

Revolutionary
technology designed
to simplify lives



A Sonova brand



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Introductions!



- Clinical Trainer for Phonak since August 2016
- B.S. from University of New Hampshire, 2003
- Au.D from Northeastern University, 2010
 - Loved language & language acquisition
 - Year of grad program in speech path
 - Phonak to me:
 - Constant learning
 - Never bored!
 - Community of passionate people/friends who love what they do
- When not working, you can find me...
 - Hiking, running, traveling, wine tasting, karaokeing with friends!

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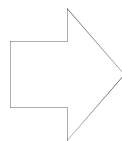
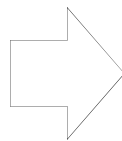
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Learning Objectives

- 1) Participants will be able to describe Biometric Calibration and its benefits.
- 2) Participants will be able to identify benefits of Virto B Titanium.
- 3) Participants will be able to describe benefits of using EasyView Otoblock.

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We have come a looooong way....



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



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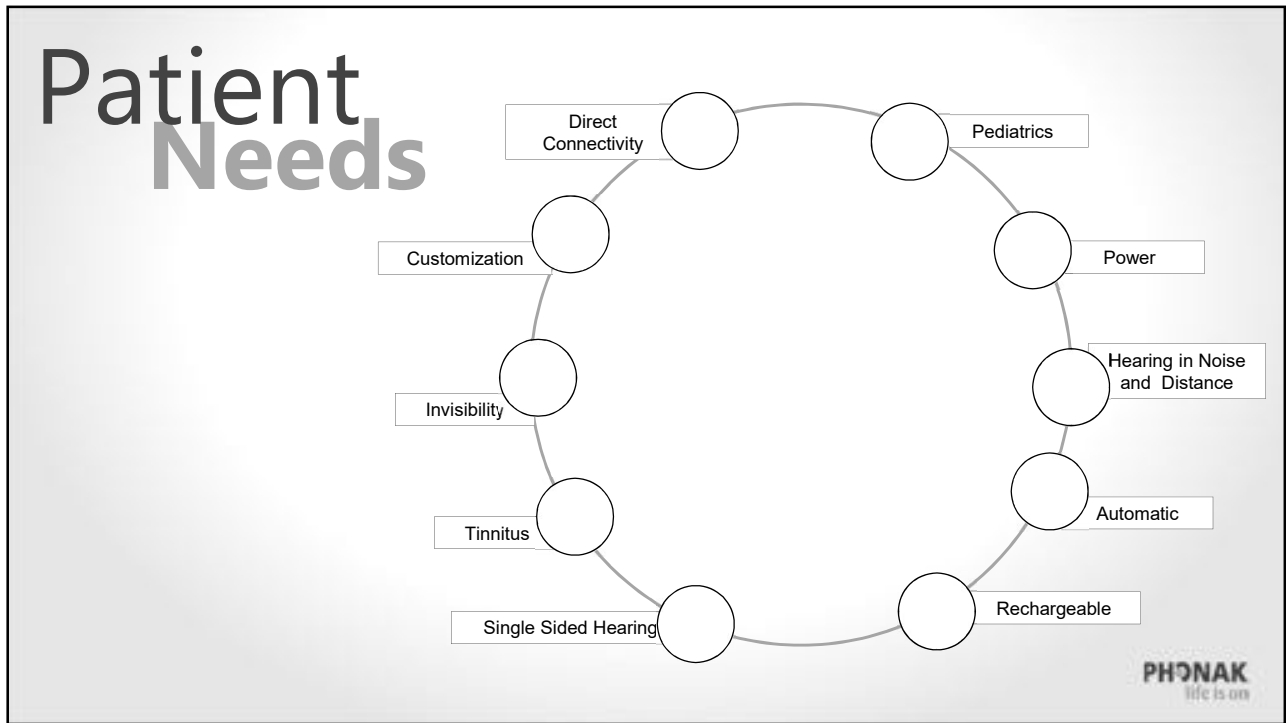
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**By creating leading
hearing solutions that
empower people to
thrive socially and
emotionally.**

**We offer the broadest
portfolio of
innovative hearing
solutions**

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Phonak Virto™ B
With Biometric Calibration



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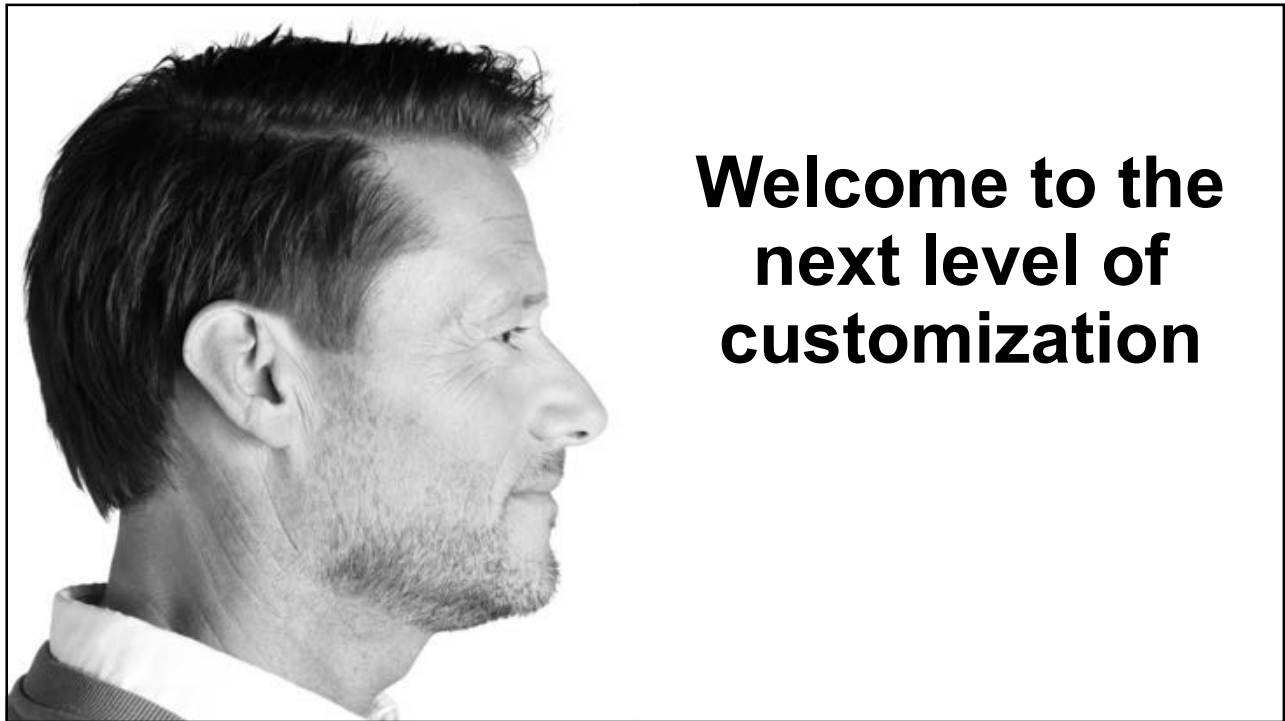
70 years **PHONAK**
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Each ear is unique, each ear
hears differently

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YESTERDAY

Physically customized on the outside



TODAY

Physically customized on the outside



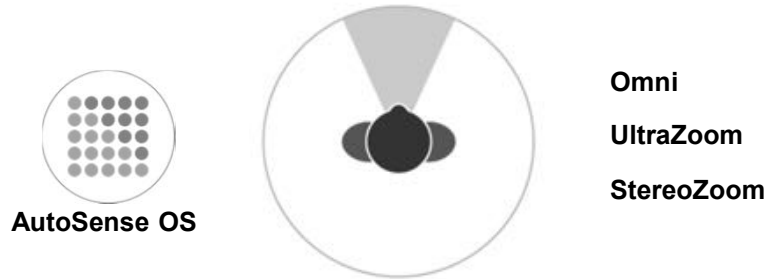
and acoustically customized
on the inside

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Let's talk about beamformers

It **automatically** begins to blend into a **more directional beam former**

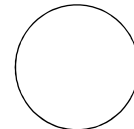


Results in improvement in signal-to-noise ratio
in noisy environments

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**Currently:
microphone depth
calculations based
on KEMAR**



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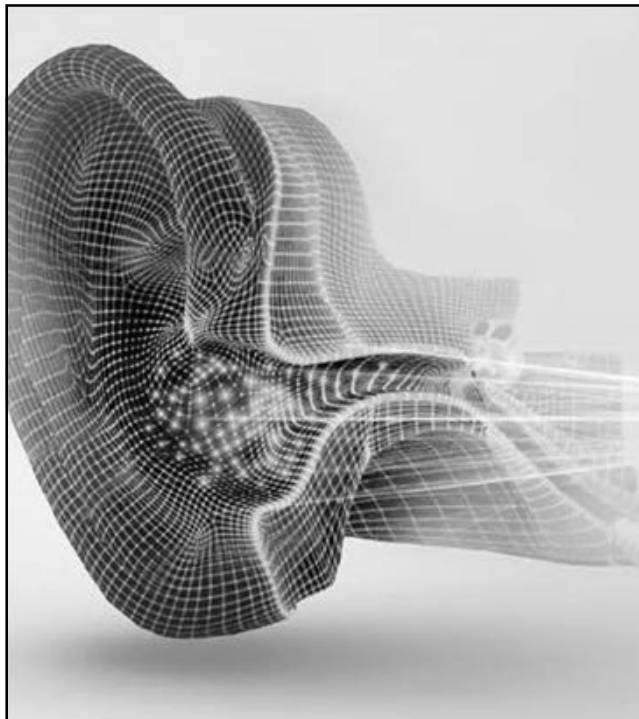
Phonak Virto B: The world's first hearing aid with Biometric Calibration



- **Precisely calibrated** to your clients' individual ear
- **2 dB improvement** in directionality
- **Fully automatic** for effortless listening everywhere

When a biometric hearing aid gives you access to better hearing performance,
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How does Biometric Calibration work?

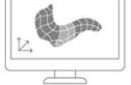
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Biometric Calibration **process**

- 

1. It all starts with a complete **ear impression**
- 

2. **3D scanning** of patient's ear impression
- 

3. Over **1600 biometric data points extracted and saved** into the modelling software
- 

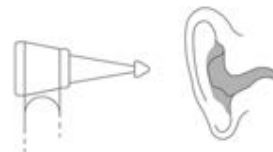
4. The algorithm knows how the ear reflects sound so it **adjusts the polar plot** to the optimized cardioid for their ear
- 

5. Resulting beam **improves directionality by 2 dB** in UltraZoom compared to without Biometric Calibration

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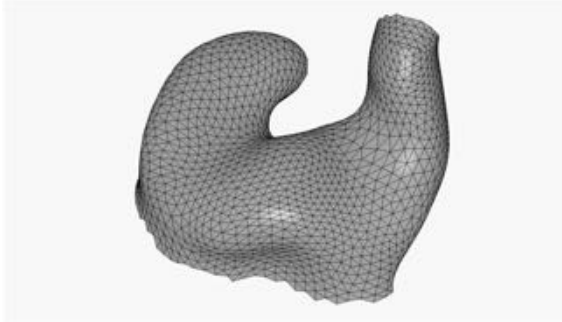
① Taking the ear impression



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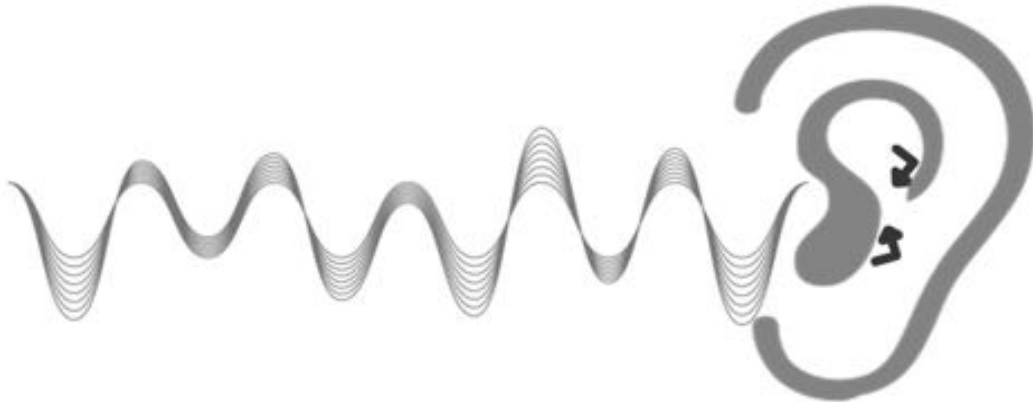
How Biometric Calibration work?



- Client's **biometric data points** are compared to a general ear model
- Then **an algorithm determines the differences (delta)** between the model and the individual's anatomy
- Then the beam former is **permanently calibrated to the client's anatomy**, rather than the general ear model

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Virto B: concha reflections are known



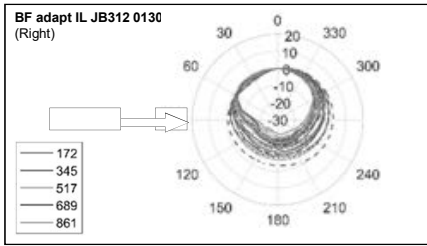
Reflections are known and taken into account to calibrate the device

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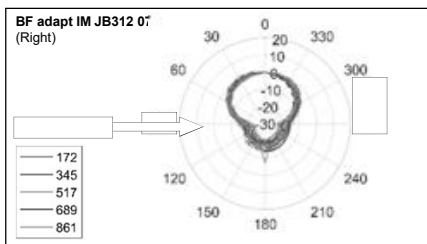
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Without Biometric Calibration

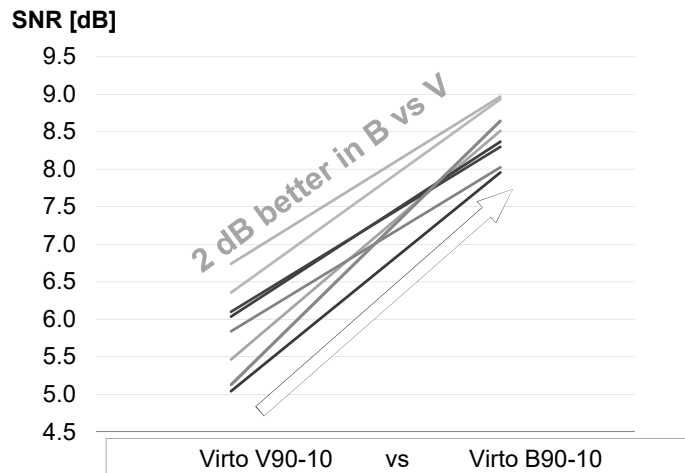


With Biometric Calibration



Biometric Calibration
provides a 2dB
improvement in
directionality leading to
**better hearing
performance**

Additional SNR measurements UltraZoom in Noise $\pm 90^\circ$



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Innovative beamformer leverages new hardware

Benefits of the PU mic

Durable to
environmental
impact













**No phase or magnitude
mismatch** over time

Accurate
and consistent

Reduction of
10 dB input noise

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Meet the new **Virto B** family

Virto B-Titanium	Virto B-10 NW O	Virto B-312 NW O	Virto B-10 O	Virto B-10	Virto B-312	Virto B-13
						
						
smaller				better hearing performance		

Biometric Calibration

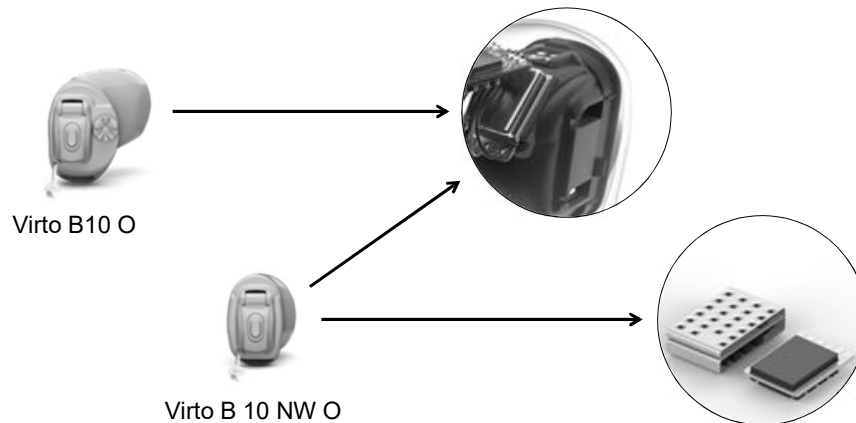
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Small models get smaller

Thanks to leveraging **Virto B-Titanium** electronics



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Additional tips and tricks



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CROS compatibility with all directional, wireless Virto B

CROS B-312 Custom



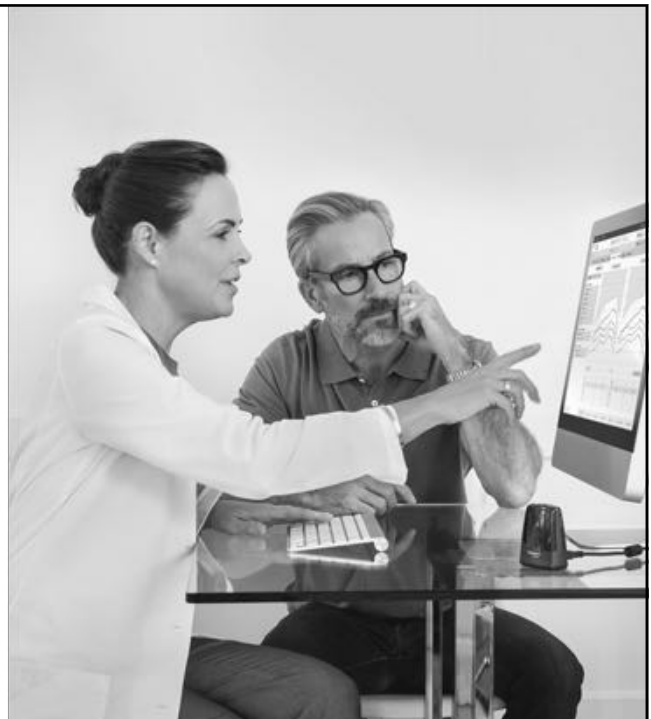
CROS B-13 Custom



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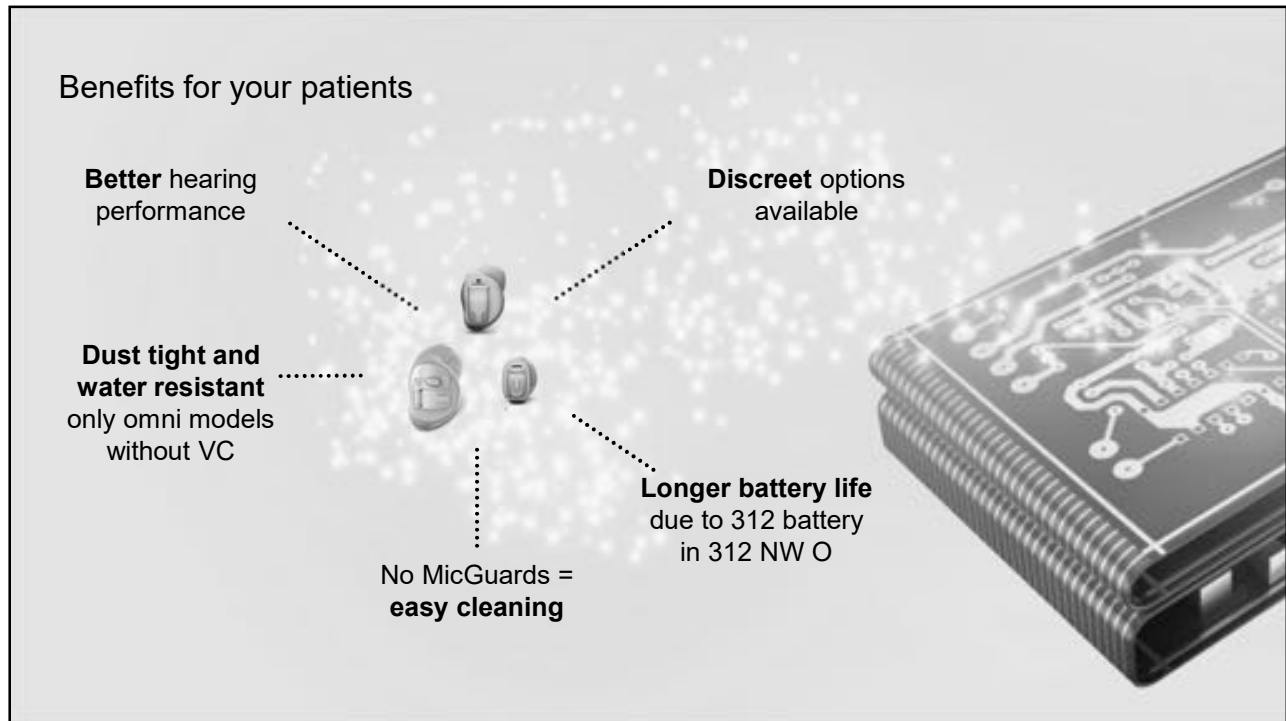
Benefits for you

- Better **directionality** “out of the box”
- No more **MicGuards**
- **Colored** battery door inlays
- **Same cables and wax protection** system at Venture
- **No changes** to the Target fitting process
- Potentially **less fine tuning** changes and higher first fit acceptance
- All Belong custom products have the push button option



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**When a super discreet
hearing aid is titanium
strong,
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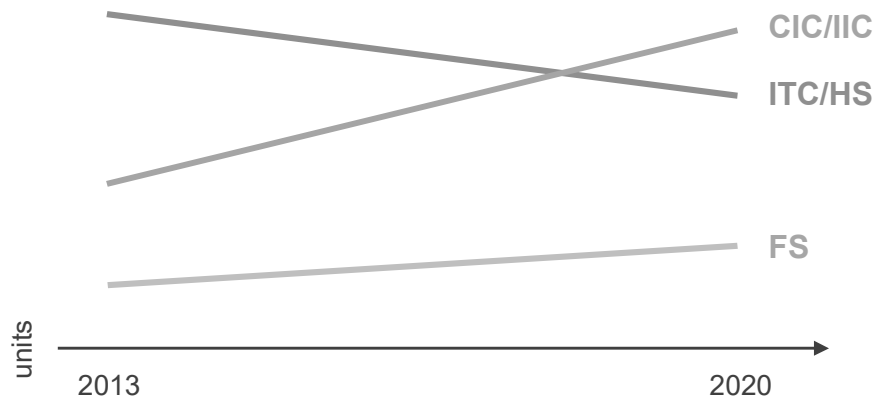
62% of client's first choice is an invisible device



Phonak needs survey, Project #862, March-April 2016, N=160

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...and the market tells us so: small is trending upwards



Sonion Market Model 2016-2020

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Introducing the super discreet
Phonak Virto™ B-Titanium custom hearing aid



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Discover the benefits

High-tech titanium custom hearing aids

- The **smallest** Phonak custom products ever
- Made from **medical grade titanium** using sophisticated 3D printing technology
- **64% increased** IIC fitting rate¹



¹Field Study: Reducing Occlusion with Verto B-Titanium. Anticipated April 2017

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What does titanium enable us to do?

15x stronger than acrylic



50% thinner shell than acrylic IIC = only 0.2 mm



30% more interior space = size of P receiver

Microphone integrated battery module saves even more space

no more
MicGuards

microphone



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As small as it gets

Virto V-nano



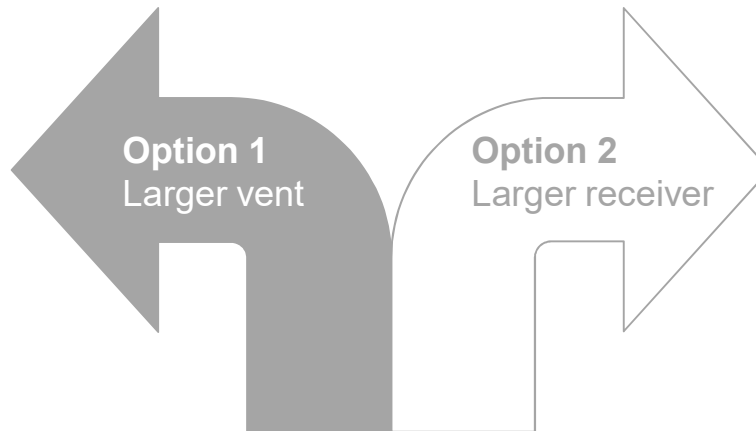
Virto B-Titanium



60% smaller
electronics

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Additional space = Options for fitting



Without an increase in size vs. current IIC solutions

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More venting without an increase in size



Virto B-Titanium



Virto V-nano

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Additional venting options



- **Default** venting
- Optimized for size and performance
- Best for **size priority**



- **Additional** ordering **option**
- Optimized to reduce occlusion
- Best for **comfort priority**

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More power without an increase in size



60%
IIC fit
rate with SP
receiver

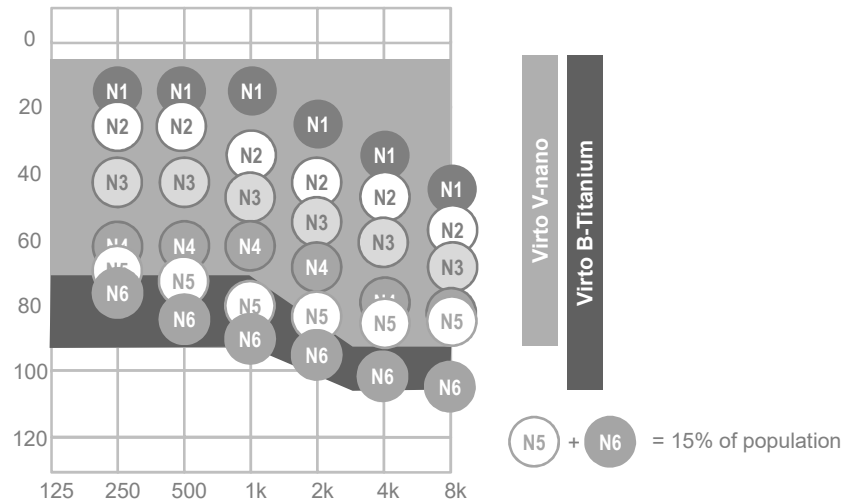
Virto B-Titanium



Virto V-nano

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M, P and SP receivers available

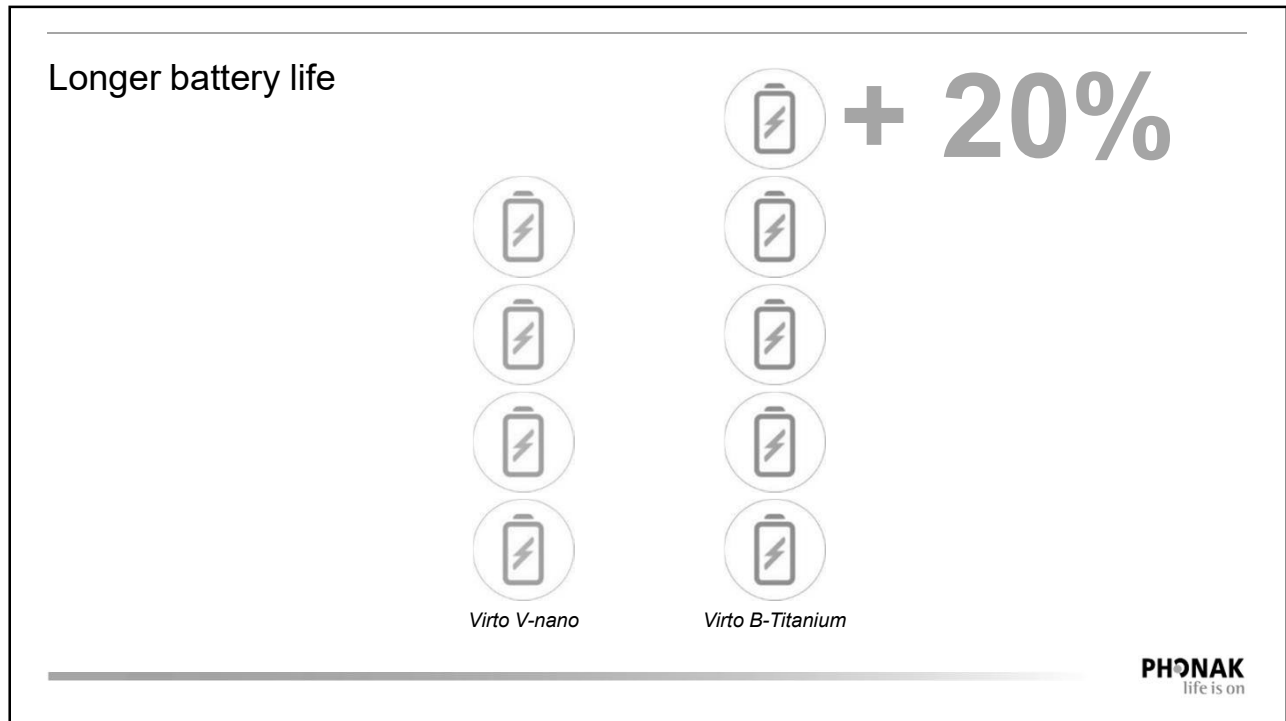


Source: International Society of Audiology

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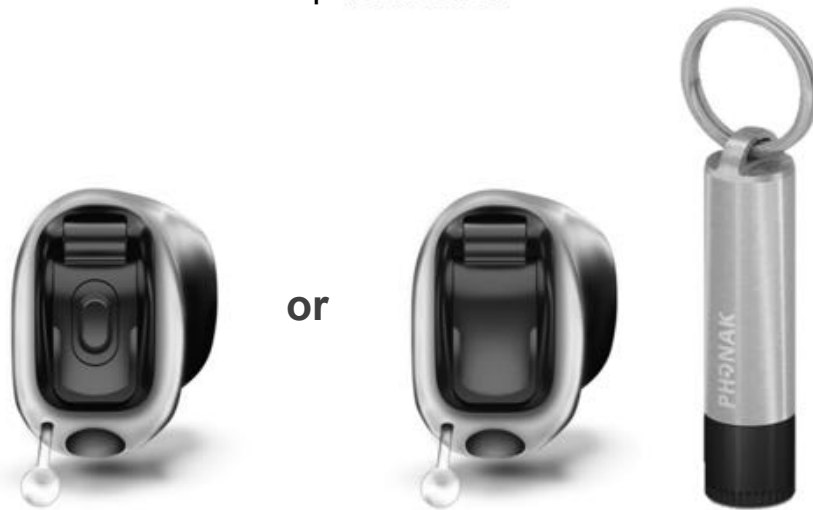
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Ordering options: MiniControl or push button

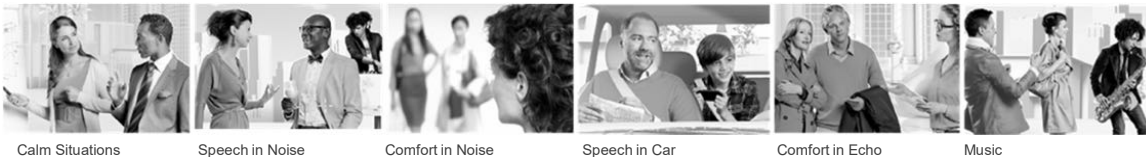


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Two performance levels

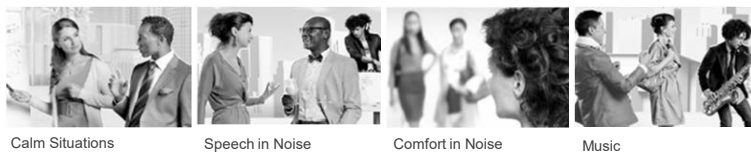
Virto B-90

- 5 max additional programs
- 20 fine tuning channels



Virto B-70

- 5 max additional programs
- 16 fine tuning channels



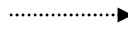
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Advantages of deep fitting IICs

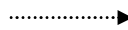
Lifestyle



- Super discreet
- More protected from sweat
- Better for active lifestyles



Performance



- Pinna effect
- Less occlusion
- Avoids wind noise

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Super discreet. Titanium strong.

15x stronger than standard IIC acrylic shells

Fewer shell repairs

Less hassle

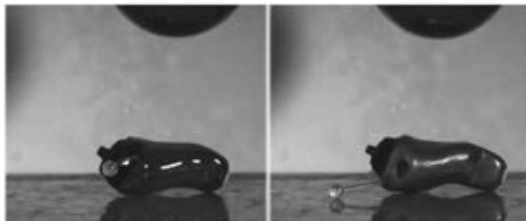
Less
paperwork and
costs

Less time
without
amplification



Virto V-nano

Virto B-Titanium



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Ear impressions: the starting point of customization

Better anatomical information
for modeling expert

More discreet and better fitting custom products



=

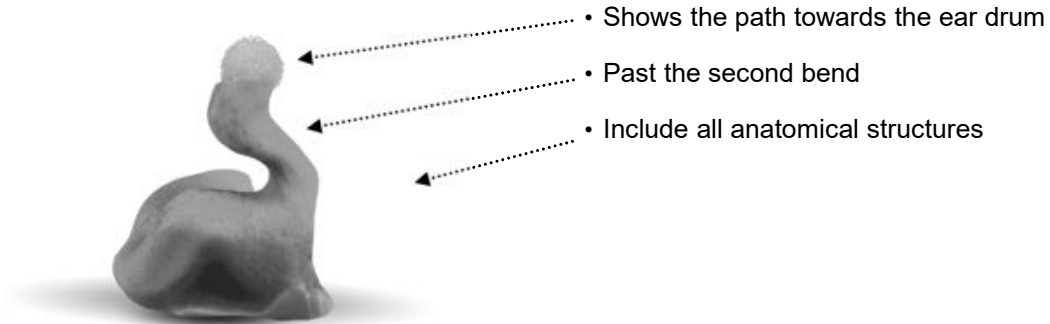


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Good impressions



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Challenges with deep ear impressions

Lack of visualization

Discomfort

Feeling of unease

Low quality impressions

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Challenges with deep ear impressions

Lack of visualization

Discomfort

Feeling of unease

Low quality impressions

Poorly fitting devices

Not as small as possible

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**Deep ear impressions
made easy.**

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Impression taking with EasyView

1. Select size (S, M, L)



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Impression taking with EasyView

1. Select size (S, M, L)



2. Attach to speculum



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Impression taking with EasyView

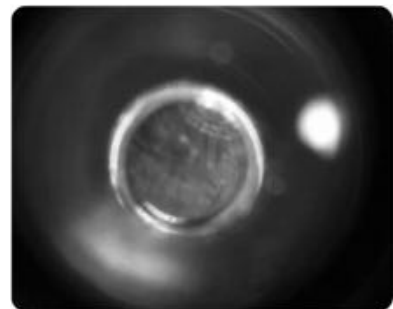
1. Select size (S, M, L)



2. Attach to speculum



3. Place Easyview and check the seal



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Impression taking with EasyView

1. Select size (S, M, L)



2. Attach to speculum

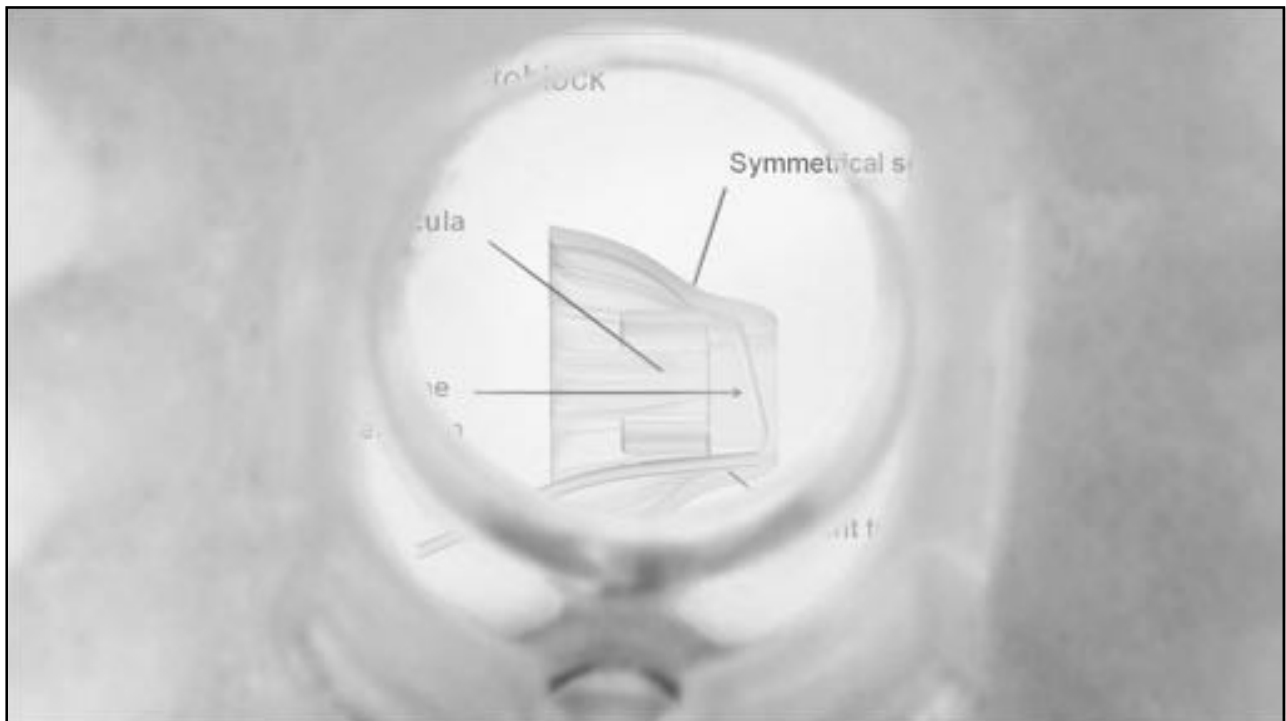
3. Place Easyview and check the seal



4. Insert impression material



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EasyView Otoblock benefits

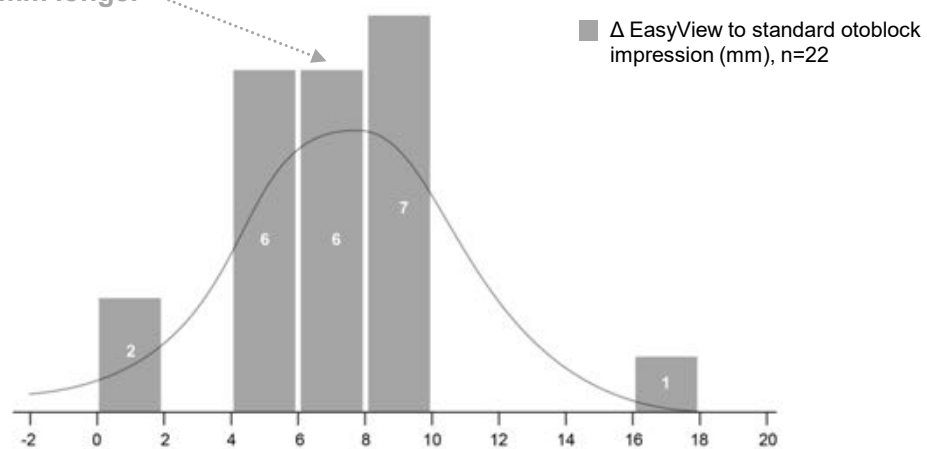


- **Pathway** towards ear drum
- Improves canal **length** information
- **Vented** for comfort
- **Stays on the impression** while scanning
- **Used** with your impression material and specula
- For **any type** of custom impression

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Comparison of ear impression length

With EasyView : **6mm longer** ear impressions!

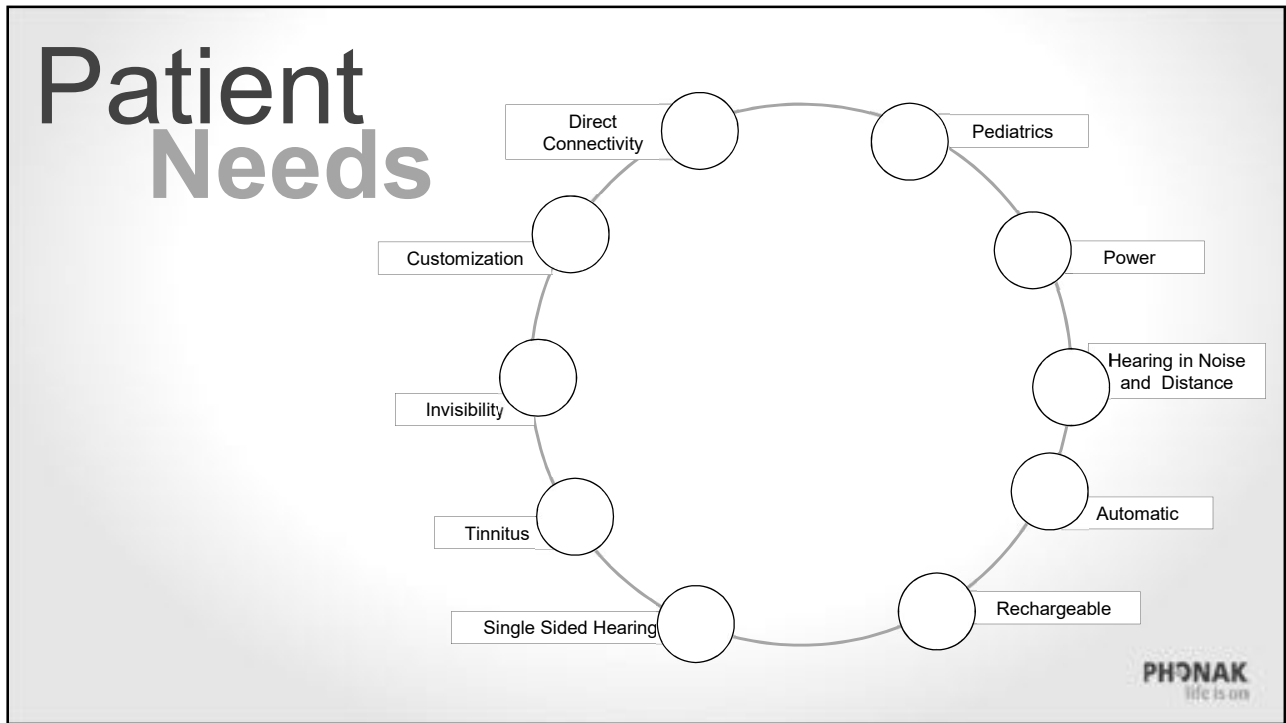


Internal Sonova usability study, 2016

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Thank you!

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