



## Max™ - Super Power Made Super Easy

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**unitron.** Hearing matters

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# Close your eyes



What single word would  
you use to describe  
Super Power fittings?



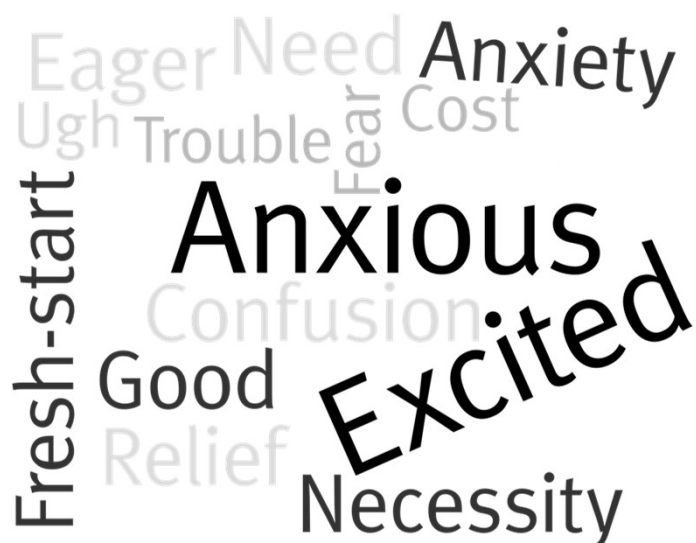
What makes Super  
Power fittings  
challenging?

Super Power fittings represent less than 10% of caseloads

Super Power wearers are a specific group not quite like any other



Which one single word  
would your patients use to  
describe the experience of  
getting new Super Power  
hearing instruments?



A word cloud of emotions and concepts related to hearing loss. The words are arranged in a cluster, with 'Anxious' and 'Excited' being the largest and most prominent. Other words include 'Fresh-start', 'Good', 'Relief', 'Necessity', 'Confusion', 'Ugh', 'Trouble', 'Fear', 'Cost', 'Eager', 'Need', and 'Anxiety'.

Fresh-start  
Ugh  
Eager  
Need  
Anxiety  
Trouble  
Fear  
Cost  
Anxious  
Confusion  
Good  
Relief  
Excited  
Necessity

“High hopes alongside great worry”

[livingwithhearingloss.com](http://livingwithhearingloss.com)

Why does getting new  
Super Power hearing  
aids cause anxiety?

Severe to profound patients have the  
most experience with amplification

Severe to profound patients replace their devices less frequently than other hearing loss patients

You don't do it everyday, so fitting Super Power hearing instruments can be challenging, but also rewarding

For patients, everyday tasks may not be the easiest and getting new Super Power hearing aids is exciting, but can also be hard





<b>1</b> Easy fittings with Super Power pre-sets	<b>2</b> Easy personalization with FLEX	<b>3</b> Easy convenience with rechargeable
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<b>1</b> Easy fittings with Super Power pre-sets	<b>2</b> Easy personalization with FLEX	<b>3</b> Easy convenience with rechargeable
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1

Easy fittings with Super  
Power pre-sets

2

Easy personalization  
with FLEX

3

Easy convenience with  
rechargeable



# 69%

of HHCPs agree that they usually have to change the manufacturer's first fit default settings for long-term Super Power patients

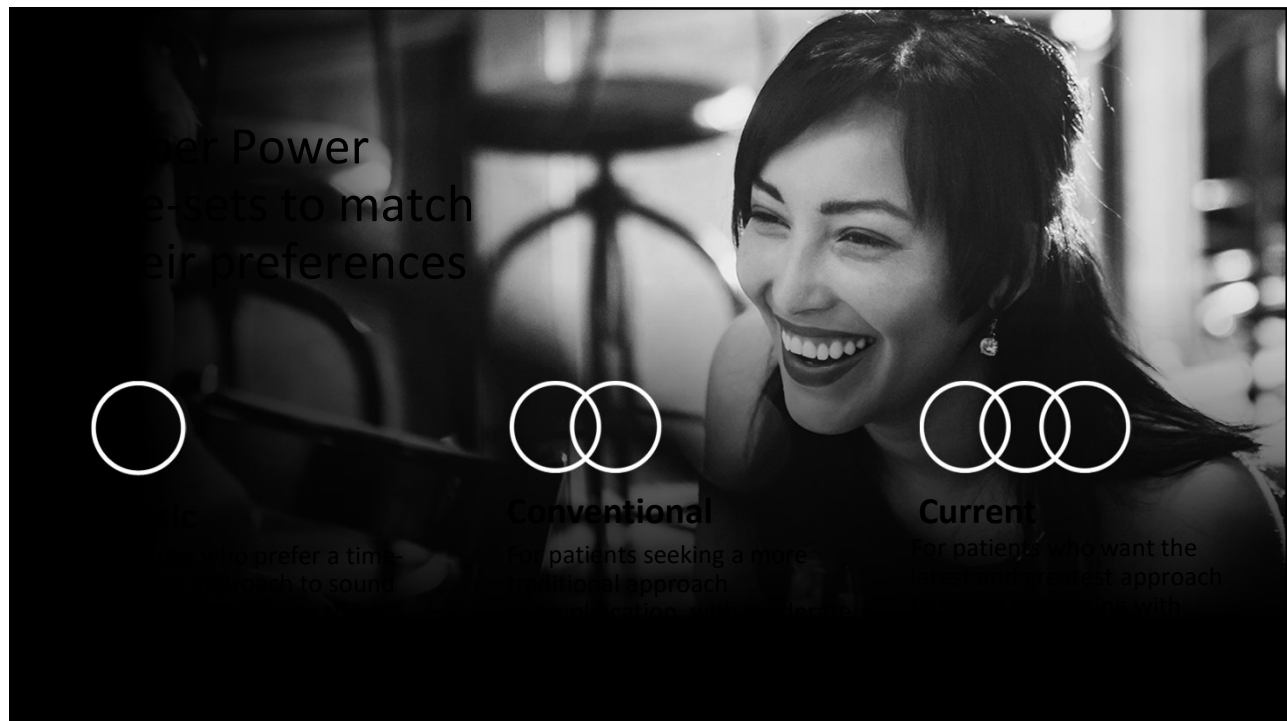
Results from recent survey (2018 Anovum survey; n=294)

# 39%

agree that individuals with severe-to-profound hearing loss prefer omni microphones







Results from recent survey (2018 Anovum survey; n=294)

# 3 Super Power pre-sets



**Super Power**  
Pre-sets to match  
your preferences

- Classic**  
For patients who prefer a time-tested approach to sound
- Conventional**  
For patients seeking a more traditional approach to amplification with a modern twist
- Current**  
For patients who want the latest and greatest approach to hearing aid technology with

		
<p><b>Classic</b> </p> <p>For patients who prefer a time-honored approach to sound processing, with little to no signal processing and no directionality.</p>	<p><b>Conventional</b> </p> <p>For patients seeking a more traditional approach to amplification, with moderate signal processing and some directionality.</p>	<p><b>Current</b> </p> <p>For patients who want the latest and greatest approach to sound processing, with advanced signal processing and directionality.</p>





**Jenn**

Speech scores:

**Right:** 52% at 95 dB HL

**Left:** 64% at 90 dB HL



Frequency (Hz)	Speech Score
125	65
250	68
500	72
1000	75
2000	78
4000	80
8000	85

## Let's get to know Jenn

- Congenital hearing loss
- Hearing aids since childhood
- Demanding job – face-to-face meetings, video conferences, travel, large events, conferences

3 most important factors when getting new hearing aids:

1. FM compatibility
2. Sound awareness
3. Understanding of speech

What single word describes how you feel when it's time to get new hearing aids?

**Anxiety**



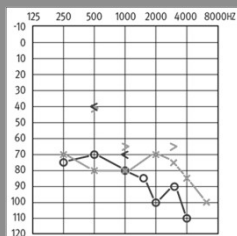


## Joe

Speech scores:

**Right:** 60% at 100 dB HL

**Left:** 84% at 95 dB HL



## Let's get to know Joe

- First hearing aid at 14 years old
- Internet marketing executive
- Wife gets mad that he never answers the phone

3 most important factors when getting new hearing aids:

1. Sound clarity
2. Technology improvements
3. Relationship with his hearing healthcare professional

What single word describes how you feel when it's time to get new hearing aids?

**Ugh!**



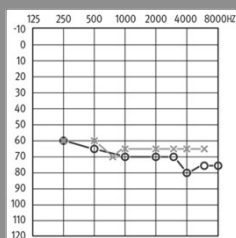


## Dar'ya

Speech scores:

**Right:** 72% at 80 dB HL

**Left:** 84% at 80 dB HL



## Let's get to know Dar'ya

- Aided since childhood
- Lives with housemates and struggles to hear them when they aren't right in front

3 most important factors when getting new hearing aids:

1. Features
2. Price
3. Size & color

What single word describes how you feel when it's time to get new hearing aids?

**Neutral**

## Smiles with the click of a button

**Super Power pre-sets**

Choose a pre-set for a fitting session starting point

☒ Pre-set details

☐ Classic ☐ Conventional ☒ Current

For patients who prefer a time-honored approach to sound processing, with little to no signal processing and no directionality.

For patients seeking a more traditional approach to amplification, with moderate signal processing and some directionality.

For patients who want the latest and greatest approach to sound processing, with advanced signal processing and directionality.

You can switch to a different pre-set later on the Pre-Fitting screen

Confirm


Current Product in this Session: T Max Pro UP BTE

Coupling: 675 battery 159/82 dB (200) Push Button Telecoil Easy-4

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# Max.

Clinical fitting guide



Fitting Super Power is now super easy

A quick reference to the Super Power features of Max:

- Super Power pre-sets
- Frequency compression 2
- Power Adaptation Manager (PAM)

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## Pre-set questions :

**Questions:**

**When having a conversation in a quiet place, I prefer the speech to be:**

Loud and full ☐ | ☐ Clear and distinct

---

**When having a conversation in a noisy place, I prefer to hear:**

A realistic balance of speech and noise ☐ | ☐ Clear speech and less background noise

---

**When having a conversation in a noisy place, I prefer to:**

Be fully aware of what's happening around me (including background noise) ☐ | ☐ Focus only on the conversation (and reduce the background noise)

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**When it comes to the volume of my hearing aids:**

I often turn them up ☐ | ☐ I usually leave them as they are

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**When it comes to getting new hearing aids:**

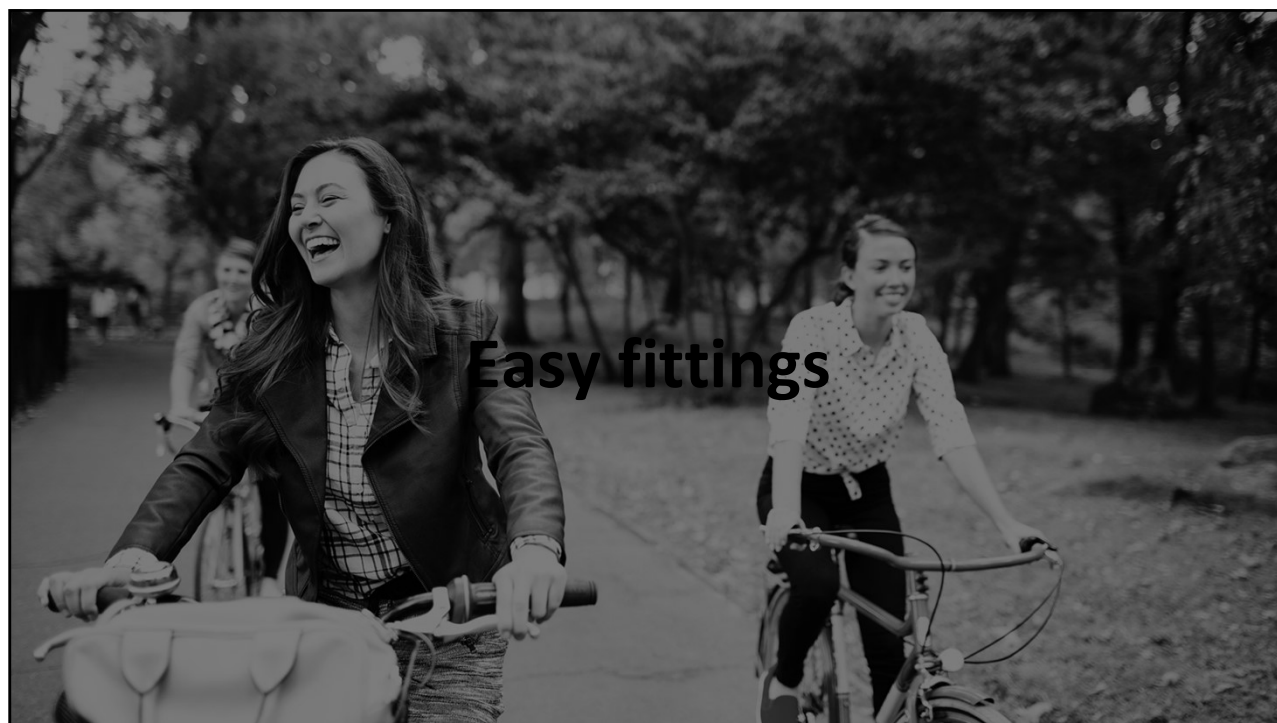
I want to keep hearing the same way I've always heard ☐ | ☐ I look forward to trying new hearing aid features

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## Pre-set decision matrix:

<b>Questions:</b>	
<b>When having a conversation in a quiet place, I prefer the speech to be:</b>	
Loud and full <input type="checkbox"/>	<input type="checkbox"/> Clear and distinct
<b>When having a conversation in a noisy place, I prefer to hear:</b>	
A realistic balance of speech and noise <input type="checkbox"/>	<input type="checkbox"/> Clear speech and less background noise
<b>When having a conversation in a noisy place, I prefer to:</b>	
Be fully aware of what's happening around me (including background noise) <input type="checkbox"/>	<input type="checkbox"/> Focus only on the conversation (and reduce the background noise)
<b>When it comes to the volume of my hearing aids:</b>	
I often turn them up <input type="checkbox"/>	<input type="checkbox"/> I usually leave them as they are
<b>When it comes to getting new hearing aids:</b>	
I want to keep hearing the same way I've always heard <input type="checkbox"/>	<input type="checkbox"/> I look forward to trying new hearing aid features
<b>Decision matrix:</b>	
4-5 answers in left column suggests using the Classic pre-set	
2-3 answers in each column suggests using the Conventional pre-set	
4-5 answers in right column suggests using the Current pre-set	

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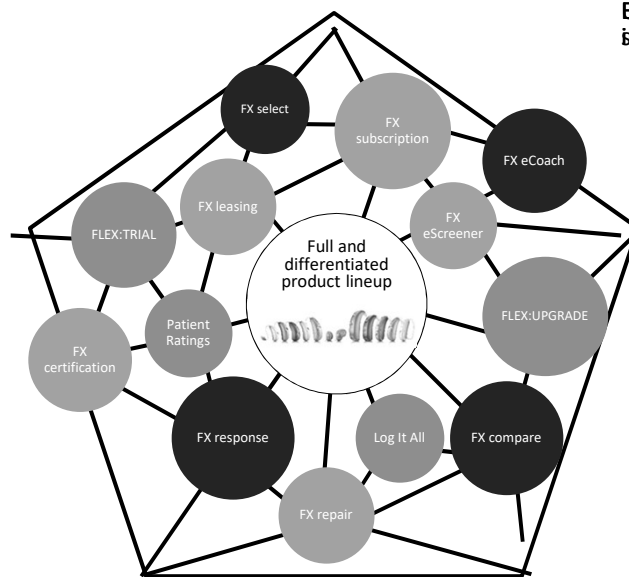


<h1>1</h1> <p>Easy fittings with Super Power pre-sets</p>	<h1>2</h1> <p>Easy personalization with FLEX</p>	<h1>3</h1> <p>Easy convenience with rechargeable</p>
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## Max is part of Unitron's unique FLEX ecosystem

The FLEX ecosystem is a growing network of connected solutions



Unitron FLEX  
ecosystem

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There's no one-size-fits-all approach



There's no one-size-fits-all approach

**FLEX:TRIAL**

Lets them try the latest  
technology in the real  
world before they buy.



## There's no one-size-fits-all approach

### Log It All

Provides evidence around a patient's listening lifestyle, giving an accurate picture you can use to support technology level recommendations



## There's no one-size-fits-all approach

### Patient Ratings

Allows patients to share their impressions of hearing instrument performance, right in the moment, using the uControl app on their smartphone

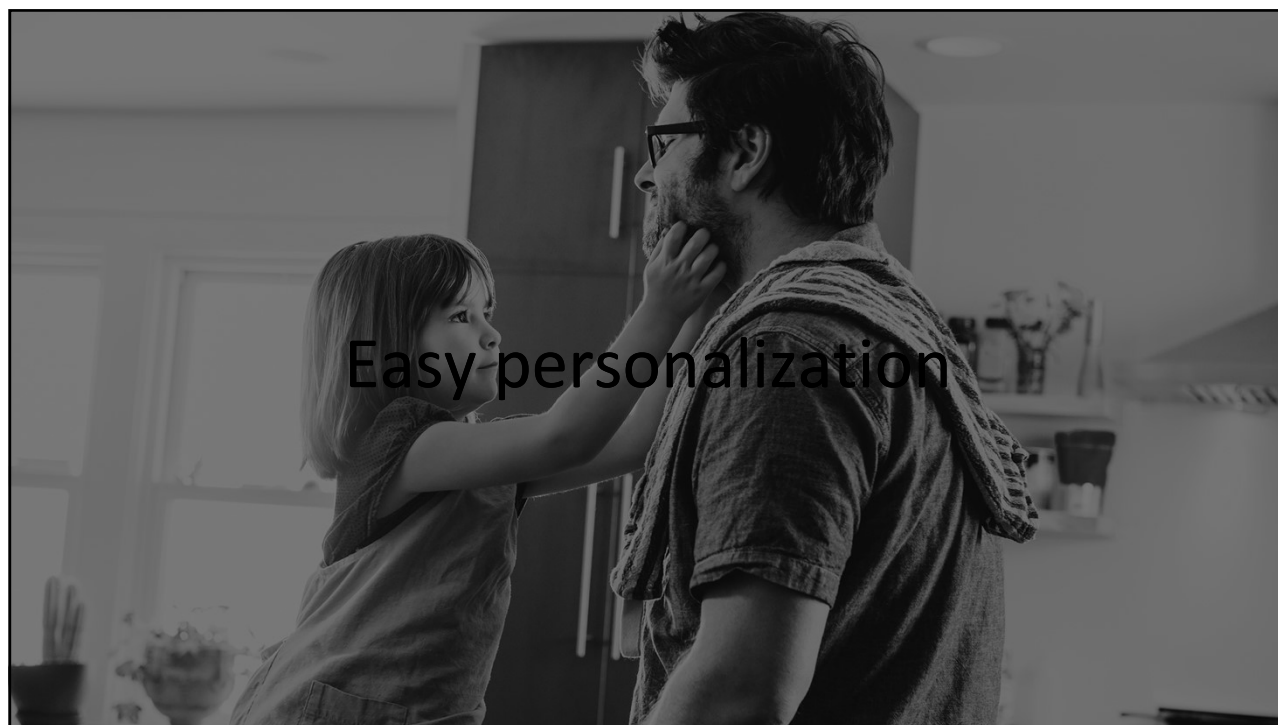


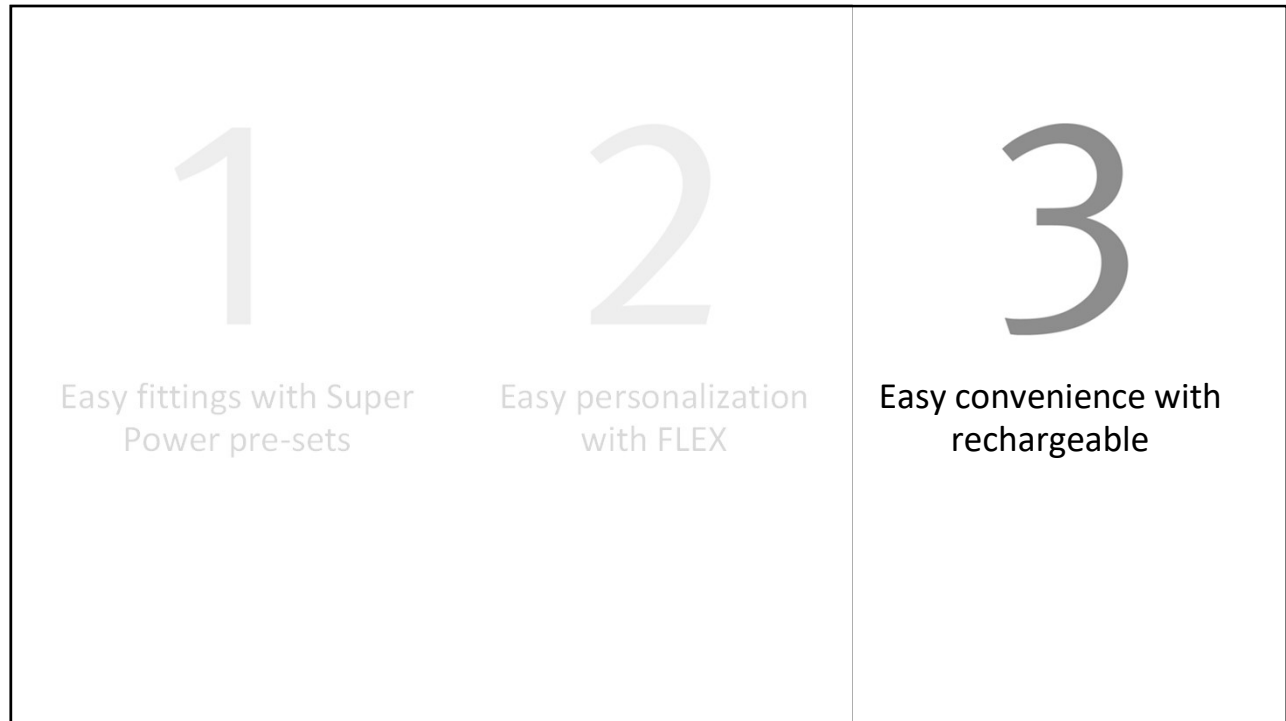
There's no one-size-fits-all approach



**FLEX:UPGRADE**

Gives patients confidence that you can accommodate lifestyle changes by upgrading technology in their hearing aids at any time





Get ready to meet the newest member of the family

Available early 2019



Available early 2019



Available early 2019

# 137/75

highest gain & output of any rechargeable hearing instrument

Available early 2019

Max SP R provides freedom from the  
hassle of changing batteries

Available early 2019

## It's easier when it's rechargeable

### Easy to use:

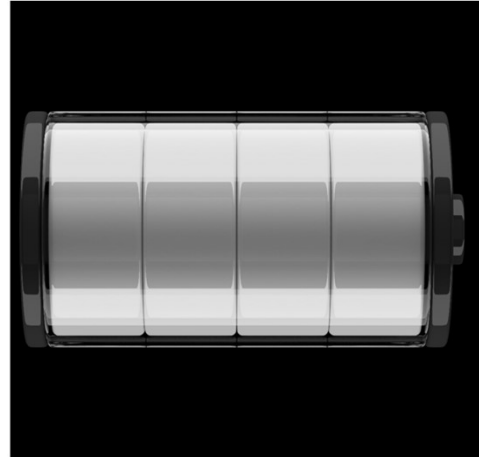
- Max SP R lasts all day on a simple overnight charge

### Easy to charge:

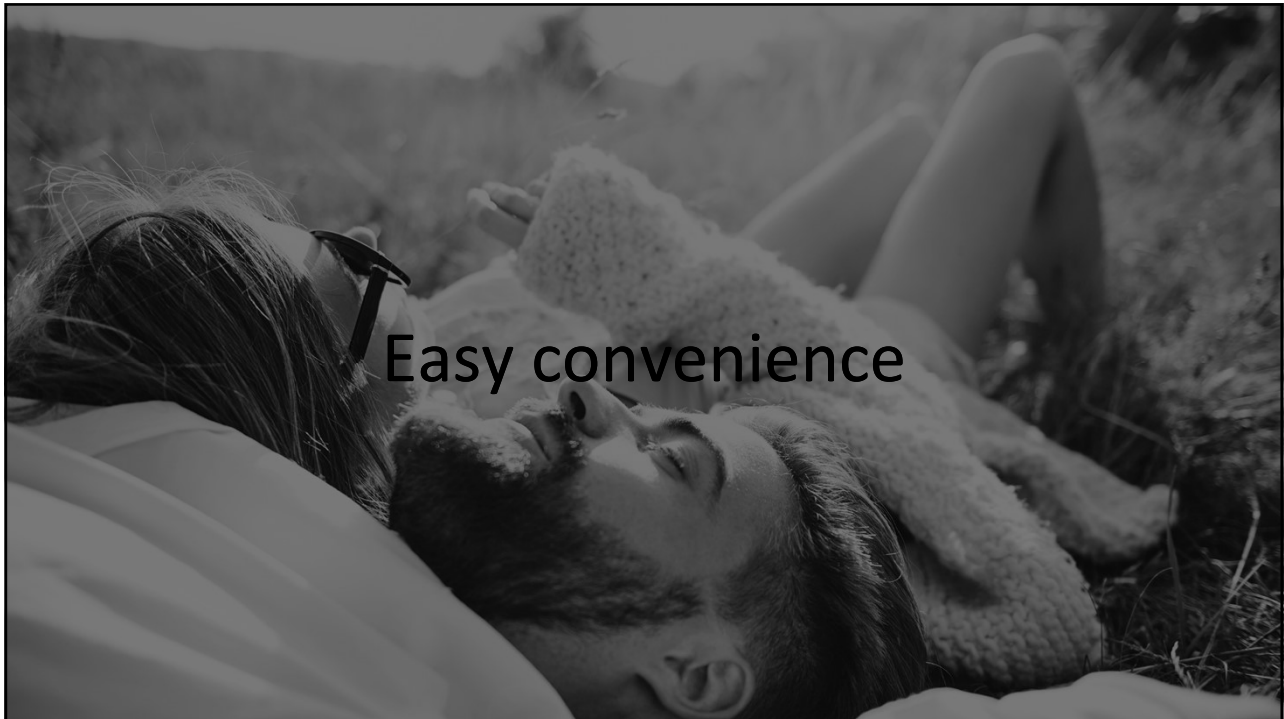
- Place Max SP R in the charger; magnets hold instruments in place
- Remove from charger when lights are solid green

### Easy flexibility:

- swap rechargeable batteries with traditional batteries whenever you want



Available early 2019





Tempus



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continued<sup>®</sup>

Max is now available on our high-performance Tempus platform which has been optimized specifically for patients with severe-to-profound hearing loss

# Tempus™

"I don't have to say 'me' too often"

"The sound quality is amazing for conversations in all environments"

What do you like about the hearing aids?

"Much better than my current hearing aids"

"I can hear conversations behind me"

"Very good clarity"

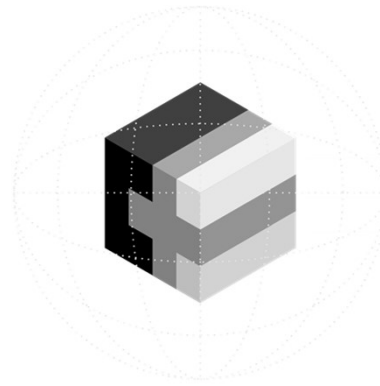
# The Tempus platform optimized for Max

The Tempus platform provides Max wearers with a noticeable improvement in sound quality right from the start.

Tempus is:

- Faster\*
- More accurate at identifying speech\*
- Higher input dynamic range\*
- Extended bandwidth\*

\*compared to our previous Max product



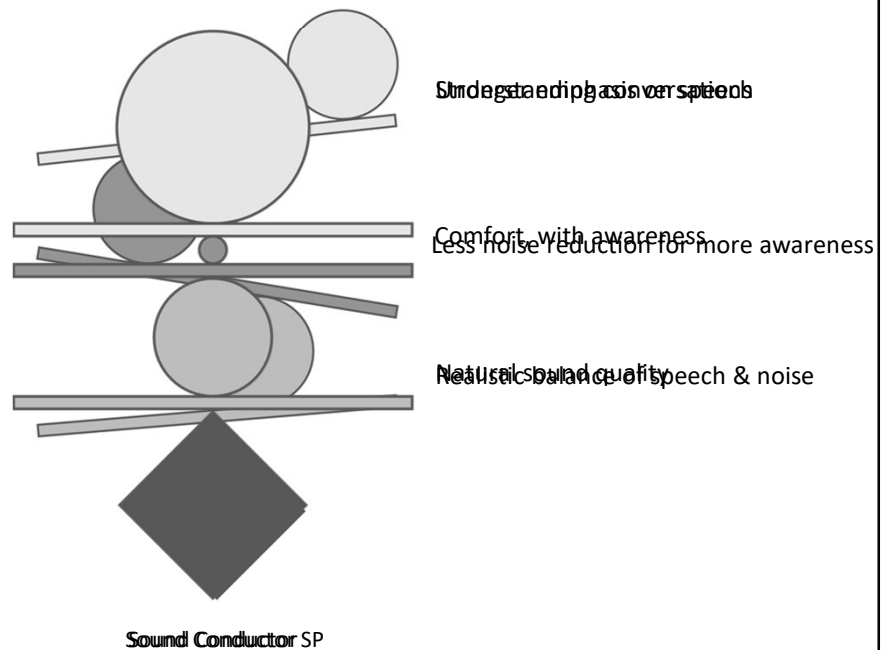
SoundCore

SoundNav

SpeechPro

**Sound Conductor SP**

Spatial Awareness

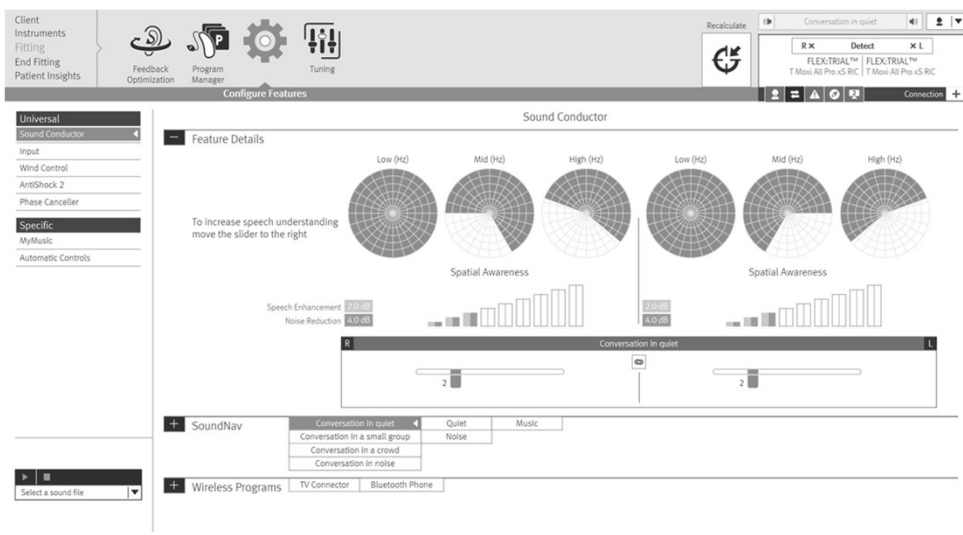


Optimizing speech  
for better conversations

**5-7 dB**

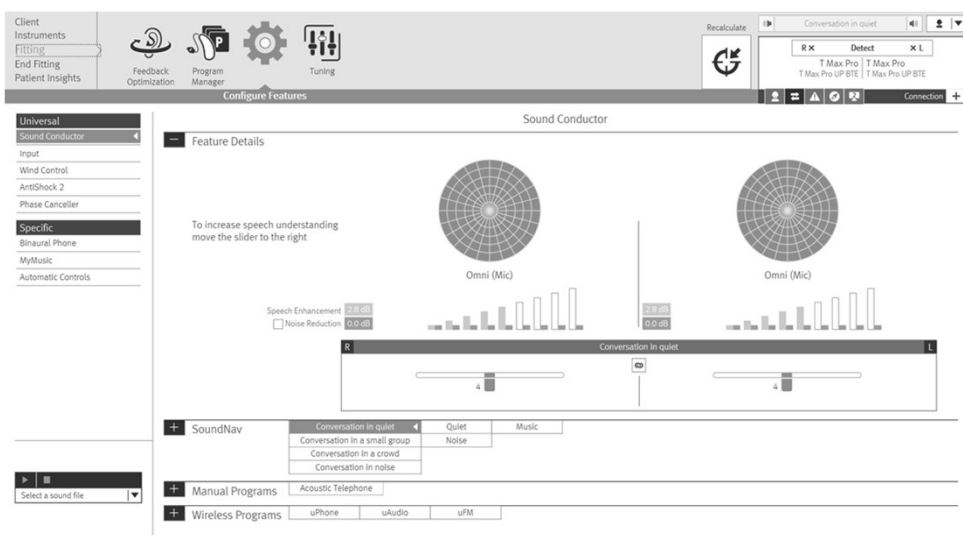
More speech enhancement

## Sound Conductor in TrueFit 3.7



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## Sound Conductor SP in TrueFit 3.7



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## Noise reduction

- Key component of Sound Conductor SP
- Super Power patients have different preferences than other patients
- Different noise reduction depending on pre-set







### New

- TrueFit 3.7 offers the ability to de-couple Speech Enhancement and Noise Reduction within Sound Conductor SP

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## Different Sound Conductor SP defaults for each pre-set

# Sound Conductor SP settings

	Classic		Conventional		Current	
Speech enhancement	Strongest		Weakest		Moderate	
Noise reduction	OFF		Moderate		Strongest	

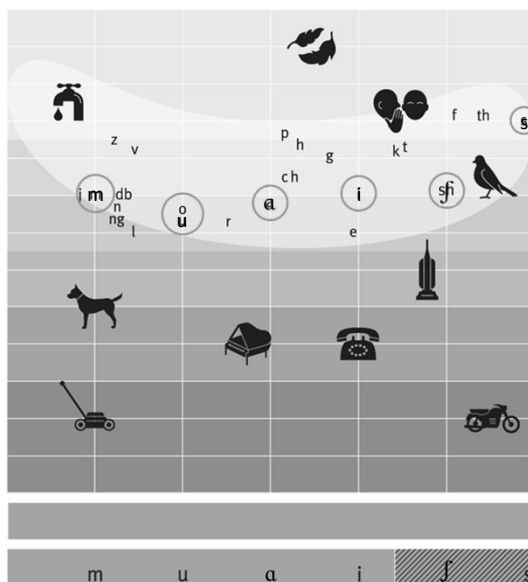
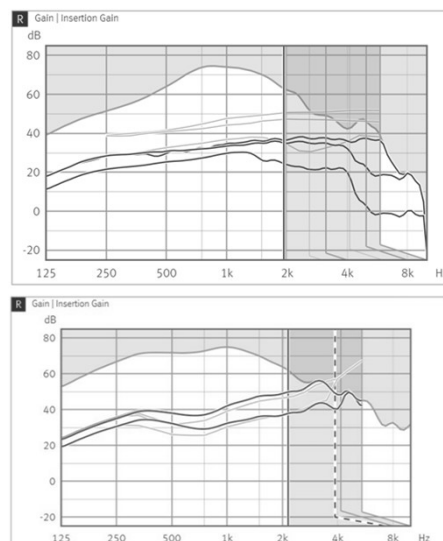


Frequency compression 2

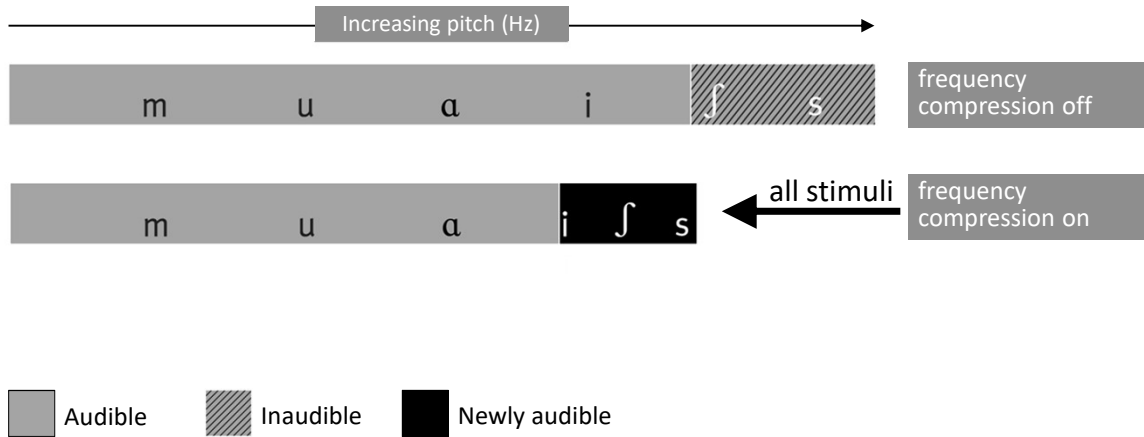
## What is frequency compression 2?

Helps people who can't hear high frequency speech and environmental sounds by compressing those sounds into an audible range.

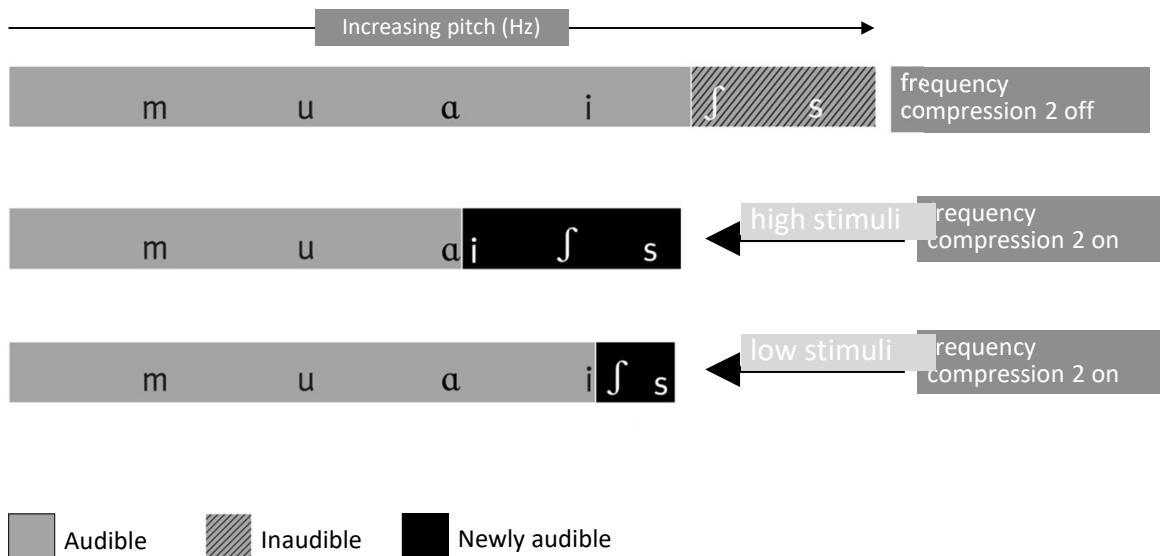
- 2<sup>nd</sup> lower, adaptive cut-off frequency means patients with very profound and left-corner audiograms can benefit
- Adaptive nature preserves low and mid-frequency integrity and improves overall sound quality



## Frequency compression

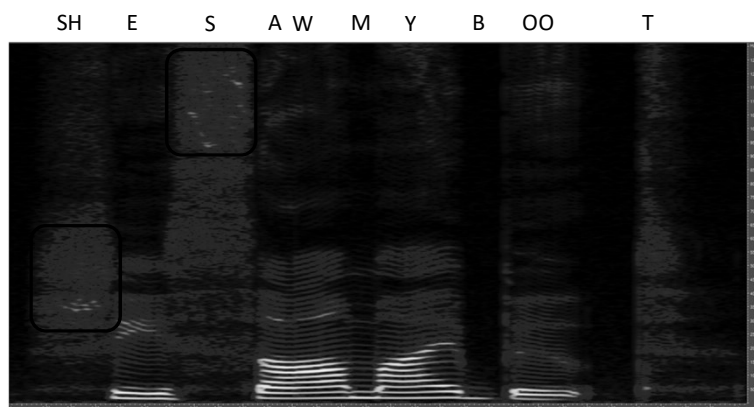


## Frequency compression 2



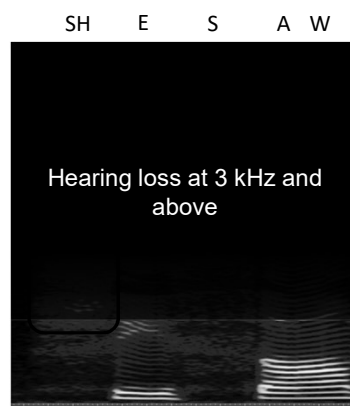
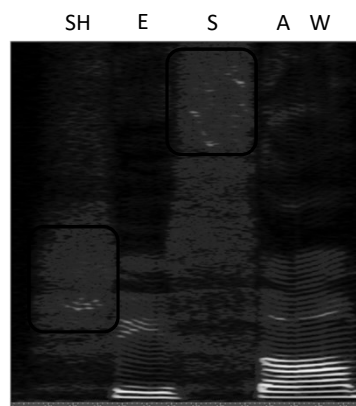
Frequency compression now adapts within a spoken word

Spectrogram of sentence with Ling-6 sounds



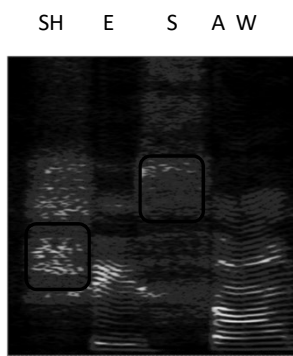
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## Spectrogram without frequency compression

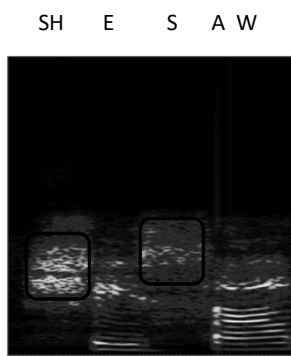


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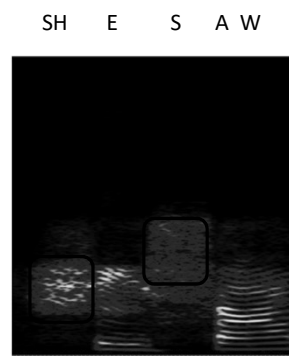
## Frequency compression comparison



aided spectrogram



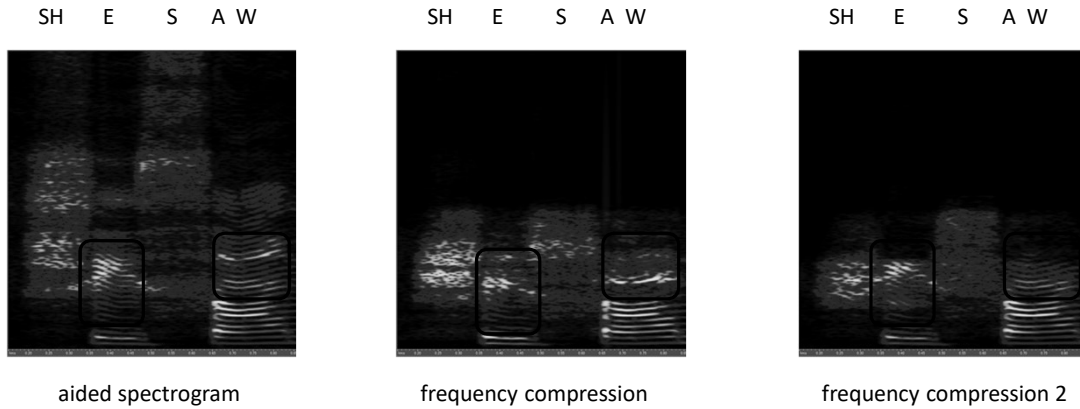
frequency compression



frequency compression 2

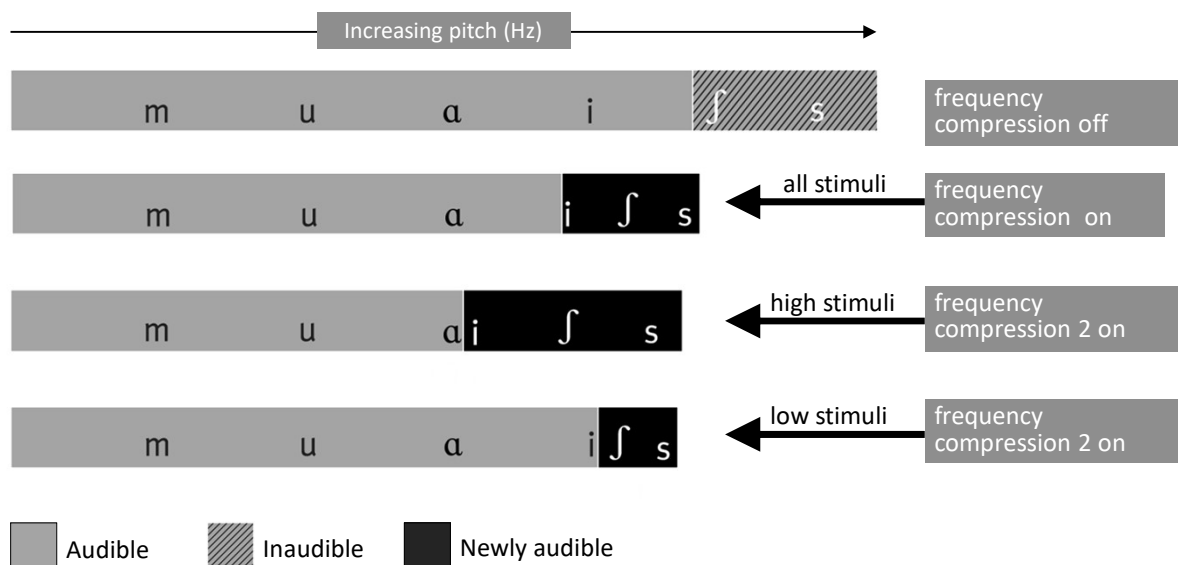
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## Frequency compression comparison

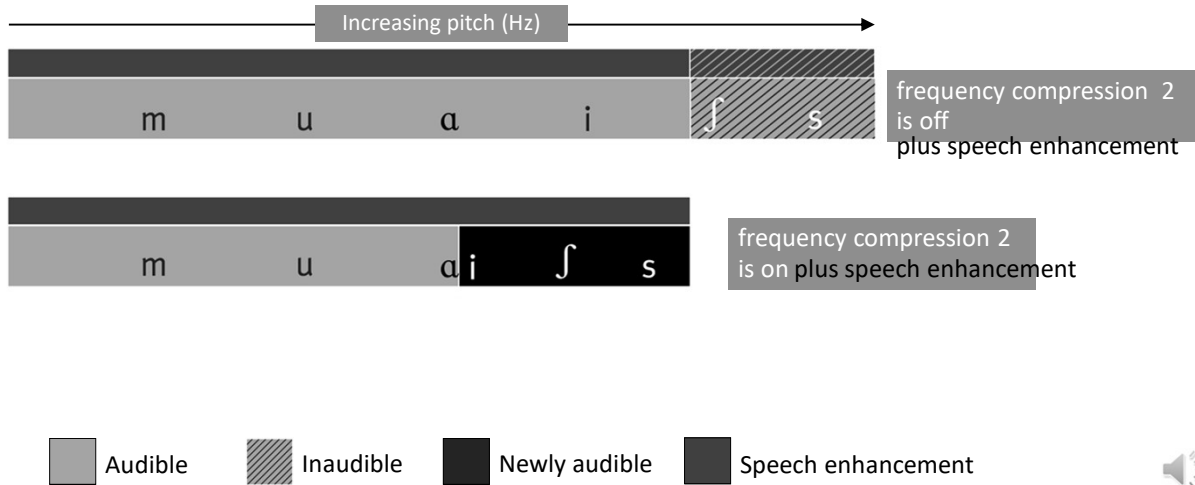


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## Summary

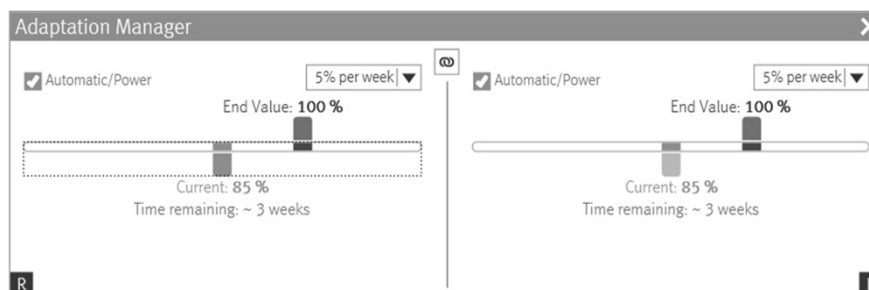


## Speech enhancement with frequency compression 2



Power Adaptation Manager

## Automatic Adaptation Manager (AAM)



# 71%

of HHCPs agree that they see patients who have been accustomed to over-amplification and prefer more gain than they believe is required or beneficial

2018 Max field trial FLEX questionnaire

# Power Adaptation Manager

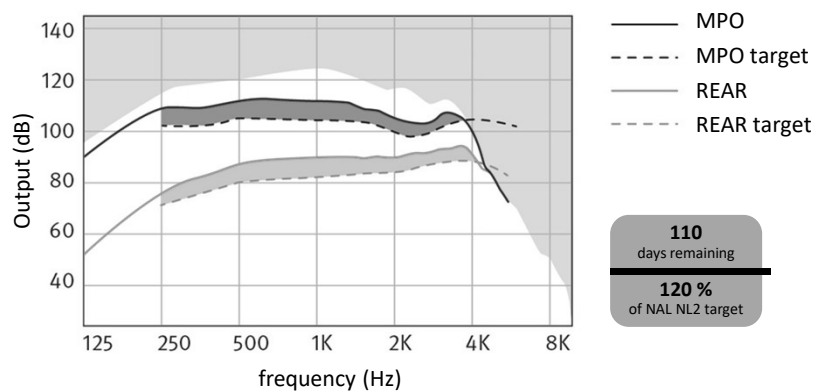
Introduced in 2012, it represents an important step in aligning performance with patient expectation

This feature:

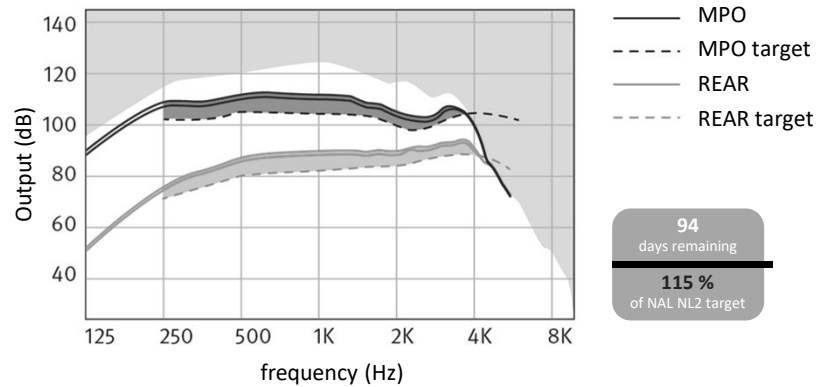
- Helps improve first fit acceptance patients who are accustomed to extra gain
- Provides the starting point they prefer
- Gradually and automatically reduces gain and output to a safe level for optimal long-term speech intelligibility

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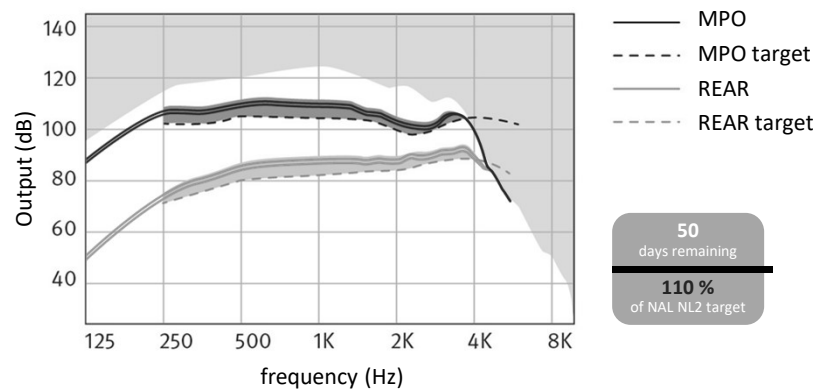
# Power Adaptation Manager



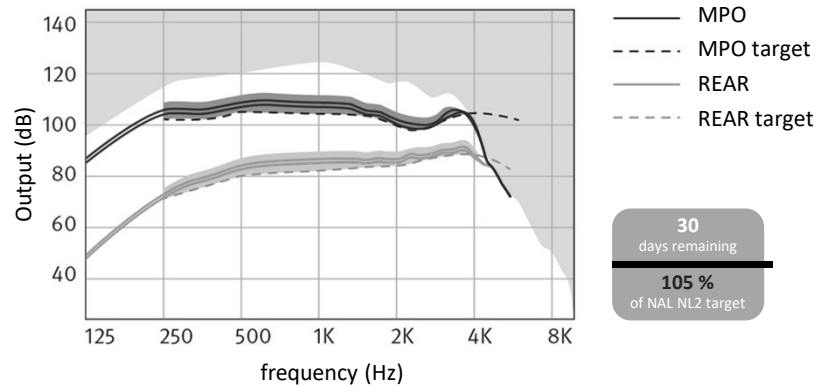
## Power Adaptation Manager



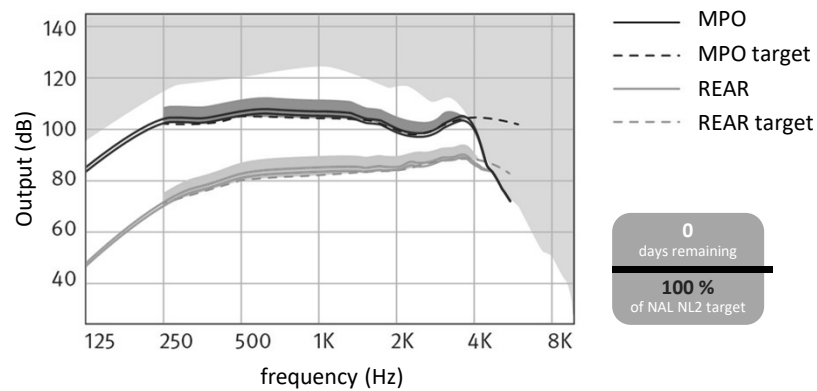
## Power Adaptation Manager



## Power Adaptation Manager

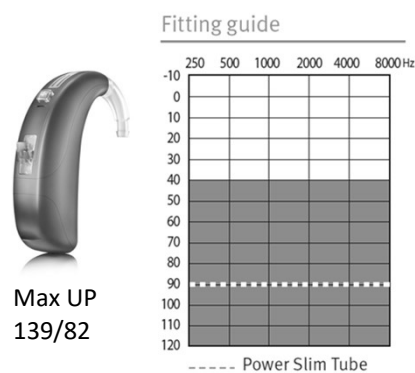
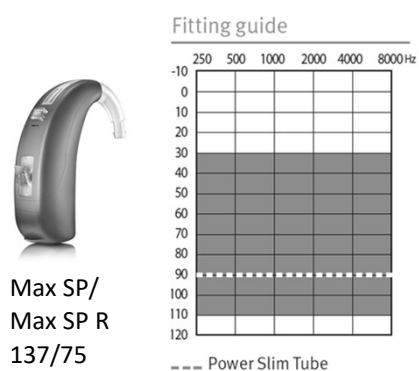


## Power Adaptation Manager



## A responsible solution to over-amplification

### Fitting ranges



## Colors



P7 - Pewter



P6 - Platinum



P4 - Espresso



P2 - Amber



01 - Beige



P8 - Charcoal

## Accessories



## FM / Roger compatibility

### DAI

- Available for Max SP and Max UP
- Compatible with all 3 pin FM receivers on the market
- Easy DAI available at all technology levels

### uDirect 3

- Compatible with all 3 pin FM receivers on the market
- uFM wireless program available at all technology
- Allows Max SP R compatibility with FM devices

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Features at a glance

SoundCore		T Pro	T 800	T 700	T 600	T 500
SoundNav	Music	•	•			
	Noise	•	•	•		
	Conversation in a crowd	•	•	•		
	Conversation in a small group	•	•	•		
	Conversation in quiet	•	•	•	•	
	Conversation in noise	•	•	•	•	
	Quiet	•	•	•	•	
	Total environments	7	7	6	3	AutoMic
SpeechPro	SpeechPro	•	SpechZone 2	SpechZone		
	Speech Locator	•	•	•		
	Speech Focus	•				
	Dynamic Spatial Awareness	•				
Sound Conductor SP	Speech enhancement	•	•	•	•	•
	Noise reduction	•	•	•	•	•
	Adaptive directionality	Multiband	Multiband	Multiband	Multiband	•
Spatial Awareness	Spatial Awareness	Dynamic	Personalized	•		
	Pinna Effect	•	•	•	•	•
Sound Stabilization						
	AntiShock 2	•	•	•	•	•
	Wind control	•	•	•	•	•
	Feedback manager	•	•	•	•	•
	Natural Sound Balance	•	•	•	•	•

	Automatic	Manual
	<p><b>Good</b> Max Driven by Tempus</p> <p><b>700</b> \$999 list</p> <p>Tempus highlights</p> <ul style="list-style-type: none"> <li>Tempus platform sound quality, enhanced speed and accuracy</li> <li>Increased dynamic range</li> <li>SoundNav automatic program (6 environments)</li> <li>SpeechZone</li> <li>Spatial Awareness</li> <li>Sound Conductor SP</li> <li>Super Power pre-set options</li> <li>Log It All</li> <li>Patient Ratings</li> </ul>	<p><b>Standard</b> Max Driven by Tempus</p> <p><b>600</b> \$799 list</p> <p>Tempus highlights</p> <ul style="list-style-type: none"> <li>Tempus platform sound quality, enhanced speed and accuracy</li> <li>Increased dynamic range</li> <li>SoundNav automatic program (3 environments)</li> <li>Sound Conductor SP</li> <li>Super Power pre-set options</li> <li>Log It All</li> <li>Patient Ratings</li> </ul>
	<p>700 vs. 600?</p> <p>700 gives your patients more listening environments, a better approach to background noise and improved localization.</p> <p>↑</p> <p>Max Powered by Era <b>6</b> \$879 list</p>	<p><b>Basic</b> Max Driven by Tempus</p> <p><b>500</b> \$549 list</p> <p>Tempus highlights</p> <ul style="list-style-type: none"> <li>Tempus platform sound quality, enhanced speed and accuracy</li> <li>Increased dynamic range</li> <li>Automatic directionality</li> <li>Wireless streaming</li> <li>Sound Conductor SP</li> <li>Super Power pre-set options</li> <li>Log It All</li> <li>Patient Ratings</li> </ul>
		<p>↑</p> <p>Max Powered by Era <b>E</b> \$579 list</p>



## Additional training on AudiologyOnline

### Fall 2018 – Super Power Made Super Easy

Thursday, Sept 27  
@ **12pm eastern**/11am central/9am pacific

Thursday, Sept 27  
@ 3pm eastern/2pm central/**12pm pacific**

Friday, Sept 28  
@ 1pm eastern/**12pm central**/10am pacific

### 2018 – Unitron TrueFit v3.7

Tuesday, Oct 2  
@ **12pm eastern**/11am central/9am pacific

Tuesday, Oct 2  
@ 3pm eastern/2pm central/**12pm pacific**

Wednesday, Oct 3  
@ 1pm eastern/**12pm central**/10am pacific

**unitron.**

**unitron**<sup>TM</sup>

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