



Phonak Audeo™ Marvel

Fully connected to a teen's life

A Sonova brand

PHONAK
life is on

Learning Outcomes

- Participants will be able to describe the developmental and technological needs of a teen with hearing loss.
- Participants will be able to identify how Phonak Audeo Marvel meets the technological demands of a teen's lifestyle.
- Participants will be able to summarize the benefits of Audeo Marvel as they relate to a teen's lifestyle and hearing needs.

PHONAK
life is on

Presented in partnership with

continued

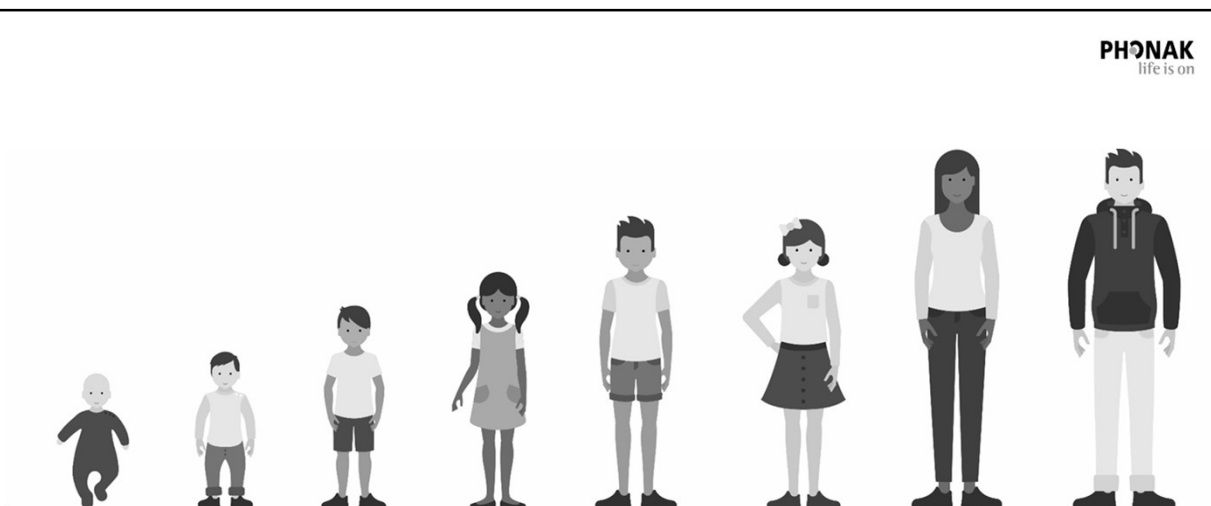
Disclosure in accordance with CEU Requirements

- I have a financial relationship to disclose:
 - Employee of Phonak who receives a salary
- I have no nonfinancial relationship to disclose



Angela Lawfield, AuD
Phonak Pediatrics
AZ, S.CA, CO, HI, NV, UT, GU

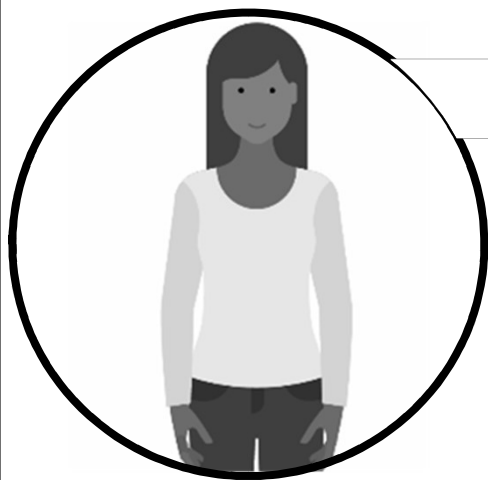
PHONAK
life is on



**From cradle to career,
Phonak partners with you to help young people live a life without limits**

Presented in partnership with

continued



45 year commitment

- Passionate about helping kids
- Invest in research and evidenced-based solutions to make it easier for you
- Partner International Pediatric Advisory Board and Teen Advisory Board

Connecting teens with teens

These 8 teens form our teen advisory board and are leading discussions on hearing healthcare and technology solutions for teens.

Their journey will be shared online at #PhonakTeenAdvisor.

Teens and parents can learn more at phonak.com/teens and follow the conversation at #PhonakTeens

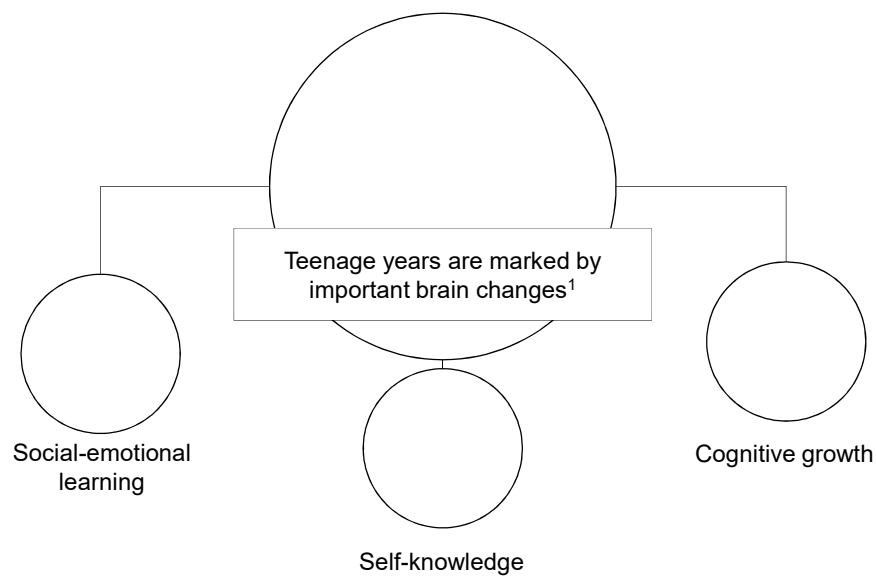


Presented in partnership with

continued

Unique needs for teens

PHONAK
life is on



¹Jarrett, C. (2018, June 11). How our teenage years shape our personalities. BBC. Retrieved from <http://www.bbc.com/future/story/20180608-how-our-teenage-years-shape-our-personalities>, accessed April 1st, 2019.

A sense of well-being

PHONAK
life is on

Participating and feeling accepted
requires confidence from a teen with a
hearing loss

Hearing technology that allows teens
to hear well and communicate
like everyone else gives them that
sense of well-being



Presented in partnership with

continued

Phonak Audéo Marvel: designed with a teen in mind

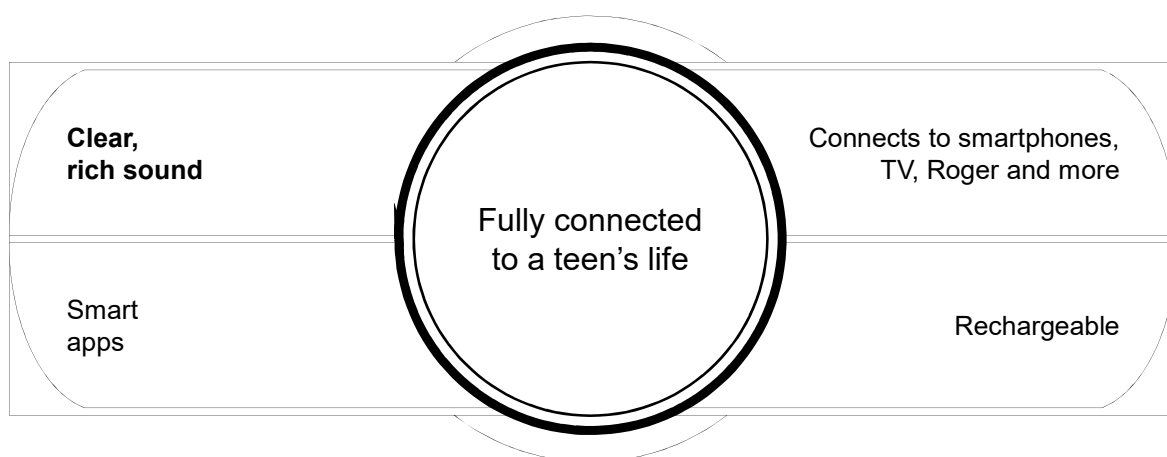
PHONAK
life is on



¹Legartha, S., Latzel, M., & Rodrigues, T. (2018). Media streaming: The sound quality wearers prefer. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

Marvel – our best hearing aid for a teen

PHONAK
life is on



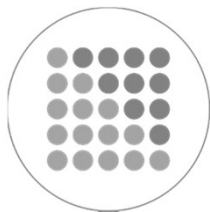
Presented in partnership with

continued

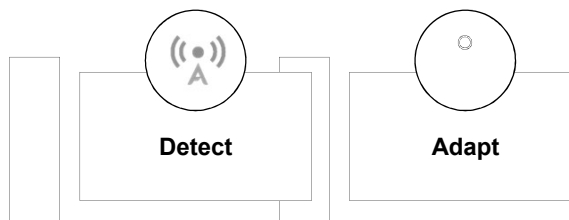
AutoSense OS™ 3.0: developed with AI

PHONAK
life is on

Autosense OS™ 3.0



AutoSense OS 3.0 was developed using artificial intelligence (AI) to automatically



Provide the best hearing experience in any listening environment

Everyday life

PHONAK
life is on



AutoSense OS™ 3.0 – developed with **Artificial Intelligence**



Improved

Recognizes and automatically adapts to precisely match more listening situations¹

=

More natural listening experience



¹Rodrigues, T., & Liebe, S. (2018). AutoSense OS™ 3.0. The new & enhanced automatic operating system. *Phonak Insight*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

²Jansen, S. & Appleton-Huber, J. (2019). Adaptive compression results in less listening effort for those with moderate hearing loss. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

Presented in partnership with

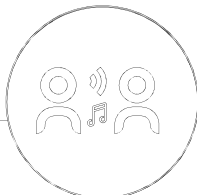
continued

Everyday life experience

PHONAK
life is on



AutoSense OS™ 3.0 – developed with Artificial Intelligence



World's
first

New

Classifies streamed signals

=

Top rated streamed sound quality¹



New

Advanced vent loss compensation

=

Rich sound experience while streaming

¹Legartha, S., Latzel, M., & Rodrigues, T. (2018). Media streaming: The sound quality wearers prefer. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.



PHONAK
life is on

“Marvel has been great...”

“I love the streaming capabilities of them. The sound quality is just so much more clear. Even my voice sounds so much more natural and true to actually how it sounds. So far, I can’t believe just how great everything sounds with the Marvel. It sounds real. And the AI that works in them to detect certain voices and loud noise, its just been wonderful so far.”

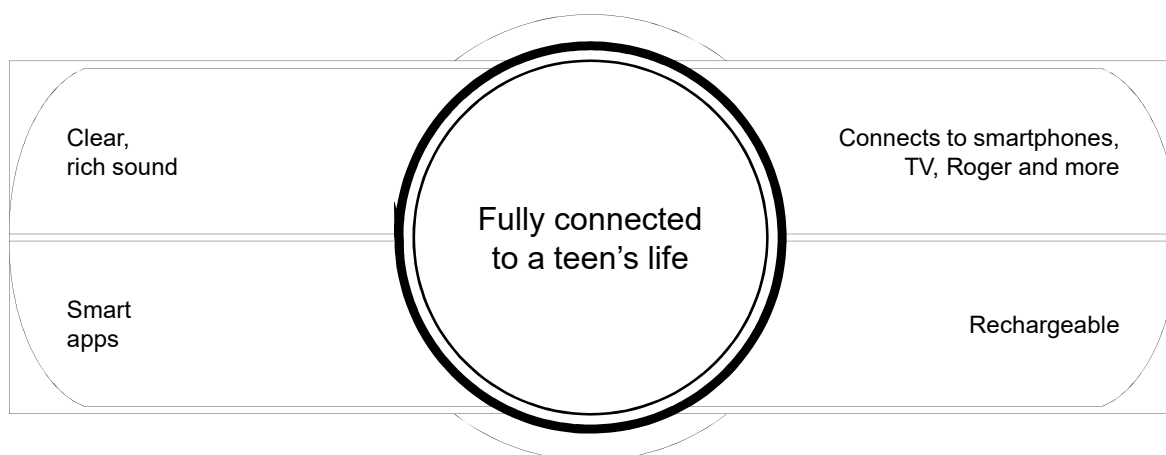
-Finn Gomez, Marvel wearer

Presented in partnership with

continued

Connects to smartphones, TV and more

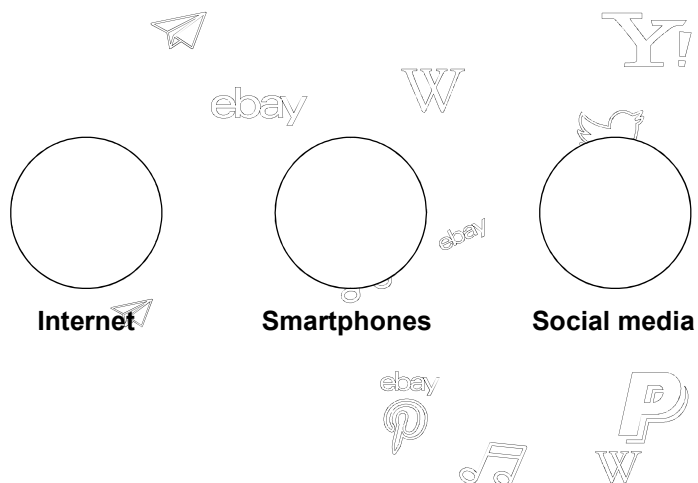
PHONAK
life is on



Teens are digital natives

PHONAK
life is on

Generation Z are born after 1995 and have no memory of a world without...



Teens and young adults are **online** and on their **devices** **more** than any other **age group**¹

¹Common Sense Census: Media use by tweens and teens (2015). Common Sense Media Inc. Retrieved from https://www.commonsensemedia.org/sites/default/files/uploads/research/census_executivesummary.pdf, accessed April 1st, 2019.

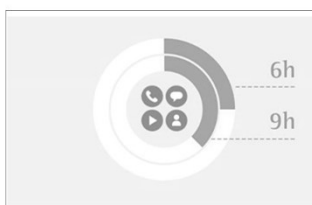
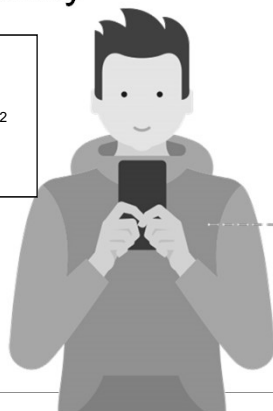
Presented in partnership with

continued

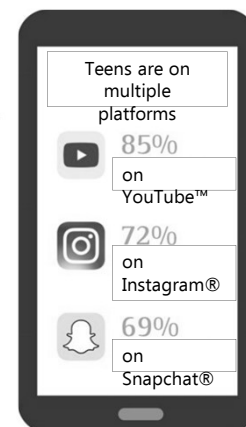
Teens and connectivity

PHONAK
life is on

89% are online at least
several times a day²



Teens are dedicating an estimated 6 hours a day to their smartphones or tablets and spend 9 hours a day using media for their enjoyment³



²Anderson, A. & Jiang, J. (2018, May 31). Teens, Social Media & Technology 2018. *PEW Research Center*. Retrieved from <http://www.pewinternet.org/2018/05/31/teens-social-media-technology-2018/>, accessed April 1st, 2019.
³Common Sense Census: Media use by tweens and teens (2015). *Common Sense Media Inc.* Retrieved from https://www.commonsensemedia.org/sites/default/files/uploads/research/census_executivesummary.pdf, accessed April 1st, 2019.

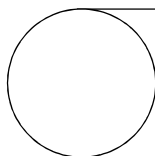
Direct connectivity to smartphones

PHONAK
life is on



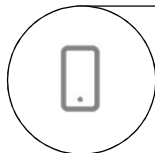
Made For All MFI

- Only iPhone/iPad compatible
- Audio stream only



Android™ with ASHA

- Not available yet
- Audio stream only
- Limited and slow rollout



Bluetooth® Classic

- Global standard
- Truly hands-free
- Broadest compatibility
- Huge installed base
- Back- and forwards compatible

Phonak Marvel



Compatible with the global standard

Presented in partnership with

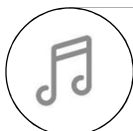
continued

Marvel keeps teens connected

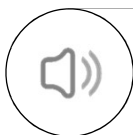
PHONAK
life is on



Direct connectivity to countless Bluetooth® enabled phones, tablets and computers – **so they don't miss out on social or instructional media**



Hearing aids act like **wireless stereo headphones** for direct access to YouTube™ and Snapchat®



Automatic-differentiation and adjustment of streamed speech signals to **optimize sound quality**^{1,2}

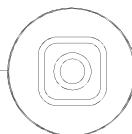


¹Legarth, S., Latzel, M., & Rodrigues, T. (2018). Media streaming: The sound quality wearers prefer. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

²Rodrigues, T., & Liebe, S. (2018). AutoSense OS™ 3.0. The new & enhanced automatic operating system. *Phonak Insight*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

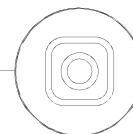
Teens enjoy TV, music and more with the new TV Connector

PHONAK
life is on



Easy to use

Plug and Play
Buttons for easy on/off and volume control
Automatically connects if within range
3 activation options



Great sound quality

Top rated streamed sound quality¹
Dolby™* compatible



*Manufactured under license from Dolby Laboratories. Dolby, Dolby Audio, and the double-D symbol are trademarks of Dolby Laboratories

¹Legarth, S., Latzel, M., & Rodrigues, T. (2018). Media streaming: The sound quality wearers prefer. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

Presented in partnership with

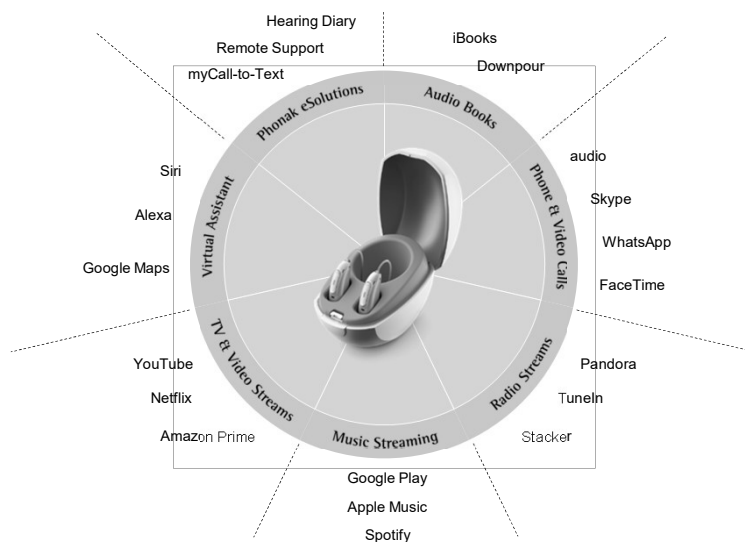
continued

Multimedia access for tweens and teens with Marvel



Marvel redefines direct connectivity

PHONAK
life is on



Presented in partnership with

continued

Roger that!

Teens often find themselves in environments that have excessive background noise.

This negatively impacts speech perception and can compromise a teen's social life and education¹

¹American Speech-Language-Hearing Association. (2005). Acoustics in Educational Settings: Position Statement [Position Statement]. Available from www.asha.org/policy



What is RogerDirect™?

A hearing aid feature that allows Roger microphones to **stream directly** to hearing aids without the need to *attach* a Roger receiver.

A Sonova brand

PHONAK
life is on

Presented in partnership with

continued

RogerDirect: compatible with Phonak Marvel

PHONAK
life is on



RogerDirect must have a Roger receiver installed in Phonak Marvel HI in order to work.

Your current champagne Roger X receivers are compatible and will be similarly priced.

All current Roger mics will be compatible.

Roger microphones and receivers will continue to be sold to schools, clinics and hospitals.

Process changes **ONLY** on Phonak Marvel hearing aids.

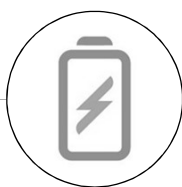
Continue to provide receivers for other mfgs HI, CI and BAHA devices.

Patient Advantages of RogerDirect™

PHONAK
life is on



Ear level Roger access is available in a rechargeable device



RogerDirect maintains handsfree access to the Roger program



Improved design, increasing usage and acceptance



#PhonakRoger
#PhonakTeens

Presented in partnership with

continued

Roger goes direct

PHONAK
life is on

33%*

Smaller

60%*

Lighter

Same

Roger
performance

Before



World's
first

New & unique

- RogerDirect™
- Many Roger compatible form factors are available
- No external receiver needed

*compared to previous Phonak technology plus Roger receiver

Professional Advantages of RogerDirect™

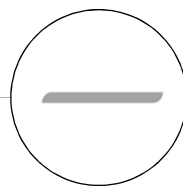
PHONAK
life is on



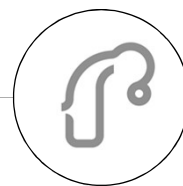
No more annoying
sticker on the
contacts



No more losing
the receiver



No more hinge pins
lost in the carpet



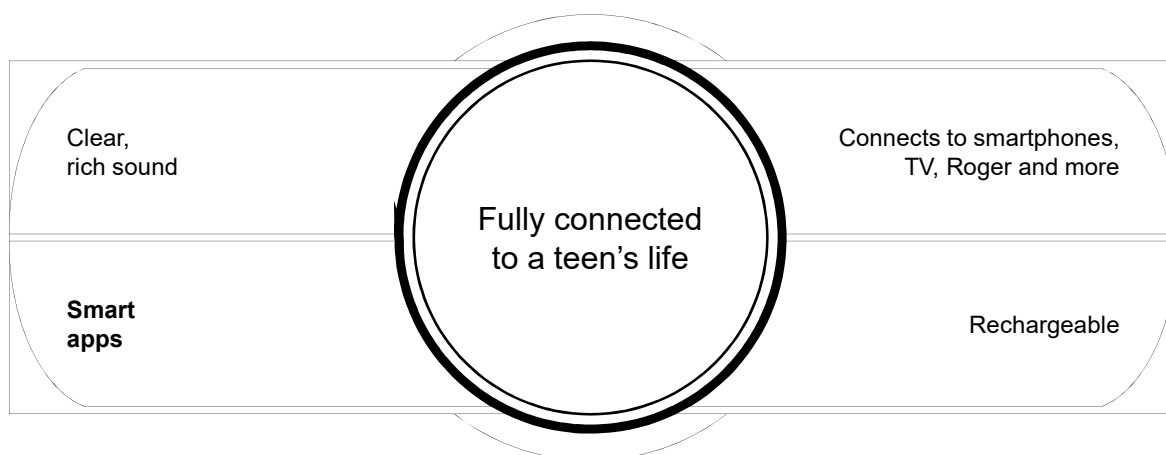
Eliminates need
for audioshoes for
Phonak HI's

Presented in partnership with

continued

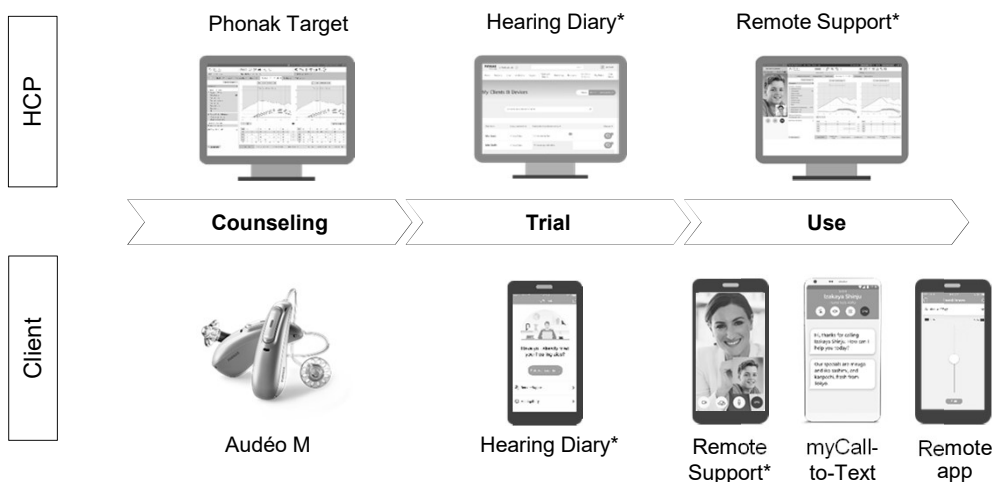
Smart apps – how to get the most out of your hearing aids

PHONAK
life is on



Current Phonak eSolutions apps and solutions offered to HCPs and teen clients

PHONAK
life is on



*Integrated in myPhonak app

Presented in partnership with

continued

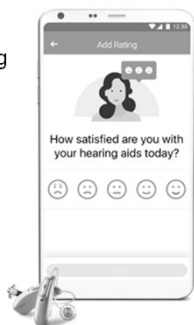
myPhonak app

PHONAK
life is on

An easy-to-use app that allows you to stay connected with your teen clients, assist them and adjust their hearing aids wherever and whenever needed

Hearing Diary

- Overview on hearing aid usage
- Overview on client satisfaction
- Push-notifications to HCPs



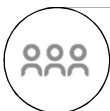
Remote Support

- Change settings directly in the fitting software
- Real-time fitting wherever your teen is

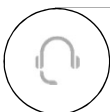


Remote Support and teens study

PHONAK
life is on



Multi-phase study over 46 months explored the potential for using Remote Support* with teenagers.¹



Specifically, Phase 2 evaluated potential for Remote Support as a motivational tool to engage teenagers who have become disengaged from clinical-based audiological care.



Remote Support is the term used by Phonak to refer to teleaudiology.

¹Carr, G. (2018, Sept). Exploring the benefits and challenges of distance intervention in the audiological service provision for young people in their teenage years. Internal Report.

Presented in partnership with

continued

Phase 2 of Remote Support and teens study

PHONAK
life is on



Phase 2 evaluated the potential of audiology Remote Support to re-engage teens in their hearing healthcare



20 teenagers 11-19 with bilateral mild to severe hearing loss who had stopped or often missed clinic audiology appointments



Offered 2 audiology remote support sessions



Questionnaires, feedback forms, transcripts of text communication, info regarding history of amplification and pattern of engagement and semi-structured interviews with clinicians

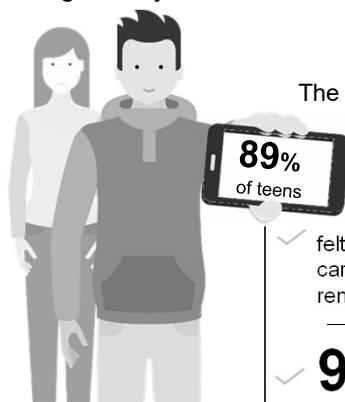


Venkatesan, A., & Carr, G. (2019). Could teleaudiology be the answer for teens? *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

Remote Support study responses from teens

PHONAK
life is on

Remote Support empowers teens to take control of their hearing care and receive hearing aid adjustments in real time



The study on the use of remote sessions showed that:

89%
of teens

would prefer a remote session over traveling to see their audiologist



felt they received good care from their remote sessions



felt relaxed during their remote sessions



96%

felt the remote sessions met their needs



93%

would recommend this type of remote sessions to other young people

Venkatesan, A., & Carr, G. (2019). Could teleaudiology be the answer for teens? *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

Presented in partnership with

continued

Legal note to HCPs on the use of Remote Support with teens

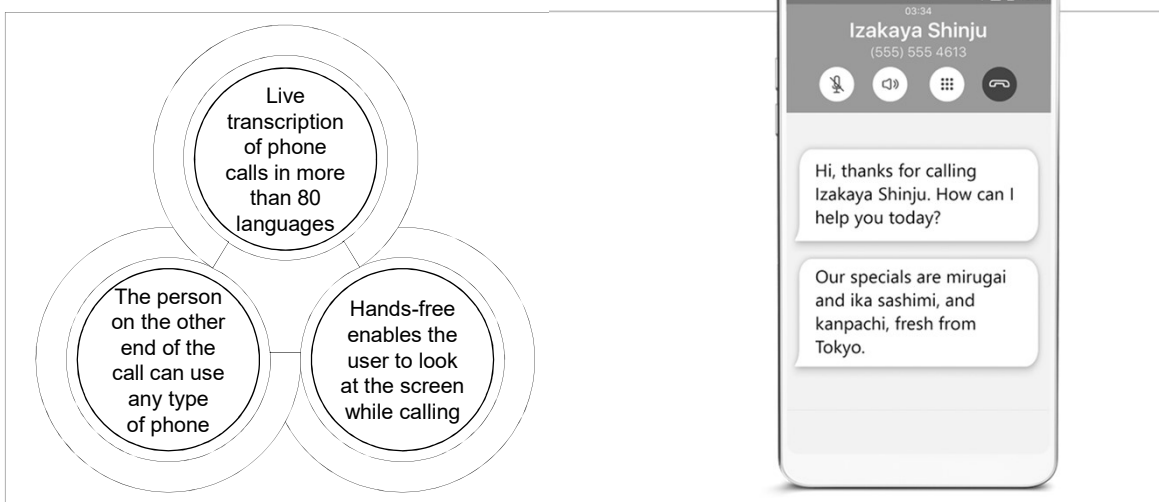


Please note that in the US, an individual over 16 years or an individual below the age of 16 years accompanied by the parents or the guardian has to give consent to the app's Terms of use and Privacy policy (which includes the processing of personal data)"

By downloading the app, the individual over 16 must agree to the Terms of Use and the Privacy policy must confirm that he/she or his/her parents or guardian, For individuals under the age of 16, the consent of a legal guardian must be obtained.



myCall-to-Text



Presented in partnership with



Remote app: Discrete control for teens

PHONAK
life is on

- Allows adjustment of volume and program without touching the hearing aid
- Patient control of Environmental Balance to quickly have access to the conversations around them when streaming
- Looks like they're texting

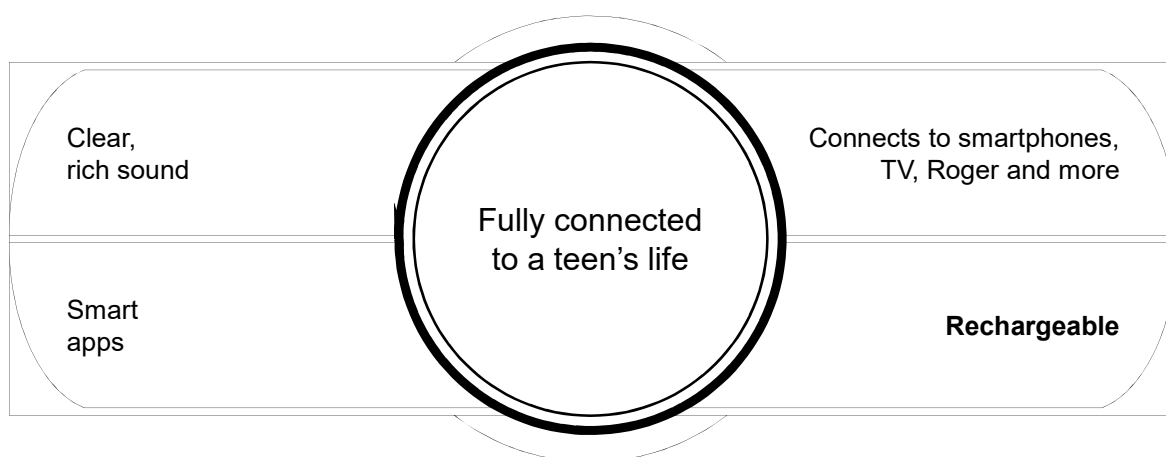


Remote app



Rechargeable

PHONAK
life is on



Presented in partnership with

continued

Enjoy a full day of hearing including streaming

PHONAK
life is on



Easy to use

Automatically on out of the charger

Super quick charging

3 color LED



World's first

No compromise

Direct connectivity to iOS and Android, Lithium-Ion rechargeable and t-coil



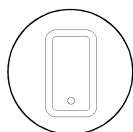
Battery engineered to last 6 years

New Mini charger case

Power up: Lithium-ion rechargeable

PHONAK
life is on

Battery life lasts **16 hours**



6 hours

Bluetooth® streaming, phone calls, and media usage



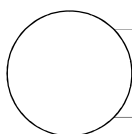
3 hours

TV usage



7 hours

Everyday listening



Super quick to charge and long lasting

Presented in partnership with

continued

Audéo Marvel

PHONAK
life is on



Audéo M-312

Audéo M-R

Audéo M-312T

Audéo M-13T

Audéo M-RT

BVST



Direct streaming



Hands-free phone calls



Roger



Rechargeable



T-coil



Available in 90, 70, 50, 30



Marvel is packed with world's first innovations

PHONAK
life is on

Standard Bluetooth® Classic

RogerDirect™

Exceptional sound quality from the first fit¹

Hands-free phone calls with own voice pick-up

**World's
first**

AutoSense OS™ 3.0 – with streaming

Direct streaming from iOS® and Android™

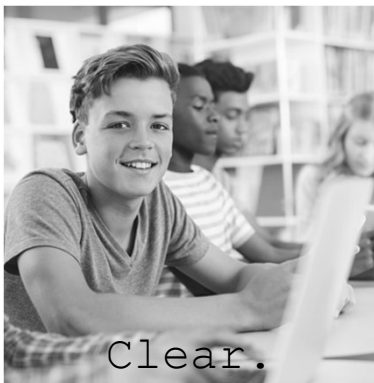
Real-time adjustments via Remote Support

Presented in partnership with

continued

Marvel delivers for teens

PHONAK
life is on



Clear.

Marvel offers **clear, rich sound** in real life and digital life



Confident.

Marvel **recognizes** and **automatically adapts** to precisely match **more listening situations than even before**¹ so teens can feel **confident** all day long



Connected.

Marvel offers **direct connectivity** to iOS®, Android™ and Bluetooth® enabled phones, keeping teens connected with friends and passions

¹Rodrigues, T., & Liebe, S. (2018). AutoSense OS TM 3.0. The new & enhanced automatic operating system. Phonak Insight, retrieved from www.phonakpro.com/evidence, accessed April 1st, 2019.

Together,
we change lives

Presented in partnership with

continued