A New Age of Communication Powered by Purposeful Innovation

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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

Disclosure:
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.

We have come a looooong way….
For people who live life with energy and passion, Phonak is the brand that is continuously pioneering hearing solutions that are life-changing.
By creating leading hearing solutions that empower people to thrive socially and emotionally.

We offer the broadest portfolio of innovative hearing solutions.
Patient Needs

- Direct Connectivity
- Customization
- Invisibility
- Tinnitus
- Single Sided Hearing

- Pediatrics
- Hearing in Noise and Distance
- Automatic
- Rechargeable

Phonak Portfolio
A Solution for Every Need

Phonak Solutions
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

Commercial TRENDS

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<th>90</th>
<th>70</th>
<th>50</th>
<th>Total</th>
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<td>Audéo B-R</td>
<td>61%</td>
<td>53%</td>
<td>58%</td>
<td>54%</td>
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<tr>
<td>Audéo B (non rechargeable)</td>
<td>39%</td>
<td>47%</td>
<td>42%</td>
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</table>
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/
What does the cell phone landscape look like?

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

Phonak Audéo™ B-Direct
Enjoy the freedom of universal connectivity
Broad portfolio of solutions catering to individual needs

Performance, ease of use, design and direct connectivity

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

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

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

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**Audéo B-Direct**

**Audéo B-R**

**Audéo B**

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Introducing Phonak Audéo B-Direct - Made For All

- **Direct connectivity to any cell phone***
- **TV streaming plug and play**
- **Hands-free phone calls**
- **Answer calls with a touch of the hearing aids**

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

SWORD™
Sonova Wireless One Radio Digital chip
SWORD chip supports Made For All connectivity

- Bluetooth Classic with Hands-Free Profile (HFP) protocol for 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

Direct connectivity to any cell phone*

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

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

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
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Watching TV is a popular leisure activity

94% of patients watch TV at least once a day

Source: no. 669 Sonova B2C Segmentation 2017
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


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
Plug and play TV streaming

Experience excellent TV sound quality

Turn your hearing aids into wireless headphones

TV Connector the easy connection

Plug and play setup

Unlimited number of listeners

Uses AirStream™ technology

Excellent sound quality

Low hearing aid battery consumption → up to 80 hours of TV listening

The new proprietary 2.4 GHz streaming protocol compatible with Audéo B-Direct
Phonak TV Connector: The easy Plug and Play solution

Turn your Audéo B-Direct hearing aids into wireless headphones

Plug and Play

automatic connectivity functionality within 3 feet
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.

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
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

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
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Your priorities, your decision
Adjust your environment to meet your needs with Environmental Balance
3 ways to access environmental balance when streaming

- **Phone volume buttons**
- **Hearing aid push button**
- **Phonak Remote app**

Up to 30 dB SNR improvement when streaming

Please contact claims@phonak.com if you are interested in further information.
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 Remote app
## New Features

<table>
<thead>
<tr>
<th>Advanced program settings</th>
<th>Environmental balance</th>
<th>Wearing Time</th>
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<td><img src="image2" alt="Environmental balance" /></td>
<td><img src="image3" alt="Wearing Time" /></td>
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## 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**
   - Wireless fitting
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
Audéo B-Direct competes with 312-size RICs

Audéo™ B

- Bigger push button
- New microphone positioning for reduced hair and wind noise
- AutoSense OS inside
- IP 68
- Belong design
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
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6. Wireless fitting
What's new?

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

Hearing instrument fitting over time

HI-PRO/NOAHlink  iCube I/II  Noahlink Wireless
Noahlink Wireless

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

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
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
Wireless fitting: first fit

Wireless fitting: follow up fitting
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

Direct connectivity with Audéo B-Direct
Audéo B-Direct: Phone ear

Audéo B-Direct: dynamic display of device options
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 will 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.
Together, we change lives