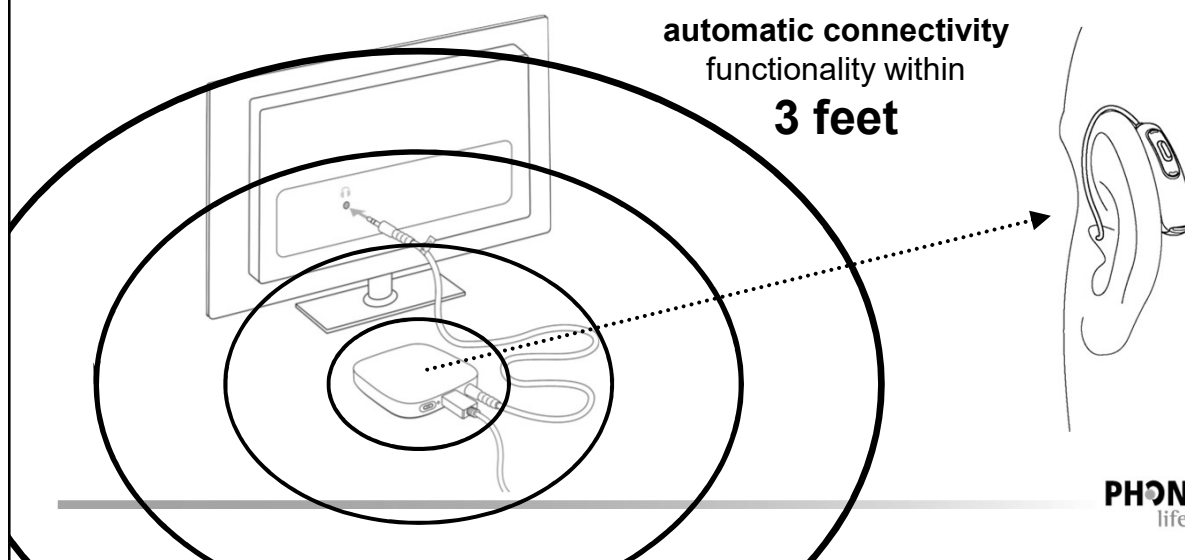
Phonak TV Connector: The easy Plug and Play solution



Turn your Audéo B-Direct hearing aids into wireless headphones

PHONAK
life is on

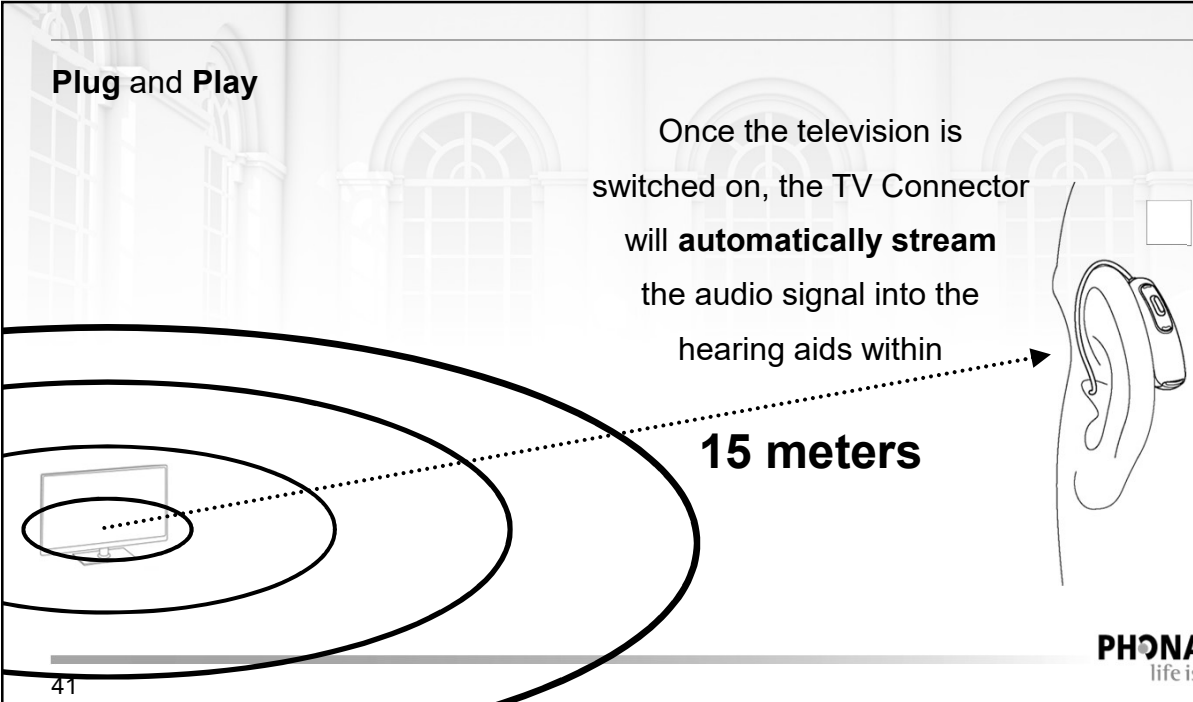
Plug and Play



PHONAK
life is on

Plug and Play

Once the television is switched on, the TV Connector will **automatically stream** the audio signal into the hearing aids within **15 meters**



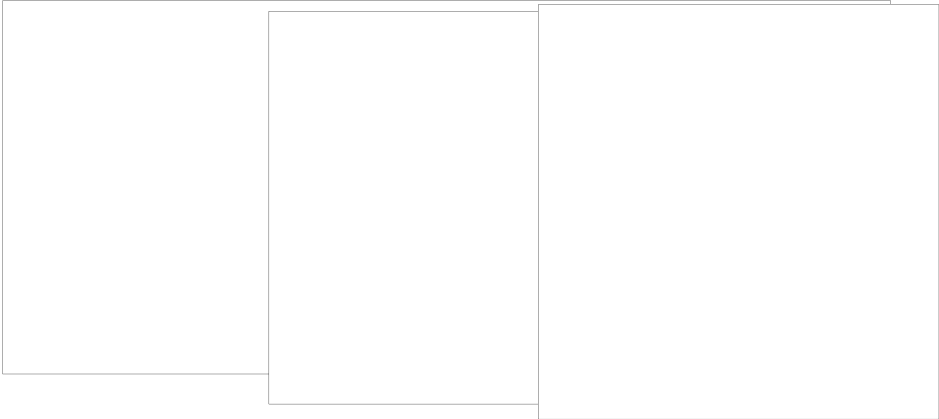
PHONAK
life is on

41

Easiest solution on the market

Participants were given no instructions and asked to:

- 1** Connect audio cable



Source: TVConnector CompUsabStudy.
Please contact claims@phonak.com if you are interested in further information. N=13

PHONAK
life is on

Benefit for your patients

Easy to set up

Direct streaming into the hearing aids

Excellent sound quality

Up to 15 meters direct streaming

Social benefits

Multiple listeners



PHONAK
life is on

Benefits for you

TV connector is:

- Easy to set up and explain
- No complicated instructions
- No complicated pairing process

Take the opportunity to demonstrate:

- Plug and play
- Excellent sound quality



Highlights of Audéo B-Direct

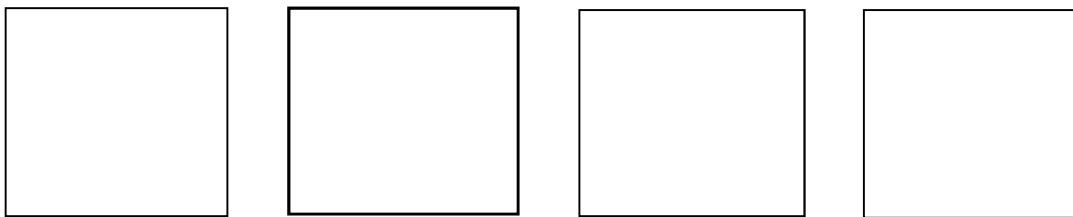
1. Direct connectivity to all
2. Hands-free calls
3. Plug and play TV streaming
- 4. Improved user interactions**
5. Product characteristics
6. Wireless fitting



PHONAK
life is on

Your priorities, your decision

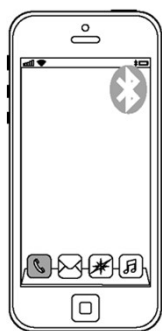
Adjust your environment to meet your needs with Environmental Balance



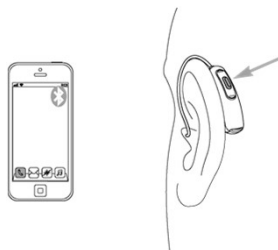
PHONAK
life is on

3 ways to access environmental balance when streaming

Phone volume buttons



Hearing aid push button



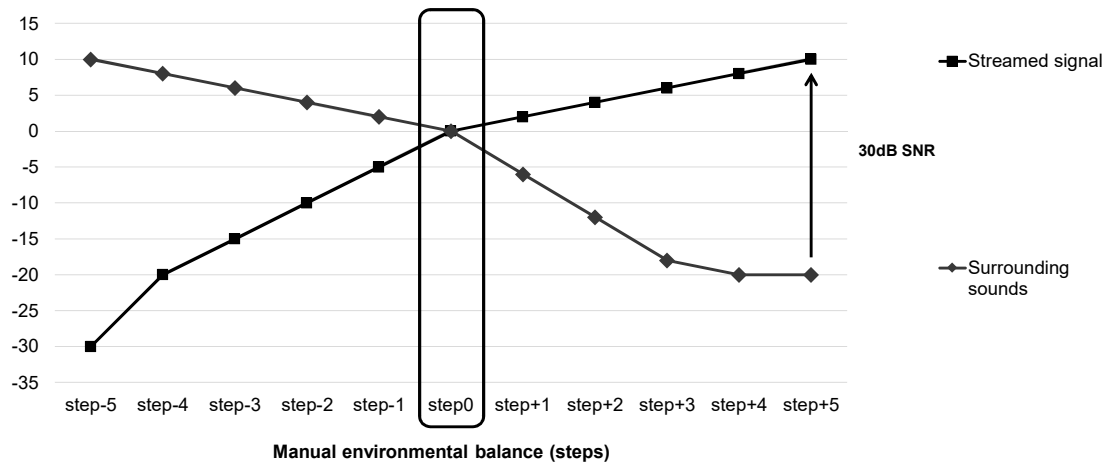
Phonak Remote app



PHONAK
life is on

Up to 30 dB SNR improvement when streaming

Gain at input (dB)



Please contact claims@phonak.com if you are interested in further information.

PHONAK
life is on

Additional Tips and Tricks

Flight Mode

- Open the Battery door and hold down push button
- Close battery door
- Hold the program button down for 10 seconds to enter "flight mode"

Additional Tip

- When Audéo B-Direct comes in for repair we will restore all programming settings
 - Bluetooth pairings will need to be re-established by the patient



PHONAK
life is on

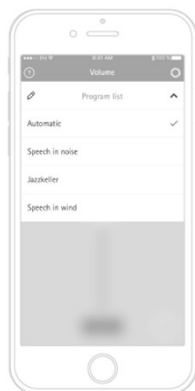
Phonak Remote app



PHONAK
life is on

New Features

Advanced program settings



Environmental balance



Wearing Time



PHONAK
life is on

Highlights of Audéo B-Direct

1. Direct connectivity to all
2. Hands-free calls
3. Plug and play TV streaming
4. Improved user interactions
- 5. Product characteristics**
6. Wireless fitting



PHONAK
life is on

The power of 13 in the size of a 312

Battery life of Audéo B-Direct

The measured average streaming
(1h phone per day + 3h TV per day)

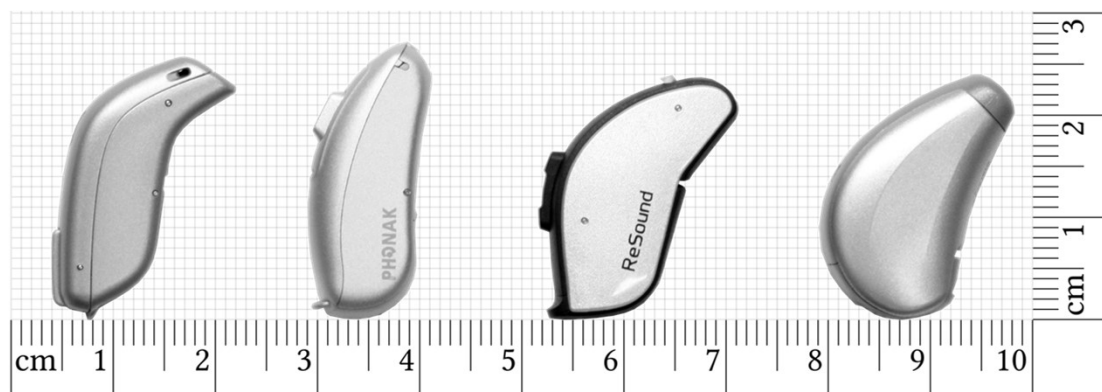
6 days of battery life

With the TV Connector, the Audéo
B-Direct 13 battery can stream for
up to 80 hours



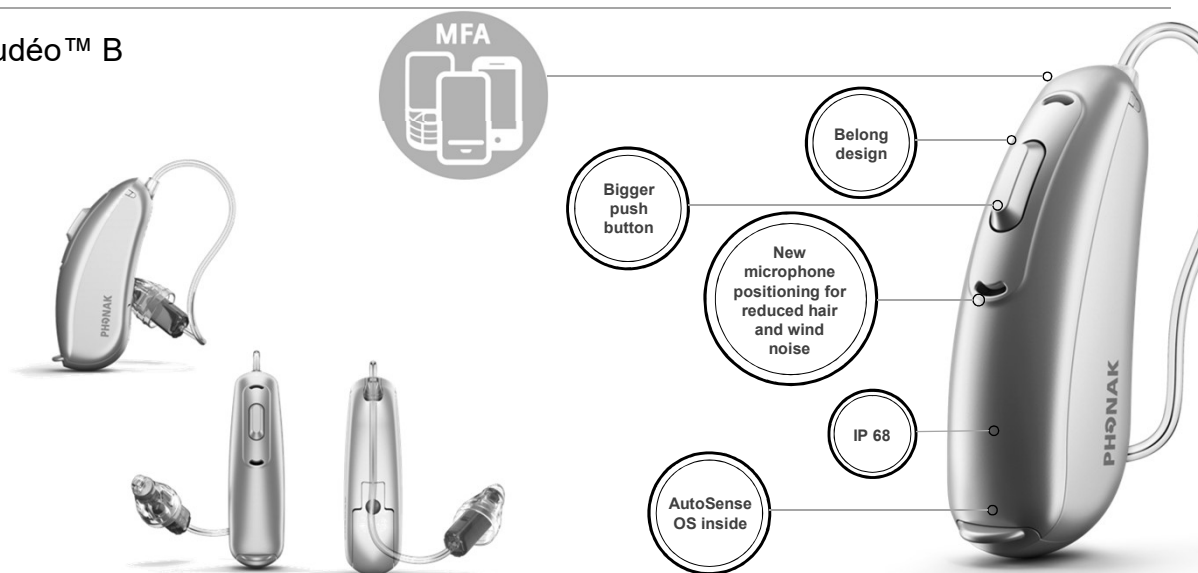
PHONAK
life is on

Audéo B-Direct competes with 312-size RICs



PHONAK
life is on

Audéo™ B



PHONAK
life is on

Note to presenter (1)

The main purpose of this presentation is to briefly introduce the new features and functions available in Phonak Target 5.2.

It is highly recommended to show Phonak Target 5.2 fitting software live in order to fully illustrate the features and benefits.

Highlights of Audéo B-Direct

1. Direct connectivity to all
2. Hands-free calls
3. Plug and play TV streaming
4. Improved user interactions
5. Product characteristics
6. **Wireless fitting**



PHONAK
life is on

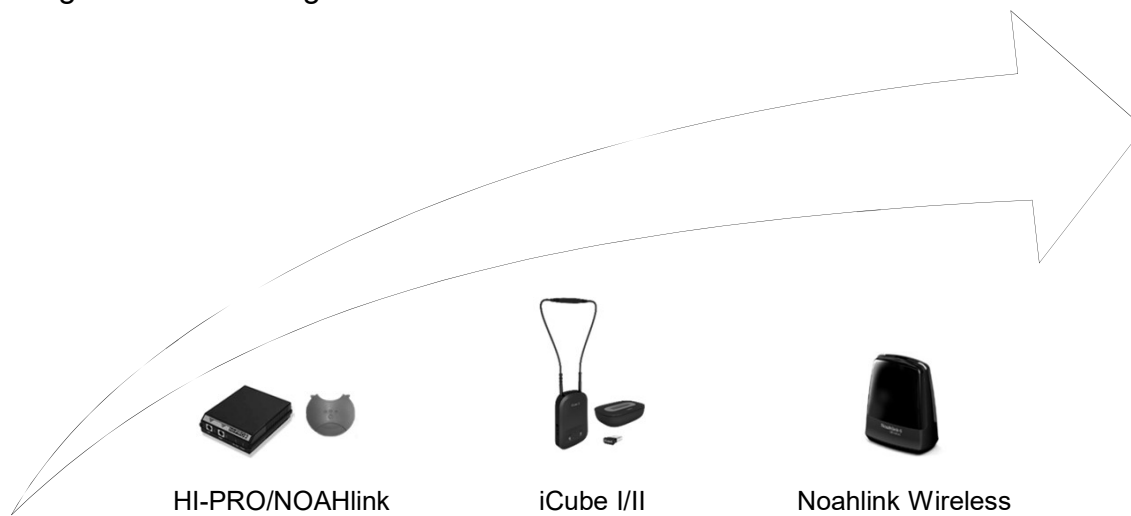
What's new?



1. Unique wireless fitting workflow
2. Direct connectivity with Audéo B-Direct
3. Additional features

PHONAK
life is on

Hearing instrument fitting over time



PHONAK
life is on

Noahlink Wireless

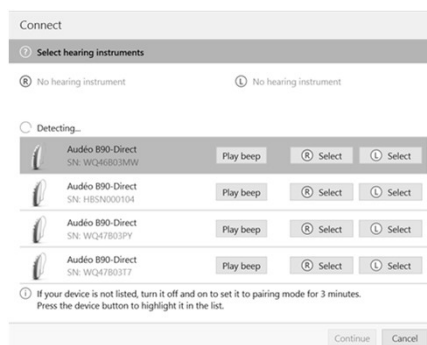
- Cable free fitting experience
- Compatible with Audéo B-Direct only
- Simple plug and play
- Facilitates fitting workflow **unique** to Phonak



PHONAK
life is on

Unique wireless fitting workflow

- An easy to use – and **patented*** fitting software feature to wirelessly detect and visually identify left/right hearing instruments
- Simply press the push button to visually highlight it in the list of detected devices



* US 8077891 B2, EP 1701585 B1

PHONAK
life is on

Note to presenter (2)

Please open Phonak Target 5.2 and do a live demo of the wireless fitting workflow – Demo instructions can be found below in the speaker notes to highlight the following:

- Patented wireless identification of detected hearing instruments for a first fitting
 - Wirelessly detect and visually identify right/left hearing instruments
- Pairing information is automatically stored in the client fitting session
 - No additional steps needed HI for follow up fittings
 - Compatible within a Noah network

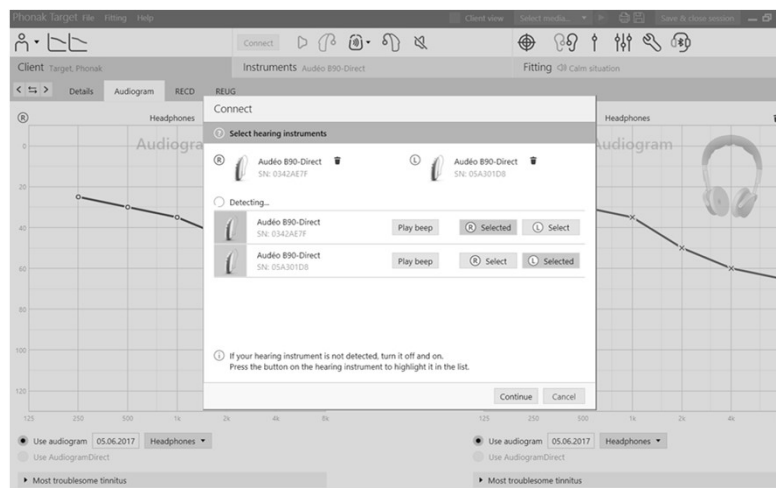
Benefits of wireless fitting

- No intermediary fitting device worn by the client
 - Less equipment to handle, manage, and maintain
 - No additional adaptors or components needed
- No cables
 - Direct connection between the hearing instruments to the fitting software
 - Freedom to move around
 - Stable, secure, and hassle-free wireless connection
 - Facilitates REM and test box verification
- More comfortable, less intrusive fitting experience



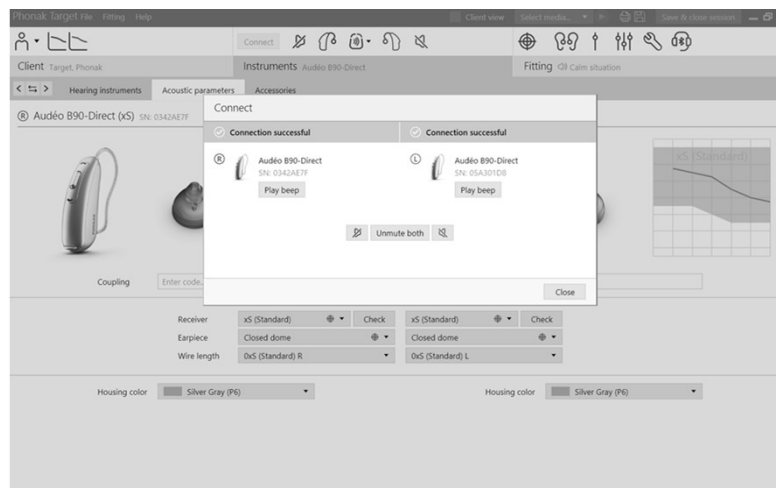
PHONAK
life is on

Wireless fitting: first fit



PHONAK
life is on

Wireless fitting: follow up fitting



PHONAK
life is on

Unique wireless workflow

- Dynamic, real-time detection of hearing instruments
- Visual and auditory feedback
 - Easily identify and assign right and left hearing instruments during an initial fitting
- Pairing information is stored automatically
 - No gesture needed on the hearing instrument to connect for follow up fittings
 - Works within a Noah network

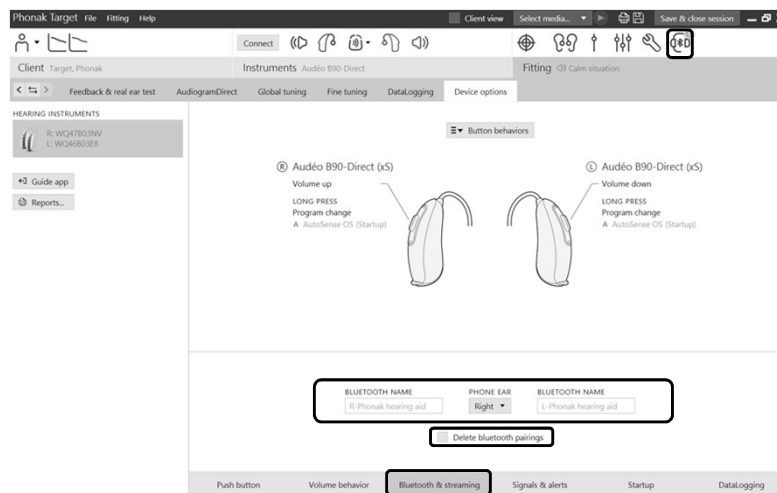
PHONAK
life is on



Direct connectivity with Audéo B-Direct

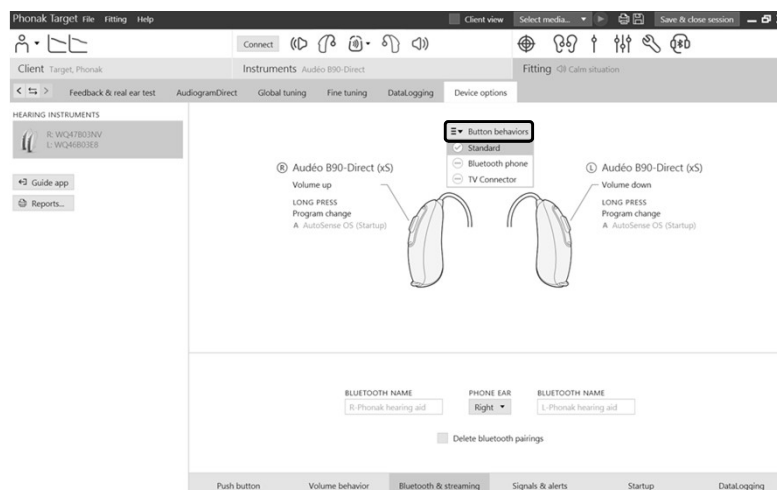
PHONAK
life is on

Audéo B-Direct: Phone ear



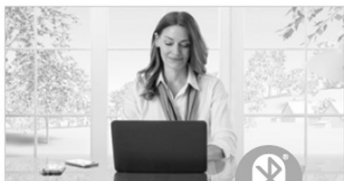
PHONAK
life is on

Audéo B-Direct: dynamic display of device options



PHONAK
life is on

Audéo B – Direct: Simplify lives



Bluetooth devices – universal connectivity

- Connects to any Bluetooth enabled cell phone, tablet or computer*
- Can be used for video calls when chatting to family, friends or work colleagues



Cell phone* – connects to all brands so you will never miss a call

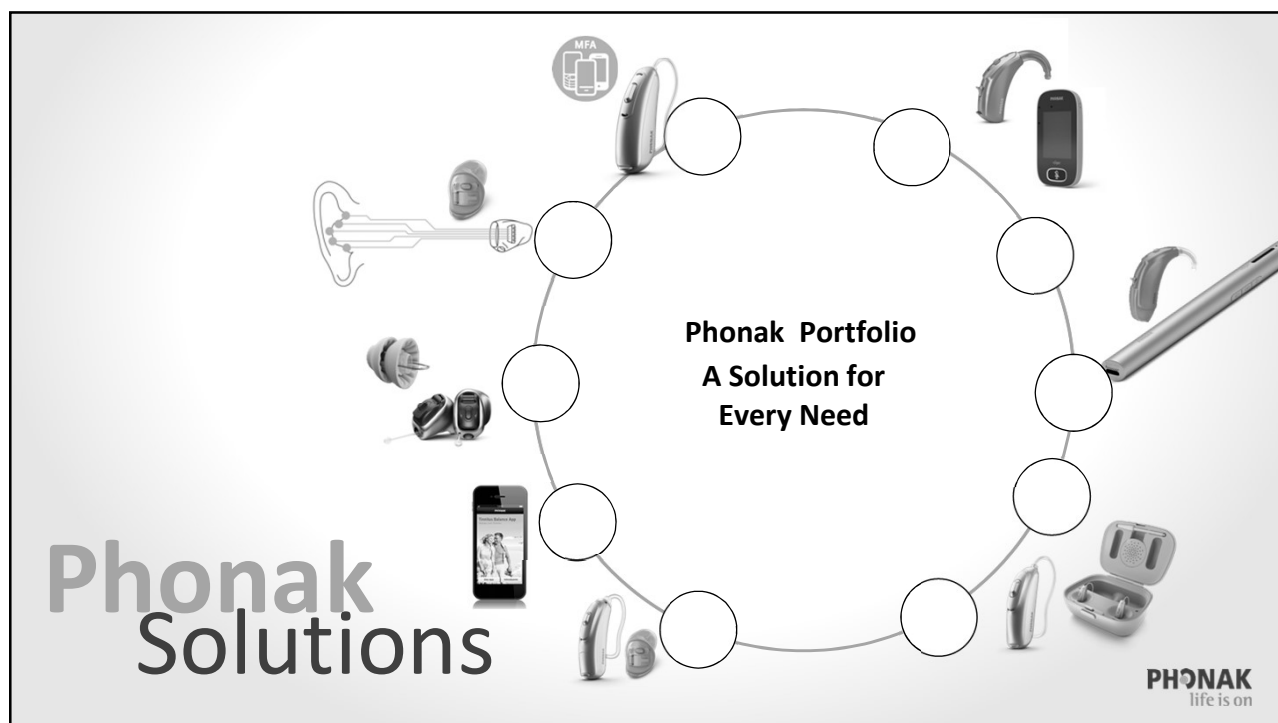
- Enjoy the freedom of being able to easily connect to any Bluetooth enabled phone* regardless of the brand or operating system.
- Answer calls hands-free with a touch of your hearing aids and use them as a wireless headset to talk and hear clearly. End calls in the same way.
- Direct connectivity - you'll never miss a call again!



Television – connect automatically & enjoy clear stereo sound

- Use your hearing aids as wireless TV headphones and experience clear, quality stereo sound from your TV or stereo system up to 15m away. Those around you can listen at a level that is comfortable for them.

PHONAK
life is on



**Together, we change
lives**