



## Even More Hearing Performance with Marvel 2.0

A Sonova brand

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### Kailen Berry, Au.D.

Kailen joined Phonak in 2012 as a field-based representative. Since that time she worked as an Audiology Manager with Phonak headquarters in Illinois helping to create and deliver educational content for product launches. She is now working as a Clinical Trainer in the Pacific Northwest and fulfilling her true passion, providing meaningful education to providers and patients.

Financial – Phonak employee who receives a salary for employment

Non-financial – No relevant non-financial relationship exists

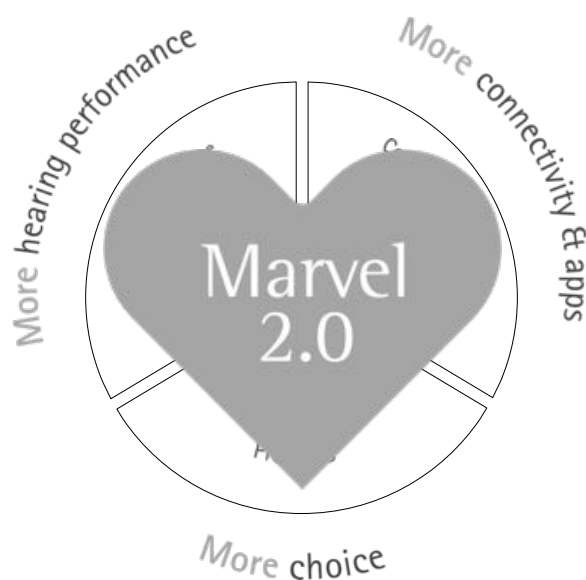
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## Learning Outcomes



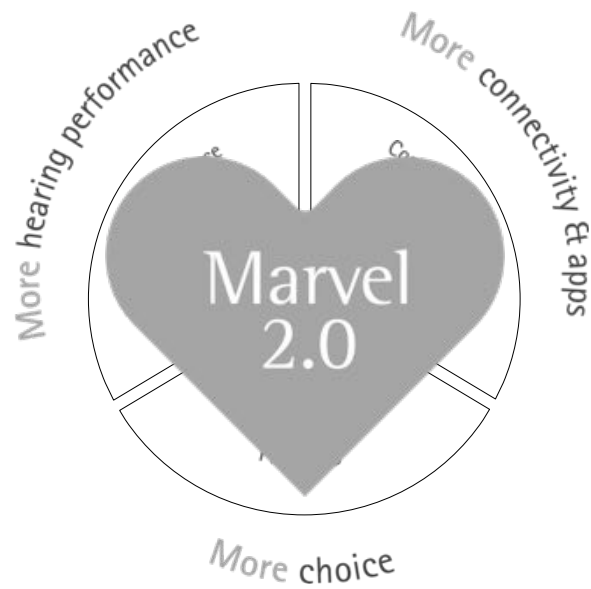
- Participants will be able to describe the 4 key hearing performance benefits with Marvel
- Participants will be able to summarize the key benefits of AutoSense OS 3.0 with Marvel and now with Marvel 2.0
- Participants will be able to summarize the evidence supporting Roger technology and RogerDirect with Marvel 2.0



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**Phonak Audéo™ M-RT**  
The all-in-one

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## Phonak Audéo™ M-RT The all-in-one

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Audeo M- RT

2.4 GHz direct connectivity

28mm

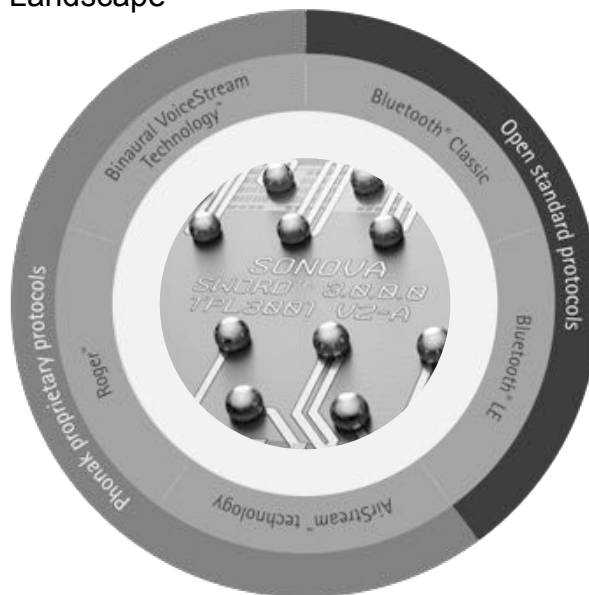
Lithium-ion rechargeable

8mm

11.9mm  
Telecoil

## Marvel Connectivity Landscape SWORD™ 3.0

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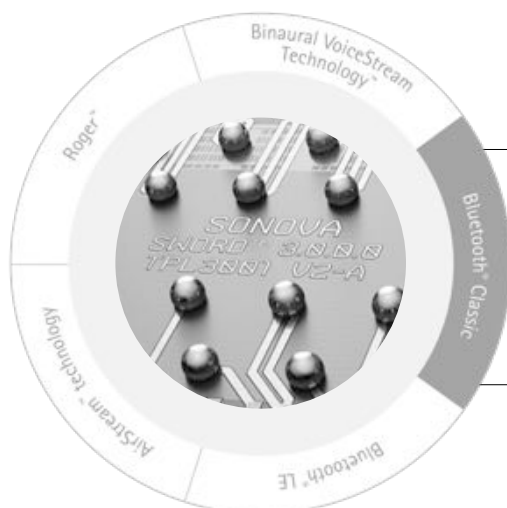


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## Bluetooth® Classic

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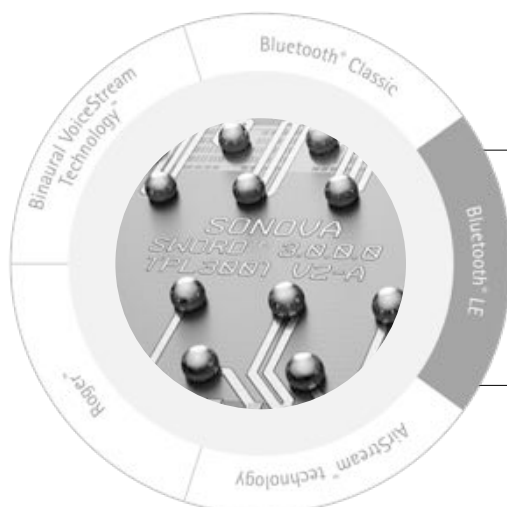


- Directly streams from all Bluetooth enabled devices
- Hands Free Protocol (HFP) from iOS and Android
- A2DP protocol for stereo audio streaming



## Bluetooth® LE

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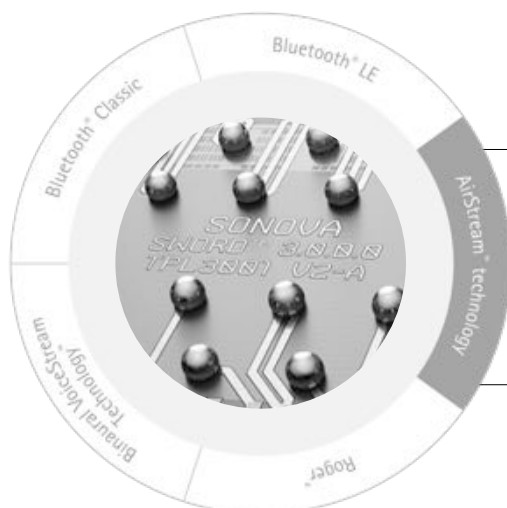
- Phonak RemoteControl
- Remote Support (by HCP)
- myPhonak app
- Wireless programming via NOAHlink wireless



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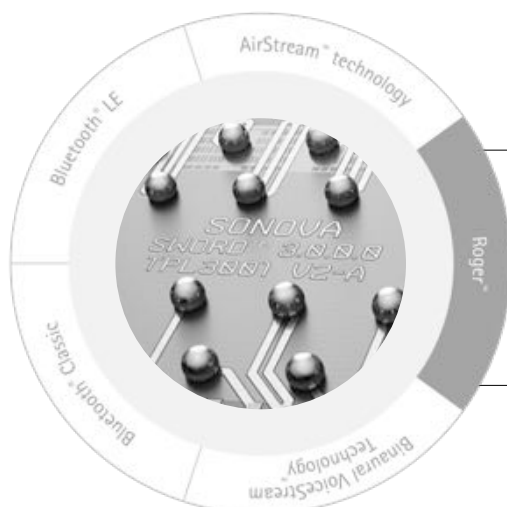
## AirStream™ technology

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- TV Connector for stereo audio transmission of various entertainment and audio sources
- Phonak PartnerMic™ to support 1:1 conversation



## Roger™

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- Proven Roger performance for understanding in loud noise and over distance
- Roger signal streamed directly into the Marvel hearing aids
- Externally attached receiver not required

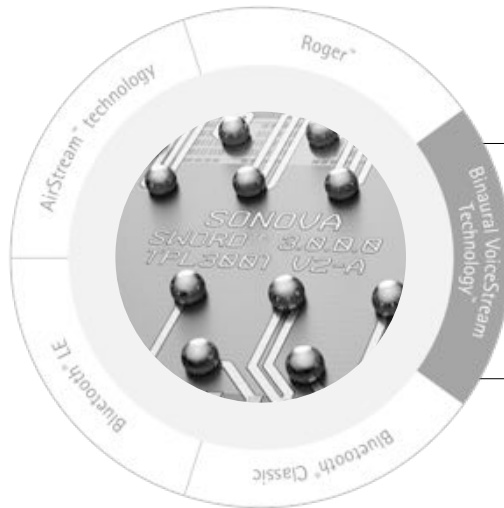


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## Binaural VoiceStream Technology™

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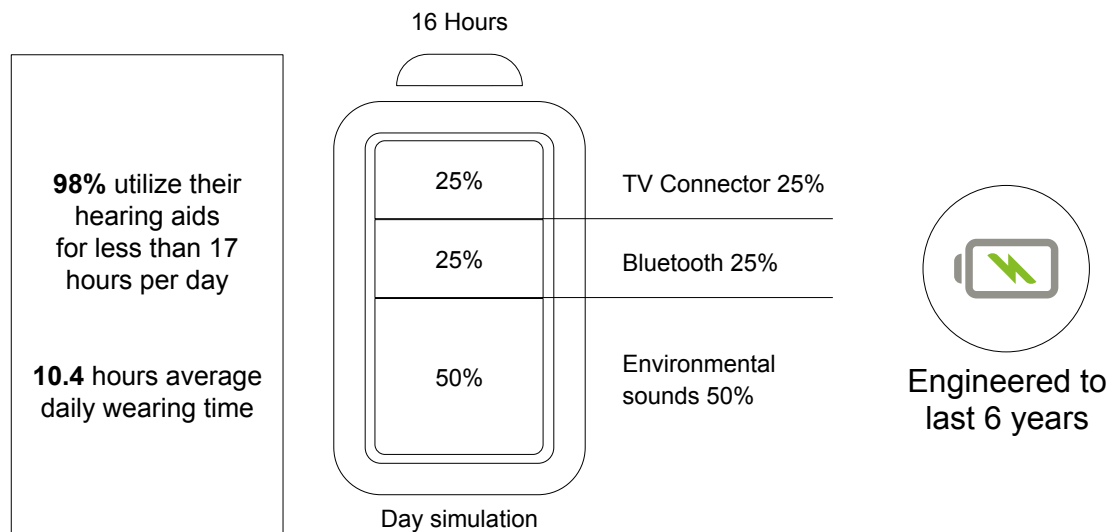


- Streams the full audio bandwidth in real time and bidirectionally
- Supports features for better speech intelligibility and reduced listening effort in noise



## Marvel rechargeable - a full day including streaming

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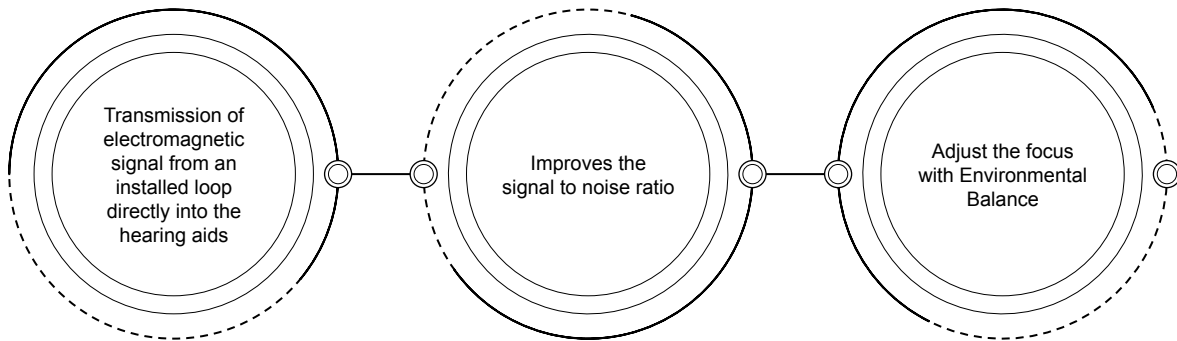


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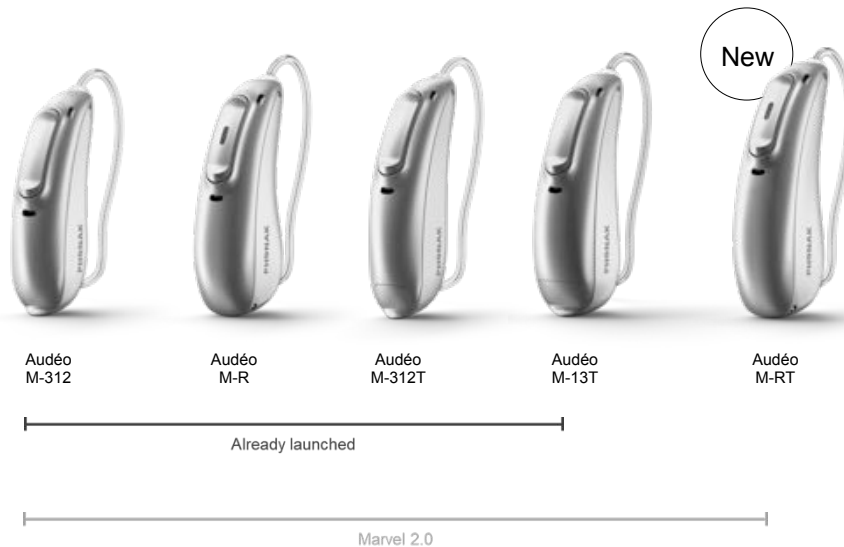
## Telecoil in a Bluetooth world

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## Phonak Audéo just got more marvelous

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## Candidates for BTE

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Severe to Profound Hearing Loss

Adults with cognitive,  
visual and dexterity challenges

Heavy Cerumen



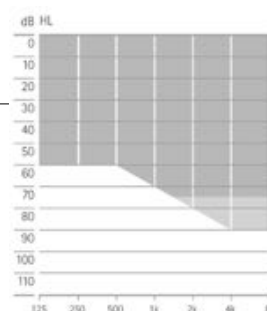
Personal preference



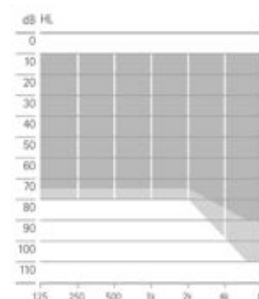
Pediatrics

Phonak Bolero™ Marvel –  
Marvel performance now in BTE
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**Marvel BTEs**  
 With IP68 rating for reliability and robustness



Bolero M-M



Bolero M-PR

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## Phonak Sky™ Marvel – More for the kids

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### Three world's first:

AutoSense Sky OS 3.0

RogerDirect in all form factors

Direct streaming from both iOS and Android



Sky  
M-M

Sky  
M-PR

Sky  
M-SP

## SDS 4.0

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cShell titanium

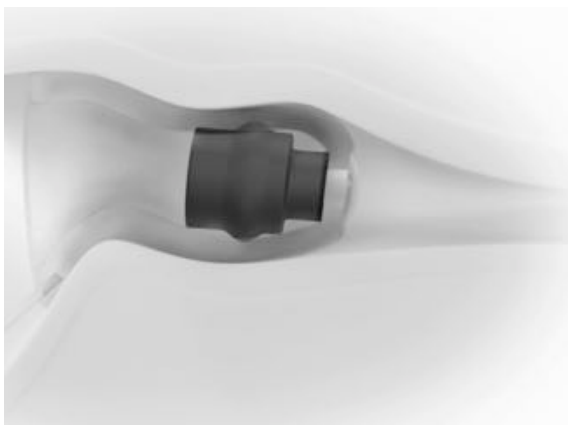


SlimTube 4.0

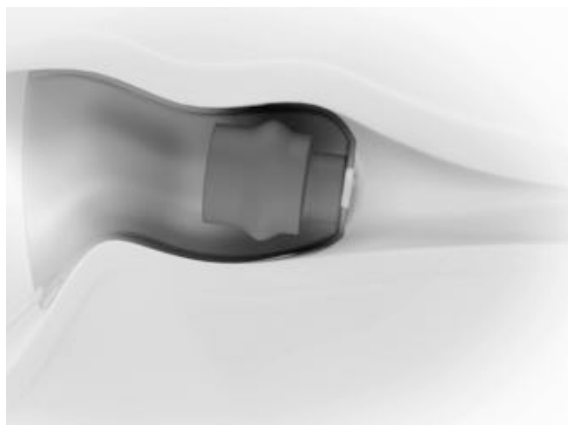
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## Acrylic shell versus Titanium shell

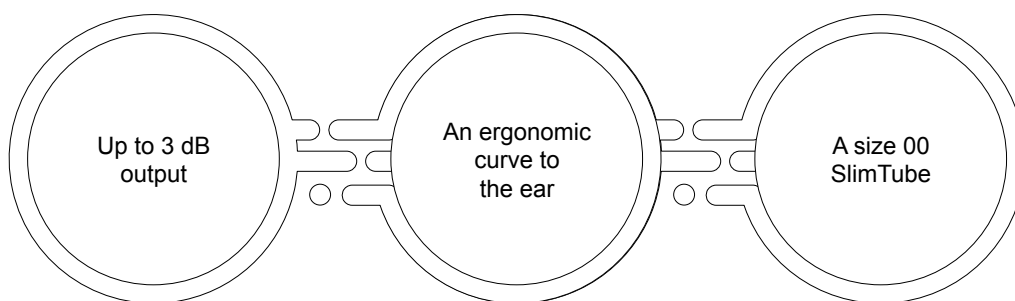
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Acrylic shell thickness = 0.75mm



Titanium shell thickness = 0.2mm

## SDS 4.0 SlimTubes newly designed

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## Marvel love with more products

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### Audéo RIC



Audéo  
M-312



Audéo  
M-R



Audéo  
M-RT



Audéo  
M-312T



Audéo  
M-13T

### Roger



Roger  
Select IN



Roger Table  
Mic II IN



Roger  
Pen IN

### Bolero



Bolero  
M-M



Bolero  
M-PR

### Sky



Sky M-M  
Pediatric



Sky M-PR  
Pediatric



Sky M-SP  
Pediatric  
Available  
early 2020

### Wireless Accessories



Phonak  
RemoteControl



Phonak  
PartnerMic™

## Phonak Marvel charging options

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**New** Charger BTE RIC



Mini Charger case



Charger Case Combi



Power pack option

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## Phonak PartnerMic when you need a little boost in one-to-one conversations

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AirStream™ Technology

For one-to-one conversations

Streams to Marvel hearing aids

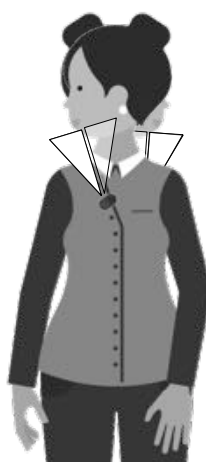
Always directional regardless of position

Easy to use



Always directional regardless of position\*

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\*According to technical measurements at RISE (Research Institute of Sweden) 16 April 2019

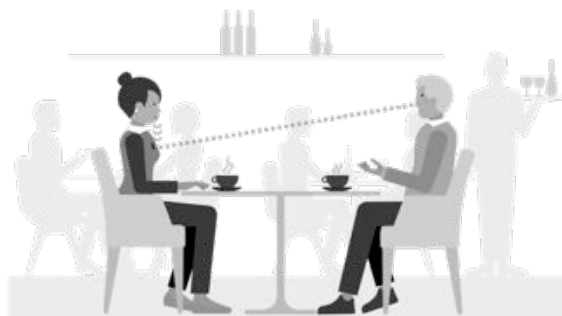
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## Phonak PartnerMic technical details



- 20 cm from the mouth
- Up to 25 meter between speaker and listener
- 6 hours use
- 2 hours recharge

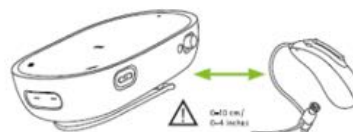


## How to pair PartnerMic to the hearing aids

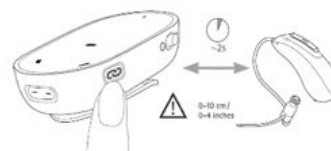


### Out of the box

1. Turn hearing aids on
2. Start the PartnerMic
3. Hearing aids have to be within 10 cm from PartnerMic
4. Pairing done for both hearing aids



If PartnerMic has been used to other set of hearing aids, use the pairing button.



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## Guidance for identifying the right consumers groups for Phonak PartnerMic



### Phonak PartnerMic prioritized target groups

- Phonak Marvel hearing aid users
- Paid out of own pocket
- Retired people with less complex listening situations
  - fixed gain
  - one situation
  - one-to-one
  - pairs to one set of hearing aids



### Consumers not be targeted for Phonak PartnerMic

Reimbursed segments and private paid segments

- HI users in situations where it is essential to hear multiple persons to be able to engage and contribute (school, work life, social life).
  - adaptive gain
  - multifunctional situations
  - multiple listeners or speakers
  - connect to multiple networks as needed



## Phonak RemoteControl: easy to use



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## Marvel love with more products

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### Audéo RIC



### Roger



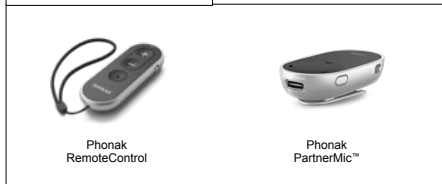
### Bolero



### Sky



### Wireless Accessories

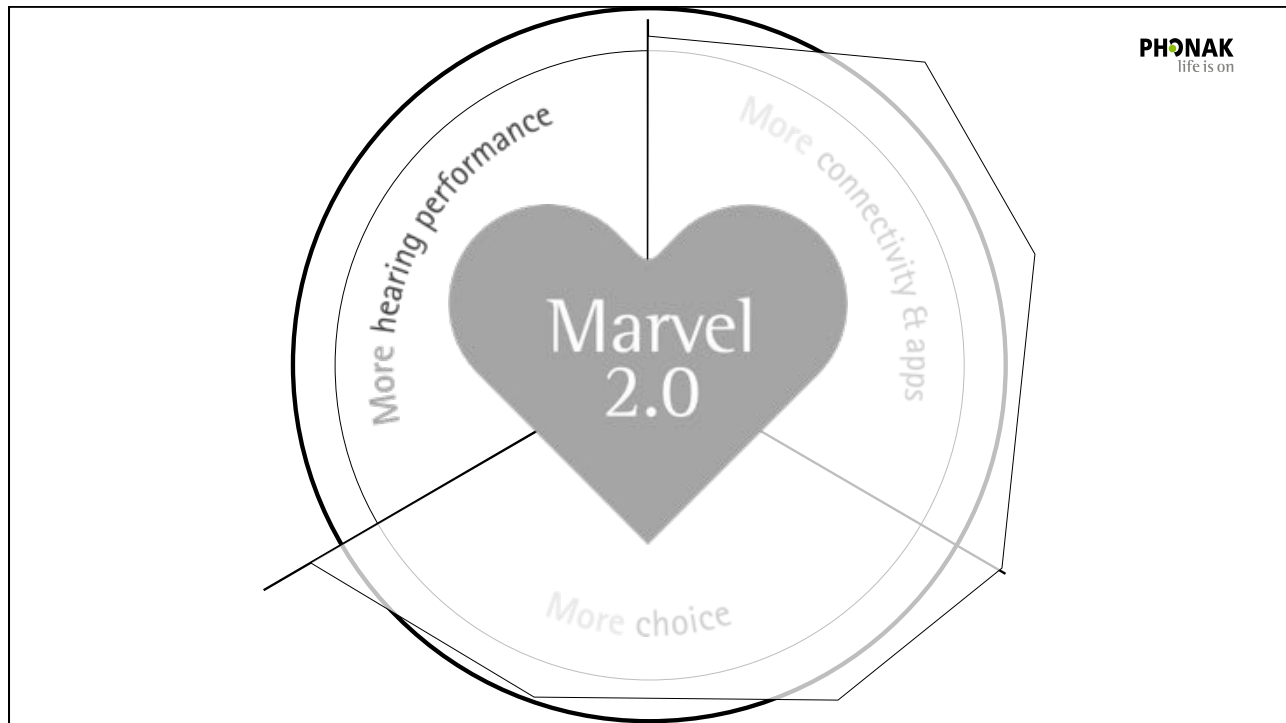


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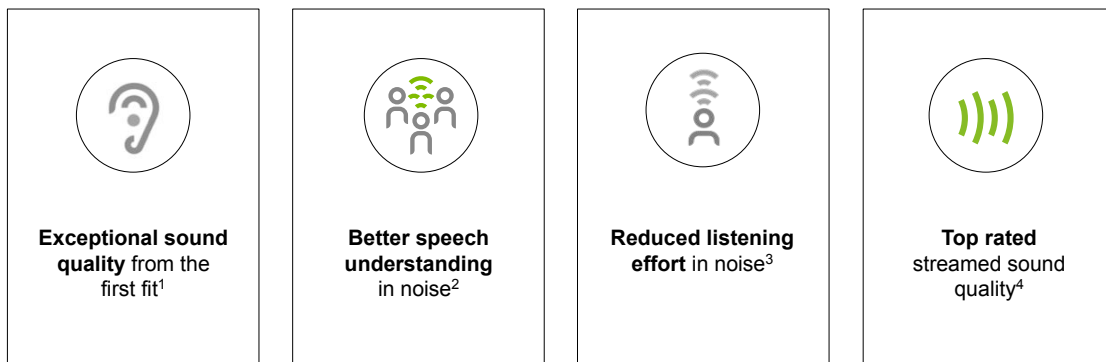
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## Marvel – for clear, rich sound

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<sup>1</sup> Jansen, S. & Woodward, J. (2018). Love at first sound: the new Phonak precalculation. Phonak Insight, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed October 17th, 2018.

<sup>2</sup> Stewart, E., Rakita, L. & Drexler, J. (2019). StereoZoom Part 1: The benefit of wirelessly connected narrow directionality in Phonak hearing aids for speech intelligibility. Phonak Compendium, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed February 26th, 2019.

<sup>3</sup> Winneke, A., Latzel, M. & Appleton-Huber (2018). Less listening- and memory effort in noisy situations with StereoZoom, Phonak Field Study News, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed October 17th, 2018.

<sup>4</sup> Legarth, S., Latzel, M. & Rodrigues, T. (2018). Media streaming: The sound quality wearers prefer, Phonak Field Study News, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed October 17th, 2018.

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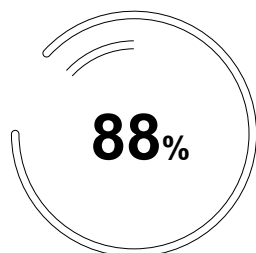
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## The proven performance of Marvel Audéo Marvel patients report:

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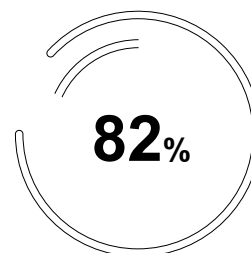
**Exceptional sound**  
quality from the  
first fit



my hearing aids provide me  
with exceptional sound  
quality from the first fit.



**Better speech**  
understanding  
in noise



I understand  
conversations better even  
in noisy environments.

Source: Taphuntsang, D. (2019). Market Research ID 1241. Please contact [marketinsight@phonak.com](mailto:marketinsight@phonak.com) if you are interested in further information.

## The proven performance of AutoSense™

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AutoSense OS

### New study

**Superior performance** in complex multi-talker listening situations relative to competitor automatic systems<sup>1</sup>

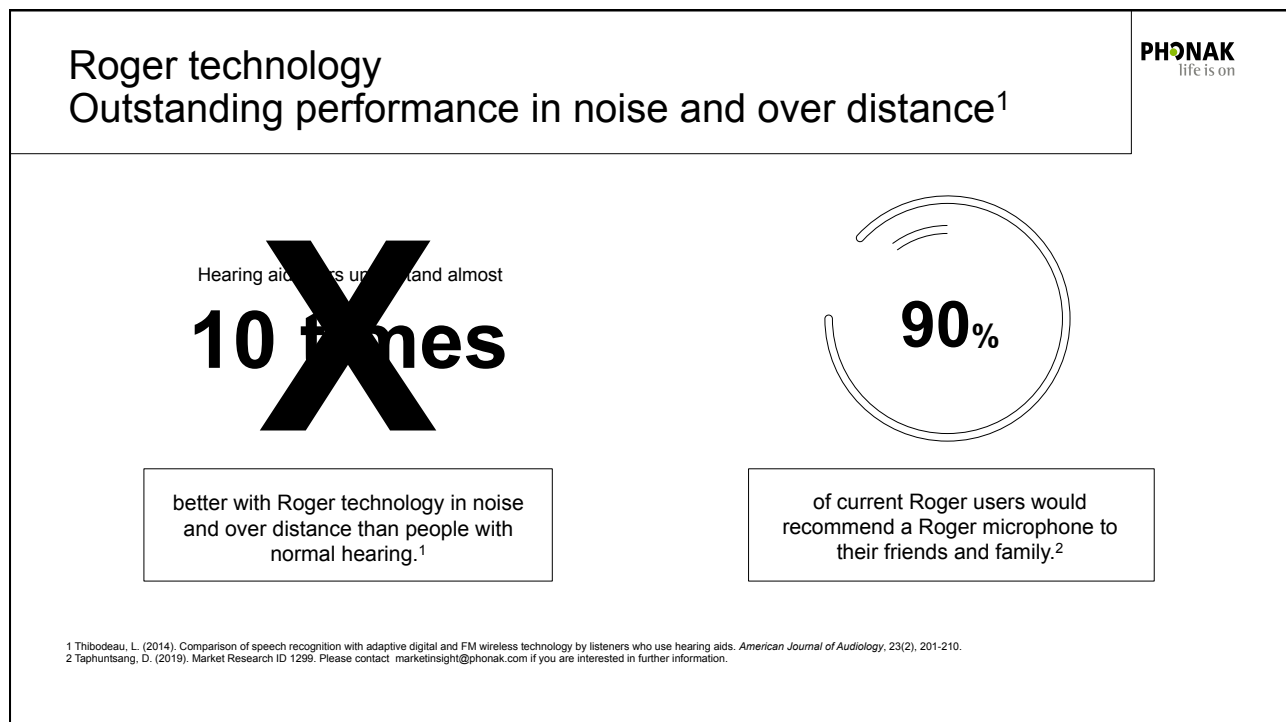
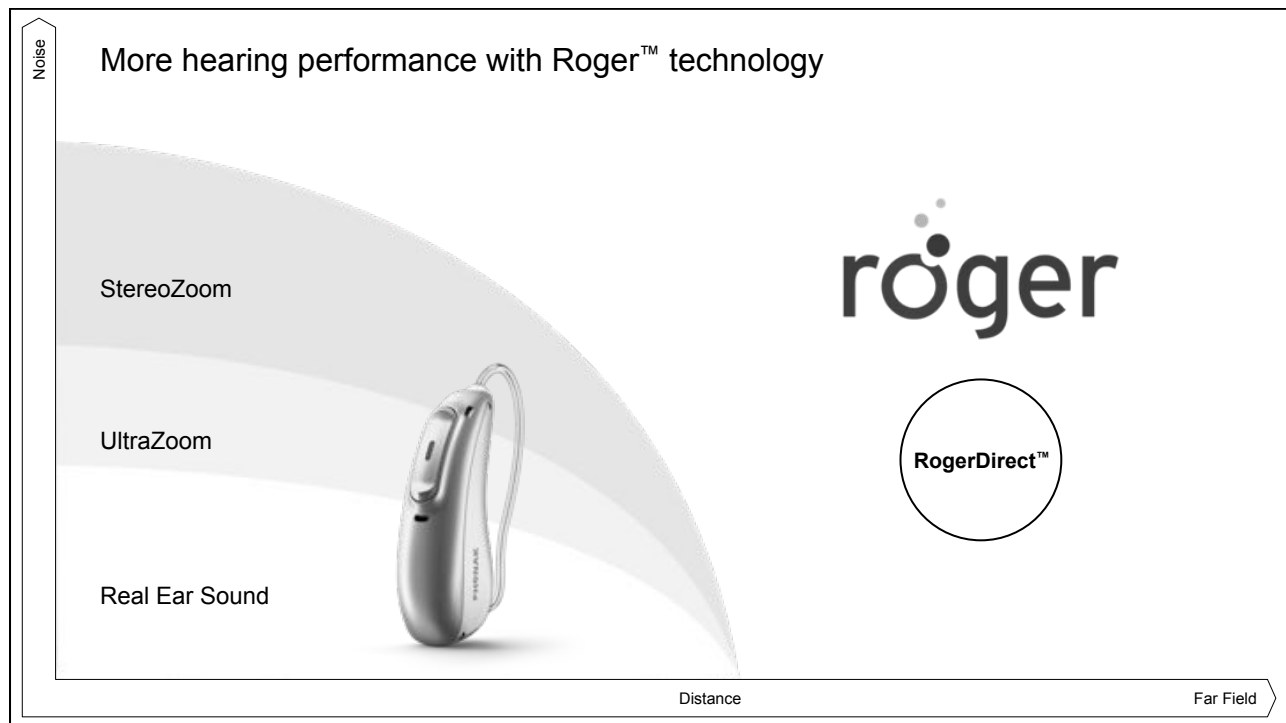
- Better rated «speech intelligibility»
- Reduces «listening effort»

**AutoSense OS 3.0 is still the only automatic system that classifies streamed sounds**

<sup>1</sup> AutoSense OS – Superior speech intelligibility and less listening effort in complex listening situations, Phonak Field Study News in preparation. Expected July 2019

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**RogerDirect™**  
Easy access to even more hearing performance<sup>1</sup>

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No external receiver  
needs to be attached

Direct streaming to  
Marvel hearing aids

Before



Up to

**42%** smaller\*

On average

**27%** less battery  
consumption\*

All Audéo and BTE models  
are Roger compatible

<sup>1</sup> Thibodeau, L. (2014). Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids. American Journal of Audiology, 23(2), 201-210.  
\* with RogerDirect compared to the previous generation with Roger 18.

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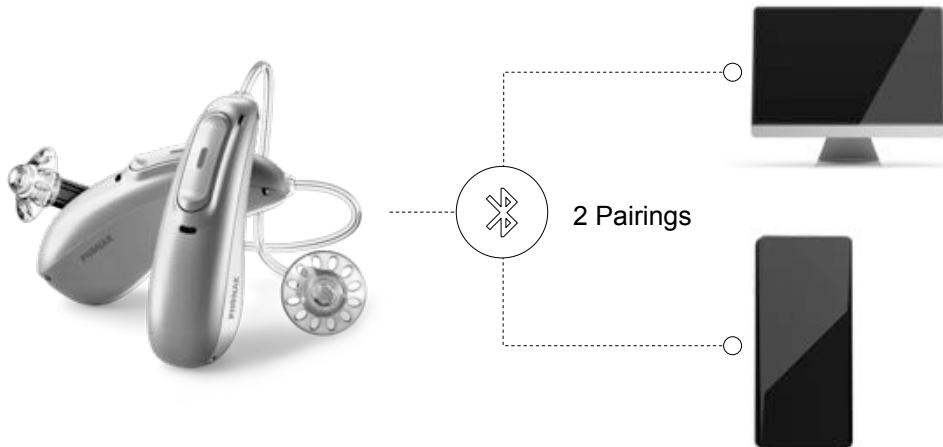
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The only hearing aid offering hands-free calls from iOS™ and Android™

More Bluetooth® Classic connectivity

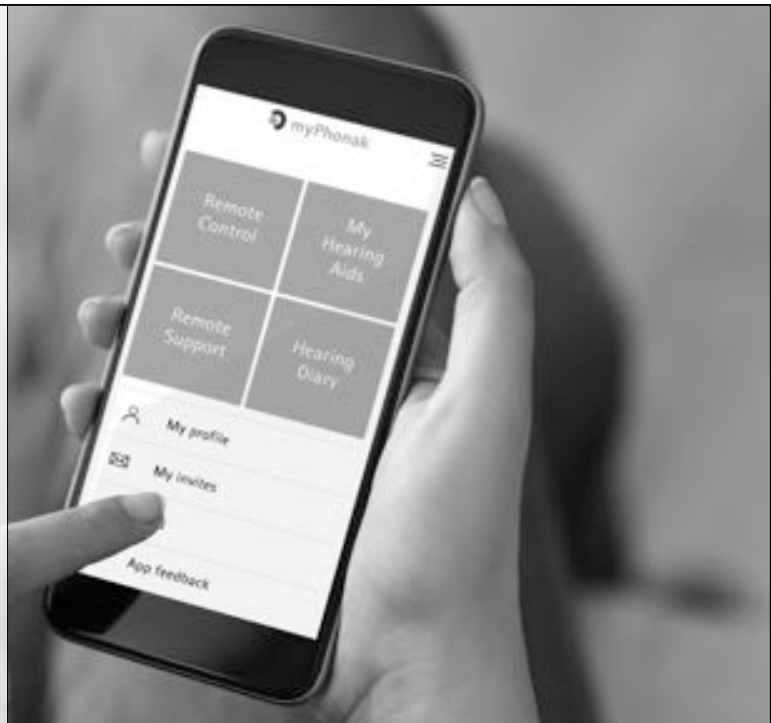
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## myPhonak app – more than just an app



The smartest way to get the most out of Phonak hearing aids

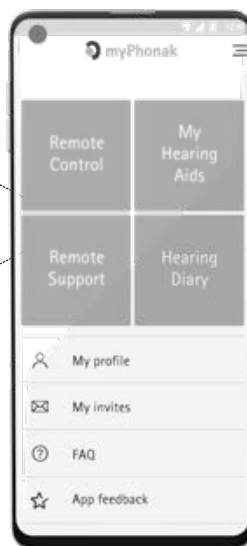
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**Customize your sound**



**Get support on the go**



**View hearing aid set up**



**Rate your experience**

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## Remote Control in myPhonak app More personalized hearing experience

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New

Personalize the sound of the hearing aid

Select standard pre-settings and save  
personalized programs



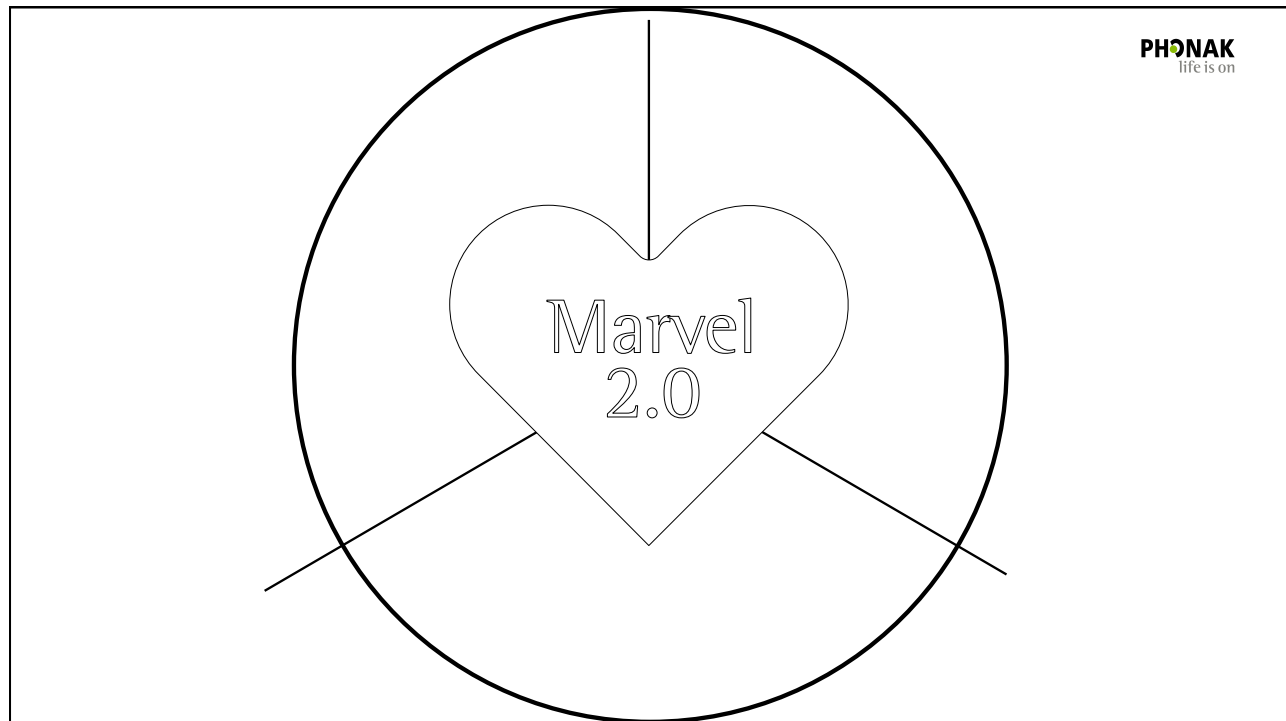
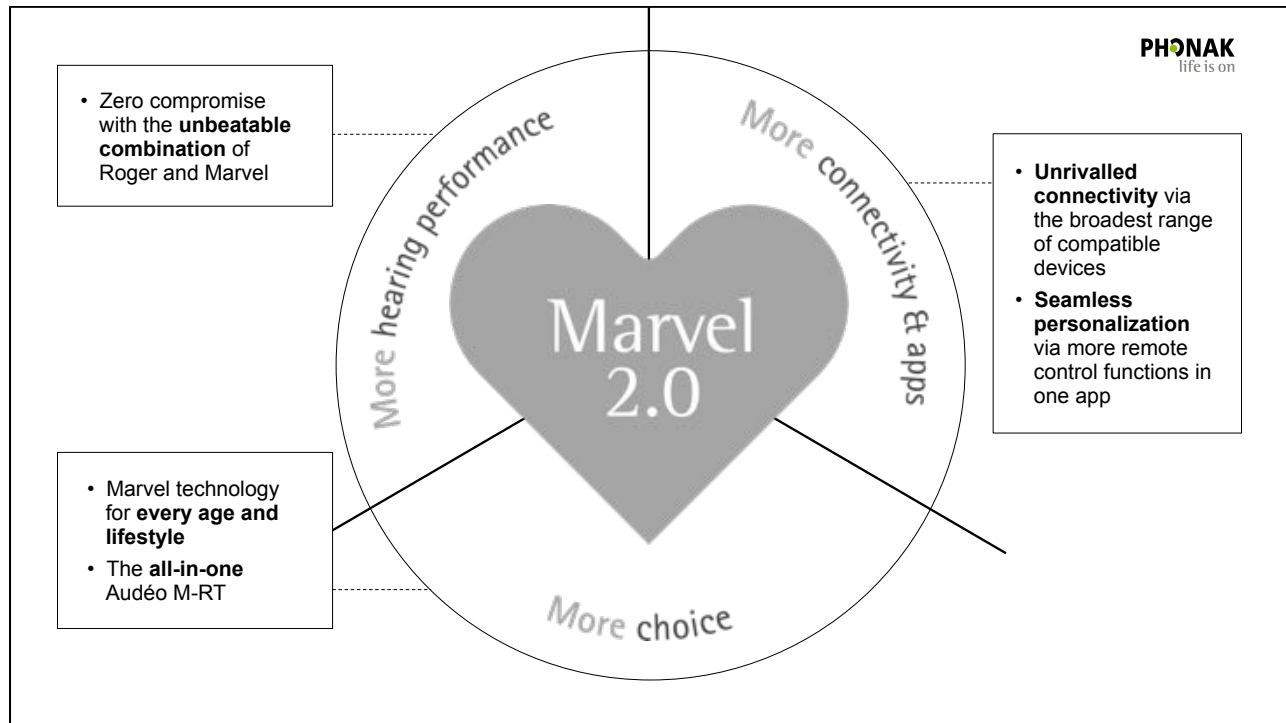
## Hearing aid wearers like control and involvement

- Increases perceived sound quality<sup>1</sup>
- Increases hearing aid satisfaction<sup>2</sup>

<sup>1</sup> Boothroyd, A. & Mackenzie, C. (2017). A "Goldilocks" Approach to Hearing-Aid Self-Fitting: User Interactions. *Am J Audiol*, 26(3S): 430-435.  
<sup>2</sup> Guerra-Zúñiga, M., Cardemil-Morales, F., Albertz-Arévalo, N. & Rahal-Espejo, M. (2014). Explanations for the non-use of hearing aids in a group of older adults. A qualitative study. *Acta Otorinolaringol*. 65: 8-14. <https://doi.org/10.1016/j.otoeng.2014.02.013>

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Together,  
we change lives

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