

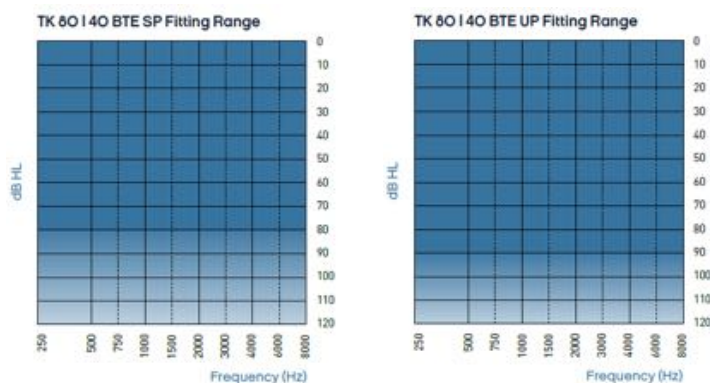
## See What's Inside

- Two performance levels
  - Trek<sup>80</sup> | Trek<sup>40</sup>
- Two styles
  - Super Power (SP) | Ultra Power (UP)
- 2.4 GHz Bluetooth® Low Energy
- Near Field Magnetic Induction (NFI)
- Telecoil
- LED Indicator
- Connectivity Solutions
- Pediatric friendly



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	TK 80 40 BTE SP	TK 80 40 BTE UP
Battery Size	13	675
Peak Gain (dB/2cc)	79	83
Peak MPO (dB SPL/2cc)	139*	142*

\*Special care should be taken when fitting and using a hearing instrument with maximum sound pressure capability in excess of 132 dB SPL (IEC 60318-4) since there may be a risk of impairing the remaining hearing of the hearing instrument user.

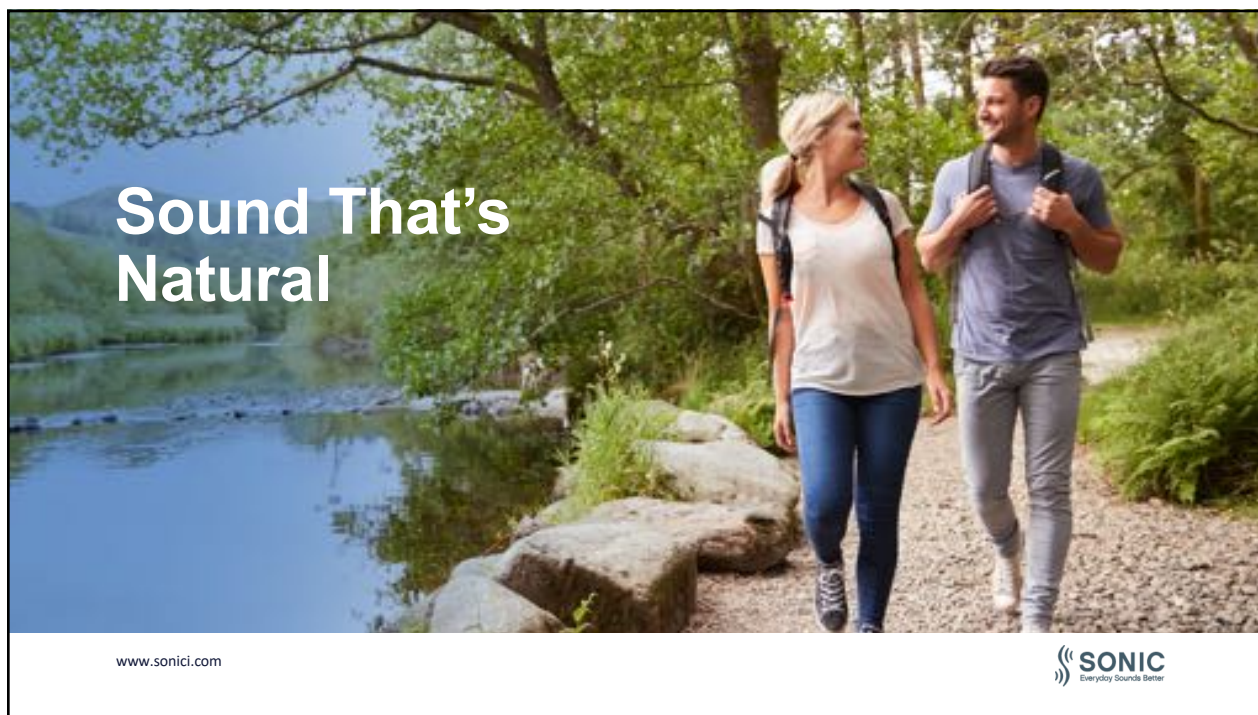
## The Hook of 4S Foundation

- Sonic is dedicated to improving lives through enhanced hearing by constantly focusing on the 4S Foundation
  - **Sound** that's natural
  - **Speech** understanding in noise
  - **Simplicity** in all we do
  - **Style** that stands out



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Everyday Sounds Better



## More Power, Control and Access to Everyday Sounds

- With Trek, Sonic delivers a natural sound with several technologies delivering power users need
  - Speech Variable Processing (SVP) with SmartCompress
  - Adaptive Feedback Canceller Pro (AFC Pro)
  - Frequency Transfer
  - Extended Dynamic Range
  - SmartMusic

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## More Power for Optimized Performance



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- **Phoneme Focus**
  - Offers maximum audibility of all the fine details in the speech signal rapidly adjusting the gain to apply the precise amount of amplification to each phoneme
- **Envelope Focus**
  - Designed to support patients who rely on information from the speech envelope applying less alteration to the amplification of the speech signal, preserving the envelope for greater contrast between phonemes



## Intelligent Amplification in Noise



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Configurable adaptive compression system for intelligent amplification in noise

Natural and detailed amplification for your patients – all with SmartCompress

Available in Trek<sup>80</sup>



## Adaptive Feedback Canceller Pro

Better target match with less feedback risk

Algorithm exclusive to 2019 products on the SoundDNA Platform

1 Feedback management system with 2 technologies



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## Making Speech Cues Audible

Helps identify consonants for patients with severe high-frequency hearing losses

Access via Frequency Transfer control in EXPRESSfit® Pro



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## Sounds, Loud and Clear



Advanced feature to keep loud sounds clear in challenging listening environment

Specifically designed for signals with high intensity

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## Live Music at its Best

Greater enjoyment of live music

Enthusiasts and musicians alike can enjoy clear sounding music again



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## Speech Understanding in Noise

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## More Speech, Less Noise in More Places, and Attention to Detail

- With Trek, Sonic delivers what life sounds like in noise
  - SPiN Management
  - Binaural Noise Management
  - Impulse Noise Reduction
  - Soft Noise Reduction
  - Wind Noise Reduction
  - Tinnitus SoundSupport
  - VC Step Size

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## More Speech, Less Noise

Speech in Noise (SPiN)  
Management includes a trio of  
technologies

- SPiN Directionality
- SPiN Noise Reduction
- SPiN Engage - **Trek<sup>80</sup>** only!



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## Less Noise in More Places



Support your patients who  
encounter situations with  
distracting, uneven noise from  
side to side with **Binaural  
Noise Management**

Available in Trek<sup>80</sup>

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## The Sounds of Relief



Aims to reduce your patient's perception of tinnitus by providing amplification and generating sound relief

Available in all Trek offerings

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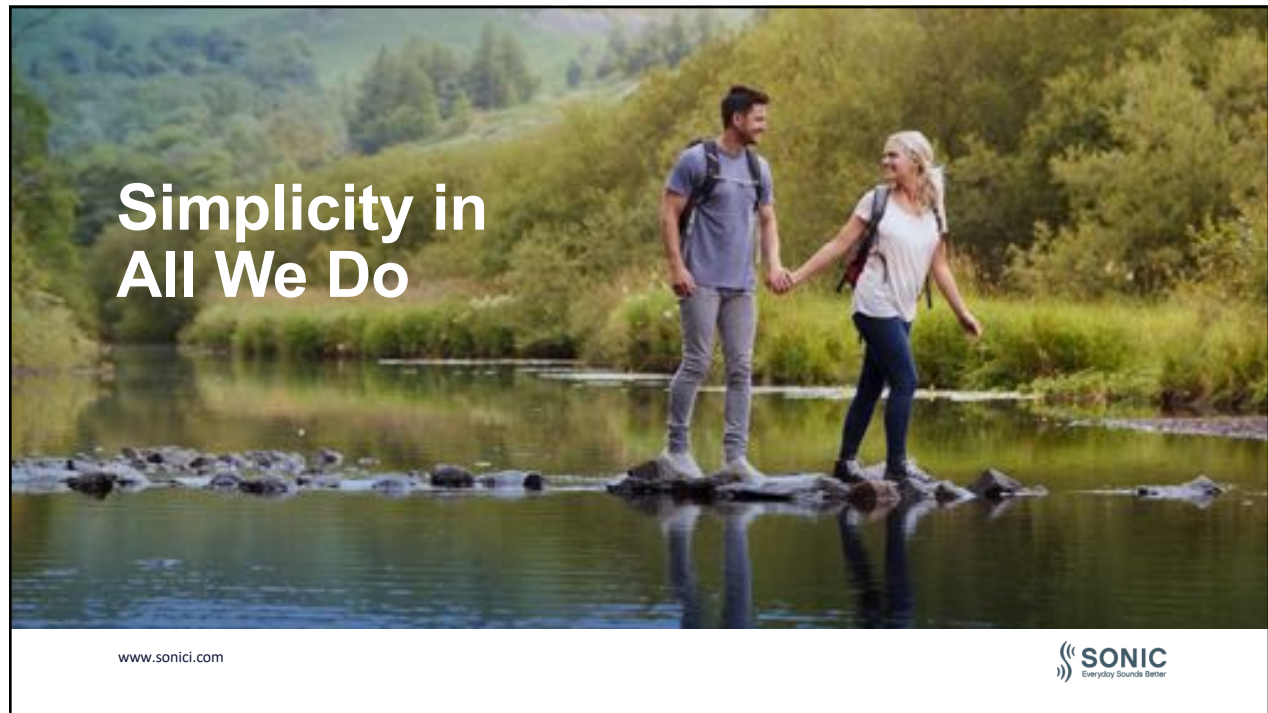
## Attention to Detail – VC Step Size

- Aims to help hearing aid wearers who have a reduced dynamic range
- Designed as a control for loudness growth issues, VC Step size makes finer volume adjustments in 1dB instead of 2.5 dB increments



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## Welcome to Wireless, Simple Essentials and Tools to Accomplish it All

- Trek delivers solutions that just make sense
  - Dual-Radio System
  - SoundLink 2 App
  - IFTTT
  - Low Frequency Enhancement
  - Binaural Coordination
  - IP Rating
  - EXPRESSfit® Pro

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## Welcome to Wireless



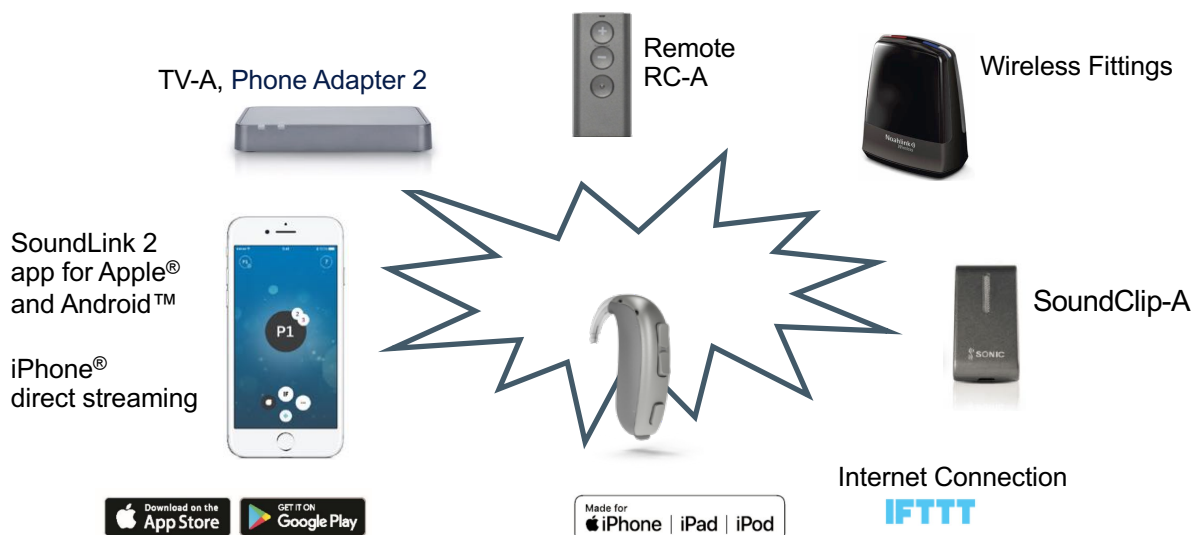
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Wireless connectivity is a way of life for today's hearing aid users

Trek offers advanced wireless systems for their world, their way



## SoundDNA Connectivity Portfolio



## Make the Most of Smart Technology



If This Then That brings the Internet of Things to Trek

More than 600 internet-connected devices and services

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## Deep Bass Dynamics

Add low frequencies into direct audio streaming for a high fidelity signal



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## Personalized Sight-and-Sound

- Multicolor LED and Audible Indicators
  - On
  - Program
  - Volume
  - Mute
  - Accessories
  - Flight Mode
  - Battery Warning
  - Microphone Service Check



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**SONIC**  
Everyday Sounds Better

## Impressive Protection




Trek stands up to everyday exercise, spontaneous splashes, and the imperfections of day-to-day life

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**Style that  
Stands Out**

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## Trek. Stylish by Design.



### 1. Single Push Button

- » Activates Program change and Flight Mode
- » Provides easy access for up to four listening environments
- » Configurable alerting tones provide audible cue as program is changed

### 2. Double Push Button

- » Activates Volume Control and Mute
- » More sensitive 1 dB volume step size
- » Configurable alerting tones provide audible cue as volume is changed

### 3. Multicolor LED Indicator

- » Allows visual confirmation of Program and Volume change, Battery status, etc.
- » Useful for caregivers, parents, or teachers to check/confirm status of operation

### 4. Dual Covered Microphones

- » Allow for sophisticated directional features to enhance performance in noise
- » Protection from debris and moisture

### 5. Battery Compartment

- » Easy-open design
- » Integrated on/off switch
- » Size 13 (SP) or 675 (UP) battery
- » Tamper-resistant lock keeps the battery secure from children

### 6. DAI/FM Compatible

- » Provides connectivity for Direct Audio Input or FM audio sources
- » DAI adapter 1000
- » FM adapter 10

### 7. Acoustic Options

- » Ships with undamped earhook
- » Damping element available
- » Pediatric earhook available
- » Custom molds available in a variety of styles and configurations

### 8. Telecoil

- » Provides clear sound quality for use with telephones or in looped environments

### 9. Non-Telephone Ear Control

- » Reduces gain or mutes the input from the non-telephone ear

### 10. Wireless Connectivity

- » Near Field Magnetic Induction enables binaural communication between devices
- » 2.4 GHz provides connectivity to external audio sources (mobile phone, television, computer, etc.)

### 11. If This Then That (IFTTT)

- » Connects Trek instruments to other internet-connected smart devices via Sonic Go service

### 12. Ingress Protection Rating

- » Hydrophobic coating and overall design protects against dust and continuous immersion in three feet of water or more
- » IP68



## Pediatric Care Kit

Updated Pediatric Kit includes a variety of accessories for the caregiver and child:

- Bag
- Drying and cleaning set
- Cleaning cloth
- Listening tube
- Hand puppet Lion
- Safety cord
- Care guide booklet with instructions for caregivers



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**SONIC**  
Everyday Sounds Better

## Trek's Take Home Message

- Increased power with less audible feedback helps patients hear sounds they were previously unable to hear
- So patients can engage in more conversations, connections, and experiences
- And with advanced connectivity, reliability, and style, Trek gives users the confidence they need to experience more of everyday life

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## Thank you!

- As always, thank you for joining me for today's course,  
Trek: At-a-Glance
- Any Questions?
  - 888.423.7834
  - [support@sonici.com](mailto:support@sonici.com)
  - [www.sonici.com](http://www.sonici.com)



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