



Nothing to Hide with Phonak Virto M

A Sonova brand

1

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Learning Objectives

- Participants will be able to summarize the additions to the Marvel Portfolio
- Participants will be able to describe the key features of Virto Marvel
- Participants will be able to summarize the benefits of Marvel for their patients
- Participants will be able to identify the key areas in the programming software that are required for a successful Marvel fitting

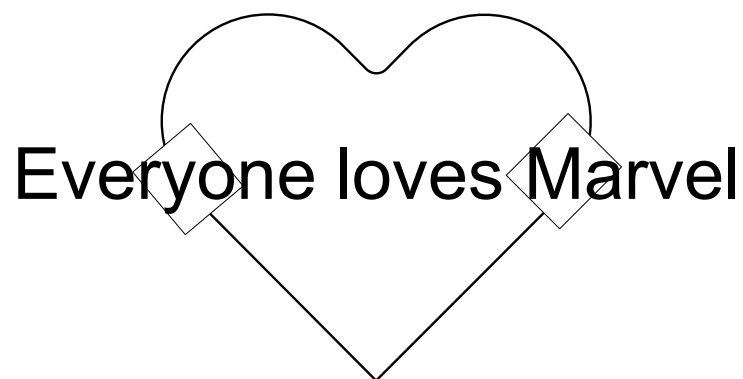
A Sonova brand

2

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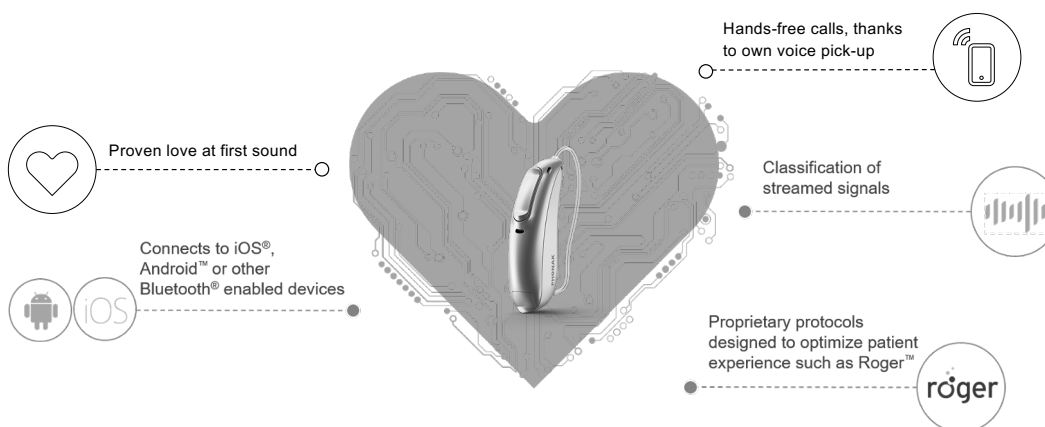
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3

Marvel stands alone

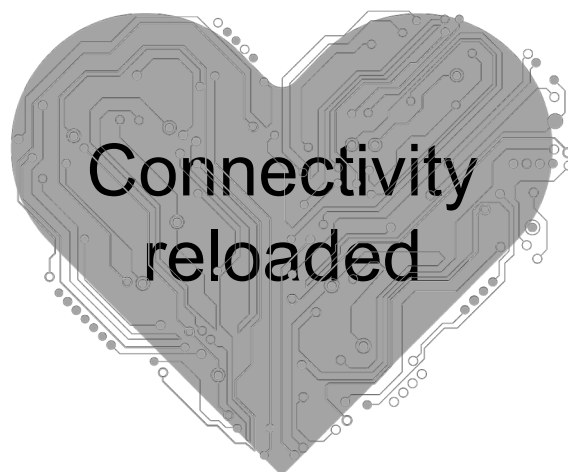
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Clinical vs Cool

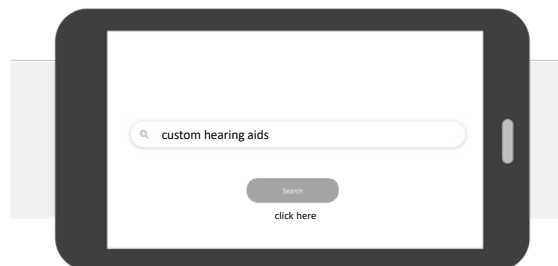
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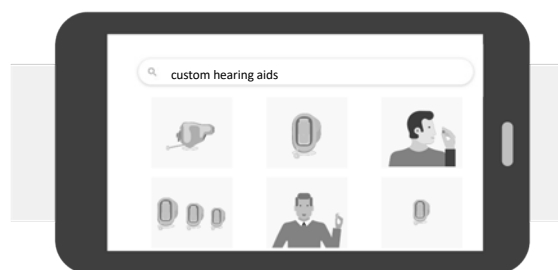
Clinical vs cool

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Clinical vs cool

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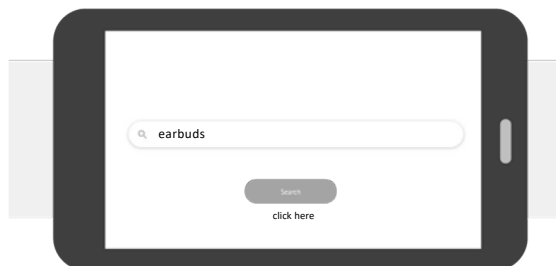


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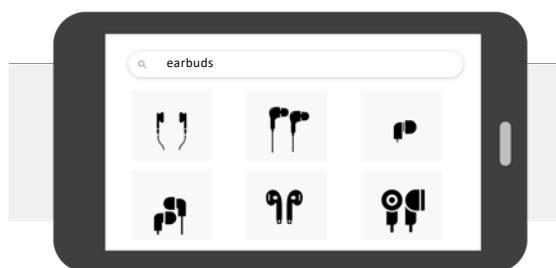
Clinical vs cool

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Clinical vs cool

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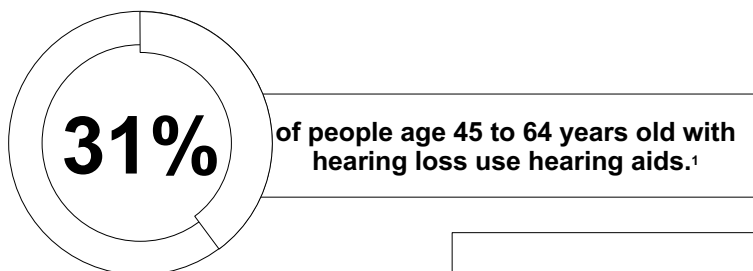
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Virto Black blurs the lines between a hearing aid and a hearable

11

Our fundamental problem

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The average person with hearing loss waits

4-6 years
before purchasing their
first set of hearing aids.²

1. Niebling, M. (2019, June). Hearing aids improve hearing – and a lot more. OIFE Conference, Riga.
2. Powers, T.A. & Rogin, C.M., . (2019). MarkeTrak 10: Hearing aids in an era of disruption and DTC/OTC devices. Hearing Review, 26(6), 12-20.

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continued

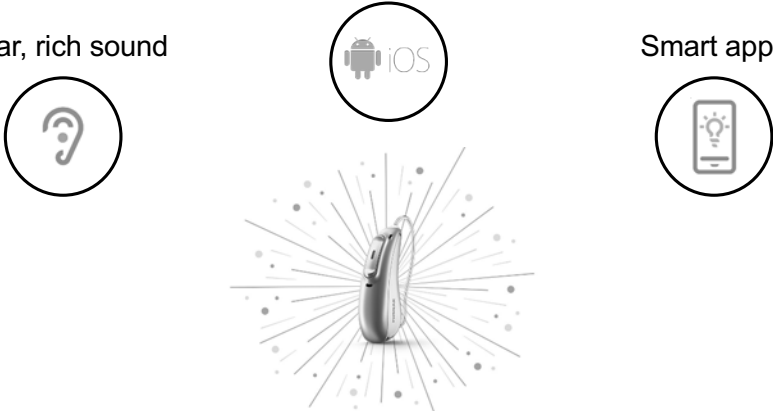
Imagine if we had a hearing aid with...

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Clear, rich sound


Connectivity

Smart apps



The all-new Virto M-312, featuring Virto Marvel Black

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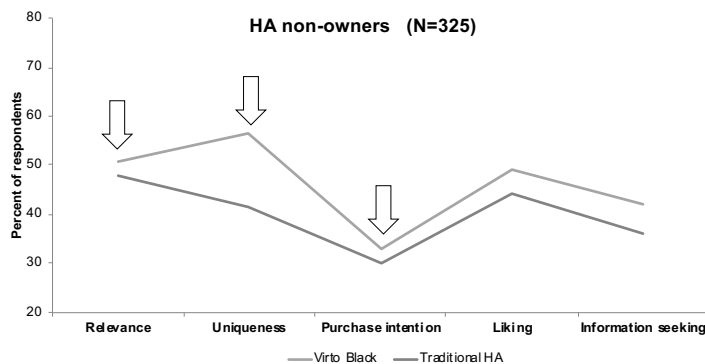


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Our target demographic

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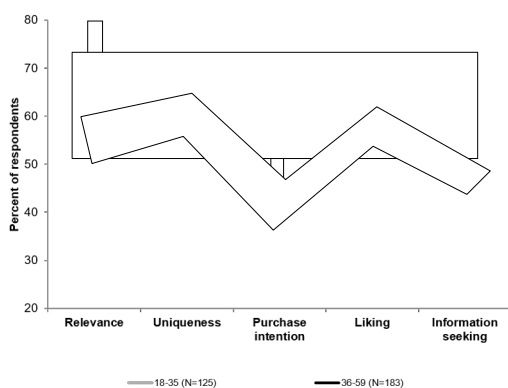
Non-owners found Virto Marvel Black:

- more relevant
- more unique
- and were more likely to purchase than existing HA owners

Stockton, R. (2018) Market Research ID1345. Please contact marketinsight@phonak.com if you are interested in further information

Our target demographic

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Ages 18 to 35



Found it relevant



Intend to purchase

Ages 36 to 59



Found it relevant



Intend to purchase

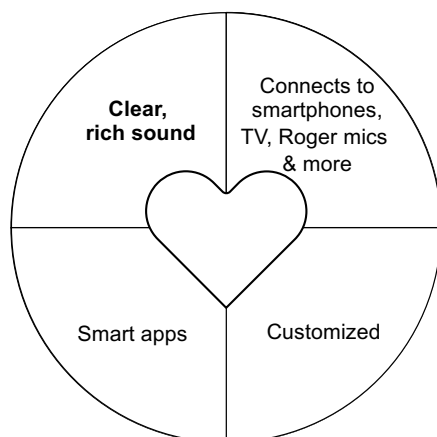
Stockton, R. (2018) Market Research ID1345. Please contact marketinsight@phonak.com if you are interested in further information

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The combination of all things great

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Virto M-312: Clear, rich sound

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**Exceptional sound
quality from the
first fit¹**



**Better speech
understanding
in noise²**



**Reduced listening
effort in noise³**

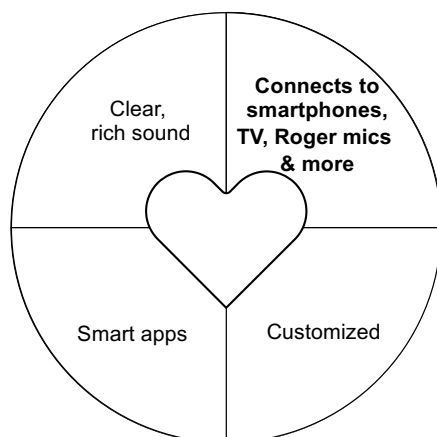
1. Jansen, S., & Woodward, J. (2018). Love at first sound: the new Phonak precalculation. *Phonak Insight*, retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.
2. Stewart, E., Rakita, L. & Drexler, J. (2019). StereoZoom Part 1: The benefit of wirelessly connected narrow directionality in Phonak hearing aids for speech intelligibility. *Phonak Compendium*, retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.
3. Winnike, A., Latzel, M., & Appleton-Huber, J. (2018). Less listening- and memory effort in noisy situations with StereoZoom. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.

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The combination of all things great

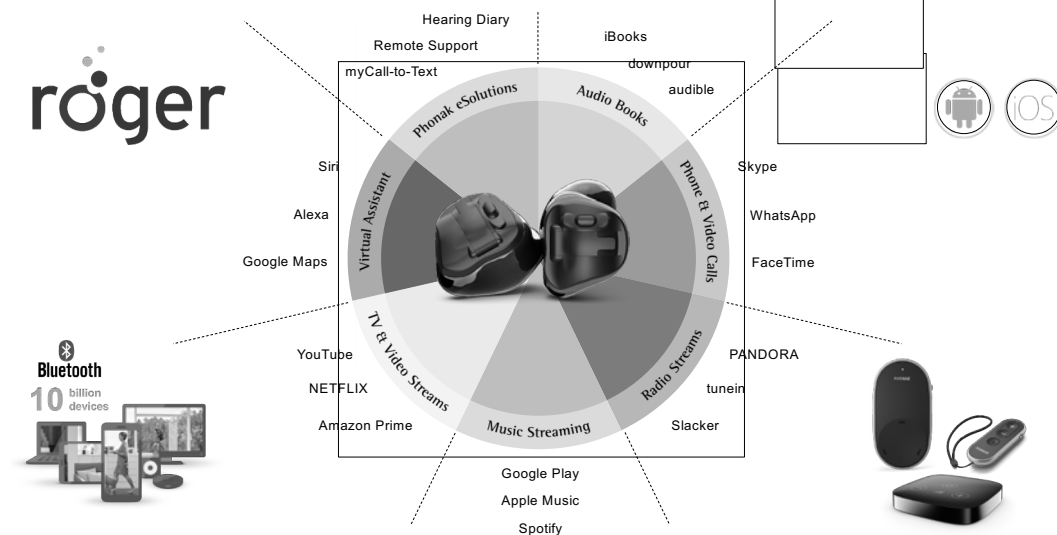
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Virto Marvel redefines direct connectivity

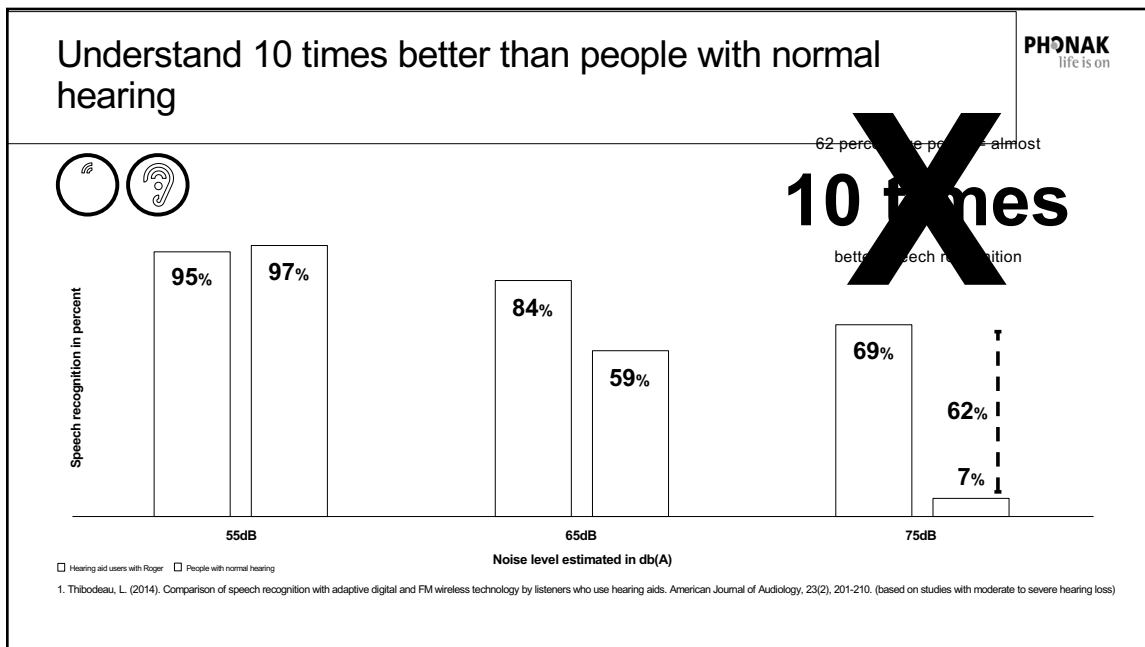
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roger



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Virto M-312 is the one and only custom hearing aid that allows Roger technology to stream directly without an external receiver.

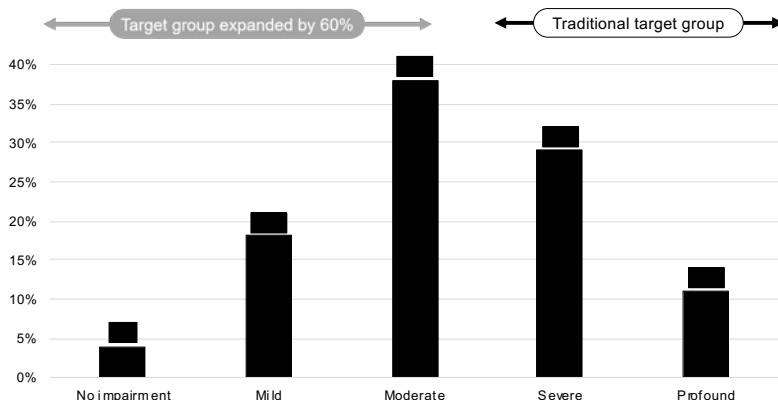


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Roger suitable for more users than ever before

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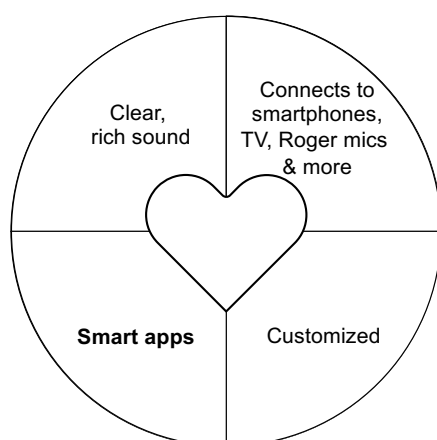
WHO scale:

Mild	26-40 dBHL
Moderate	41-60 dBHL
Severe	61-80 dBHL
Profound	81+ dBHL

HL level – Roger Pen (Sample 698 – Nr Patients)
Senn, M., Baney L., (2018). An analysis of programs Roger Pen distribution across hearing loss – Phonak target fitting data. Unpublished data

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Smart apps... the true multifunctional marvel

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Customize your sound

View hearing aid set up

Get support on the go

Rate your experience

The combination of all things great

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Clear, rich sound

Connects to smartphones, TV, Roger mics & more

Smart apps

Customized

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Customized on the outside...

Impressions: The opportunity

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- Good
 - Beyond 2nd bend
 - Shows path toward eardrum
 - Includes all anatomical structures
- Missing critical information
 - No shape
 - Whipped cream effect
 - No canal

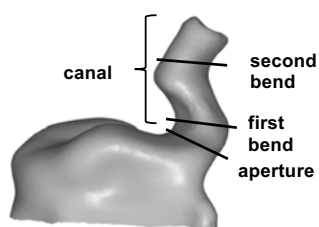


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Impression requirements: 2mm beyond second bend

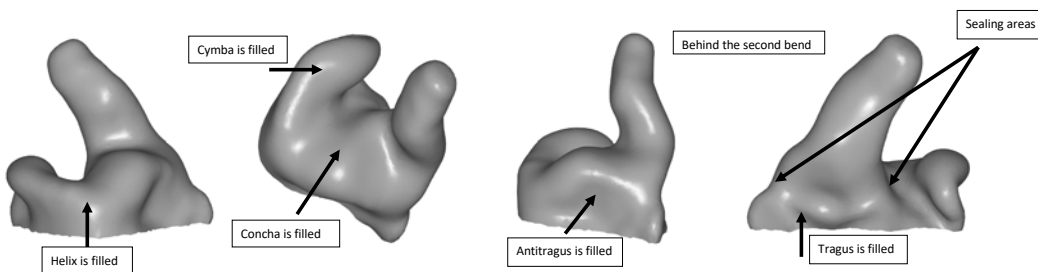
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Good impressions

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- The ear impression length behind the second bend is complete.
- Otoblock is attached to the impression material.
- The impression is free of bubbles and wrinkles.
- The sealing areas are present (between tragus/antitragus, notches and first bend).
- The Cavum Concha and Cyma Concha are filled completely.



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EasyView OtoBlock

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The patented EasyView Otoblock (EVOB)

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Transparent lens at the end that
allows for **full visualization** during
the entire placement

Vented for comfort



EVOB comes in **three**
sizes for adults and
non-surgical ears



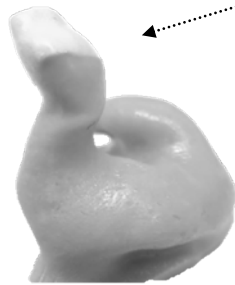
reddot award 2018
winner

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The benefits of the EasyView Otoblock

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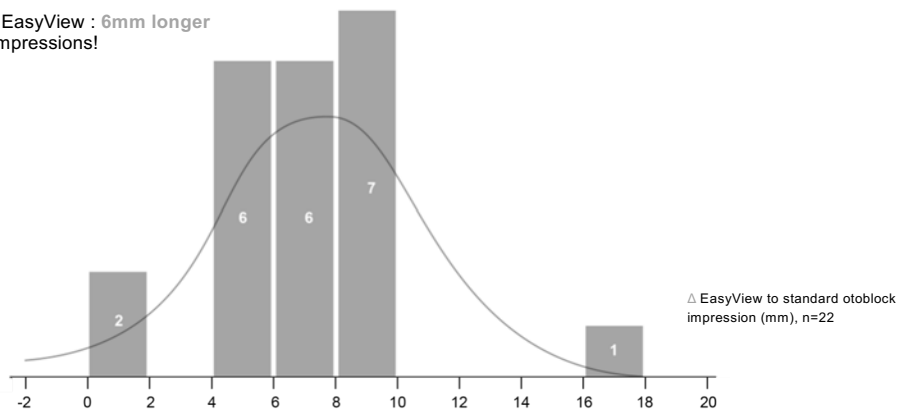


- **Pathway** towards ear drum
- Improves canal **length** information
- **Vented** for comfort
- **Stays on the impression** while scanning
- **Used** with your impression material and specula
- For **any type** of custom impression

EasyView Otoblock vs standard otoblock

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With EasyView : 6mm longer ear impressions!



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Making the discrete even more discrete

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Virto M-Titanium

- 15x stronger than acrylic
- 50% thinner shell than acrylic
- The smallest custom product from Phonak, ever



reddot award 2018
winner

1 Bishop, R. (2017). Small custom hearing aids, thanks to titanium. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.



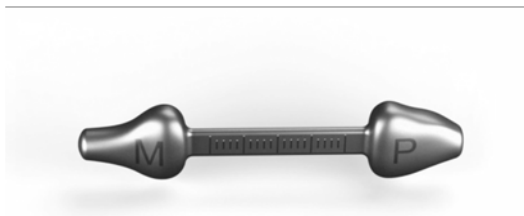
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Introducing the Titanium FitGuide

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Indicates **how deep** a
Virto M-Titanium can be
placed **comfortably**



Introducing the Titanium FitGuide

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Taking this **flexibility**
into account enables **deeper fitting**
and **more discreet** hearing aids

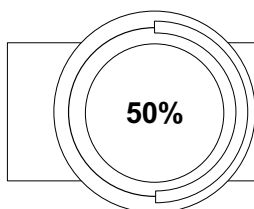


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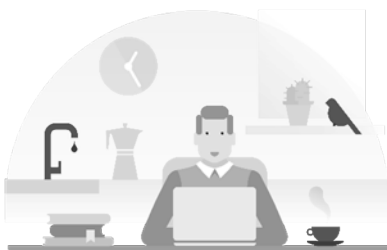
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What are the benefits?

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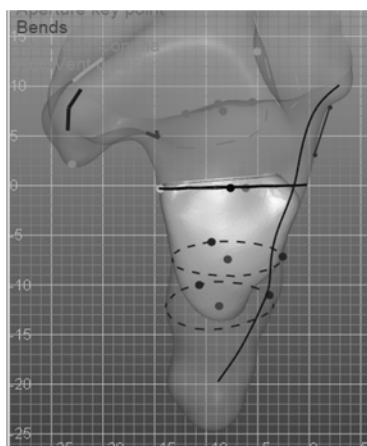


The new Titanium FitGuide gives more than **50%** of people a deeper fitting Virto B-Titanium by an average of **2.5 mm**

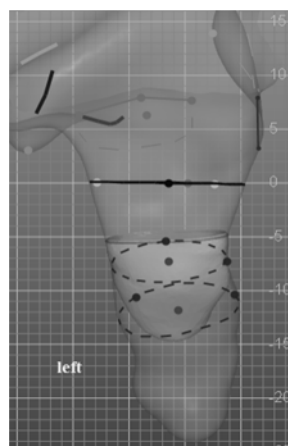


Benefits of Titanium FitGuide

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Before TFG



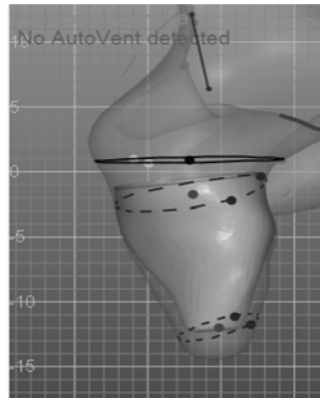
After TFG

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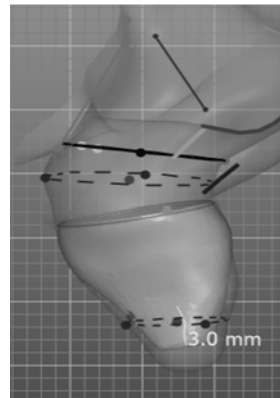
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Benefits of Titanium FitGuide

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Before TFG

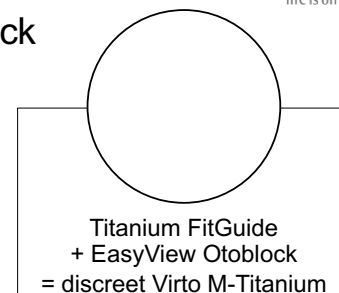


After TFG

The gold standard for Virto M-Titanium: Titanium FitGuide (TFG) & EasyView Otoplast

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- When ordering a Virto M-Titanium, use the TFG for every order
- Captures the **flexibility** of the ear canal
- Provides additional data point for modeling
- Provides proper positioning for final device for expectation management
- Patient takes ownership on their own comfort, interactive

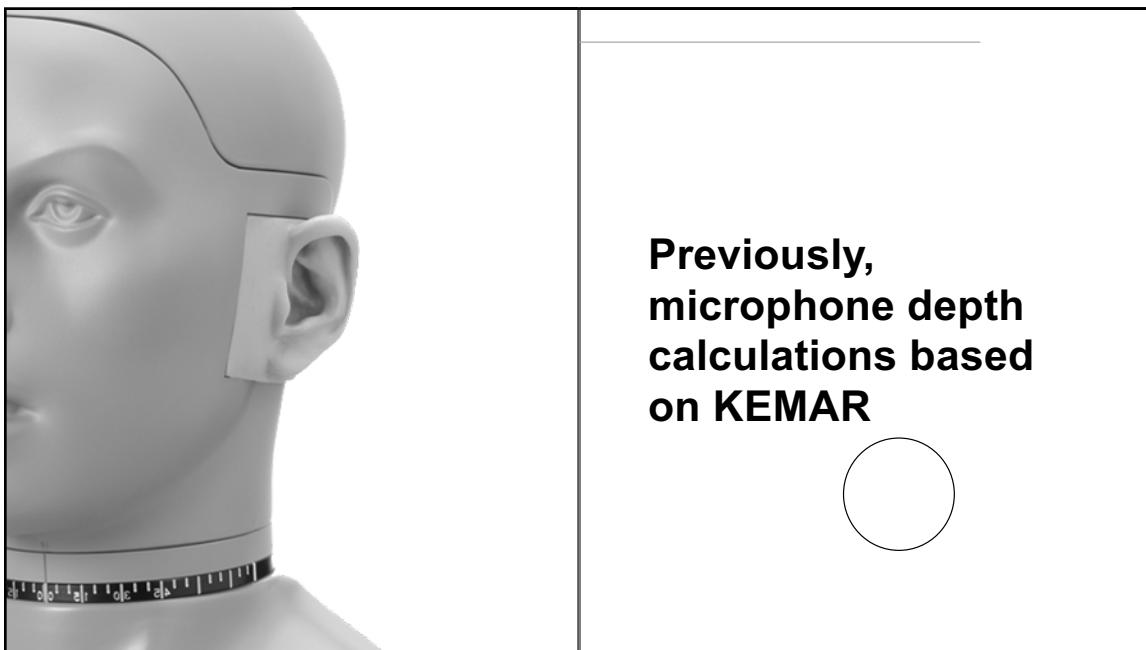


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Customized on the inside

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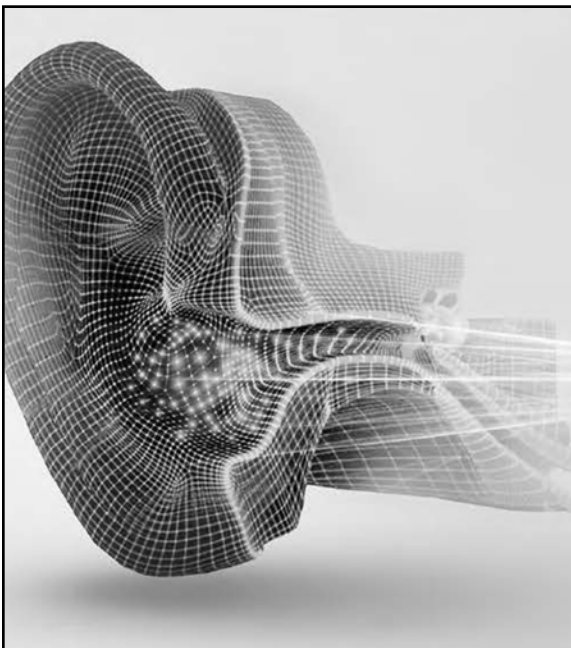
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Biometric calibration extracts over 1,600 unique data points from the ear for up to 2 dB better directionality.*



*directional models only
Bishop, R. (2017). Biometric Calibration: improving directionality for Phonak Virto B. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.



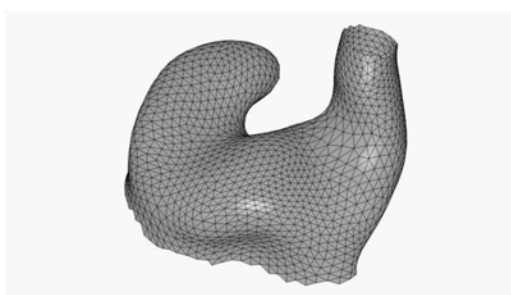
How does Biometric Calibration work?

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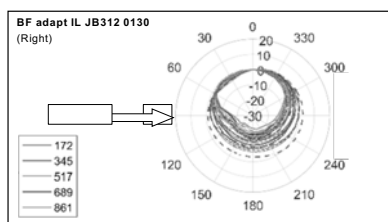
How Biometric Calibration work?

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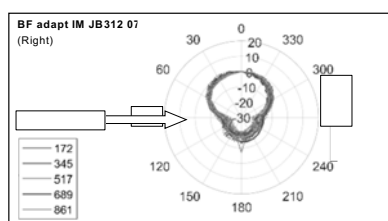


- Patient's **biometric data points** are **compared** to a general ear model
- Then an **algorithm determines the differences** (delta) between the model and the individual's anatomy
- Then the beam former is **permanently calibrated to the patient's anatomy**, rather than the general ear model

Without Biometric Calibration



With Biometric Calibration



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

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Acoustically Optimized Vent

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Venting Options

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- Default venting
- Ideal for experienced users
- Priority for size



- Only for Virto M-Titanium
- Additional ordering option
- Priority to reduce occlusion
- Consideration: HA may be bigger

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Custom Toolbox: EVOB + TFG + AOV

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EasyView Otoblock
Designed to make taking deep ear impressions easier and more comfortable.
Results in longer ear impressions by an average of 6 mm.¹

Titanium FitGuide
Allows patients to experience the look, feel, and fit of Titanium in the ear.
Helps 50% of people get a more discreet Titanium by 2.5 mm.²

Acoustically Optimized Vent (AOV)
For an optimized first fit experience.
Hearing aids with AOV are returned less than those with manually-selected vents.

Phonak Tutorial: How to take ear impressions
Less mistakes, less returns and more discreet devices

Phonak Fast Fact
Acoustically Optimized Vent (AOV)

1. Schwarzlos-Soprayen, J.K., (2017). Deeper ear impressions with EasyView Otoblock. *Phonak Field Study News* retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.
2. Bishop, R., Stewart, E., & Loyola, N. (2018). Titanium FitGuide – helping more than 50% of people get an even more discreet Virto B-Titanium. *Phonak Field Study News*, retrieved from www.phonakpro.com/evidence, accessed February 19th, 2020.

Virto M Product Overview

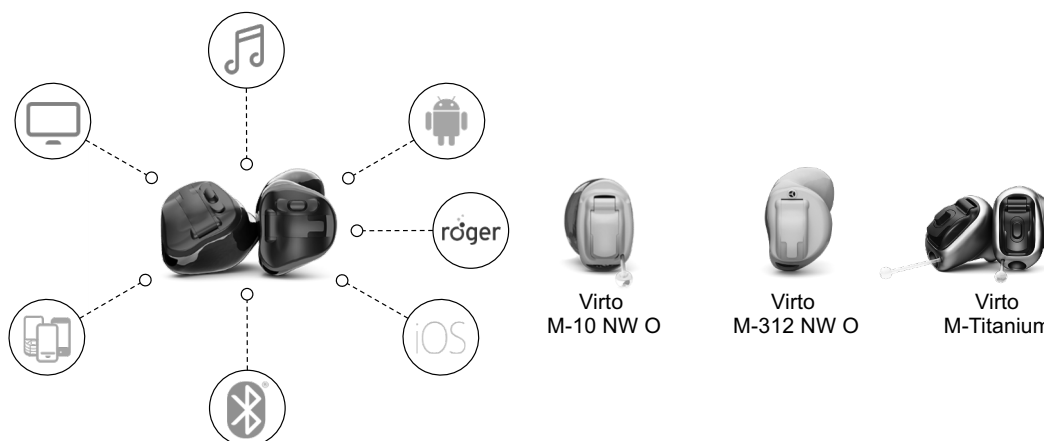
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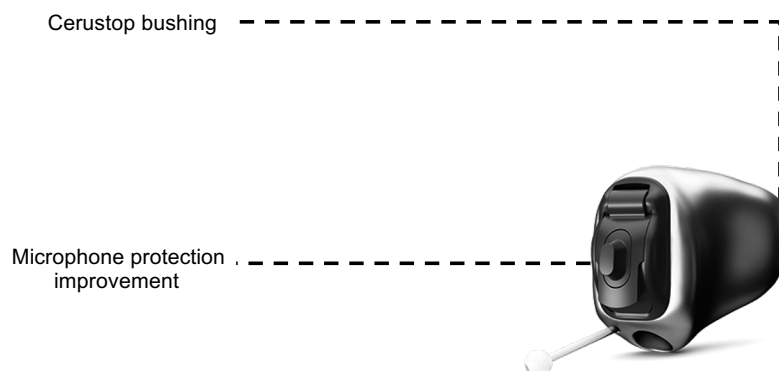
Virto Marvel technology, customized

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Virto Titanium improvements – coming soon!

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Virto Marvel portfolio

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Virto M-Titanium



Virto M-312 NW O
Virto M-10 NW O



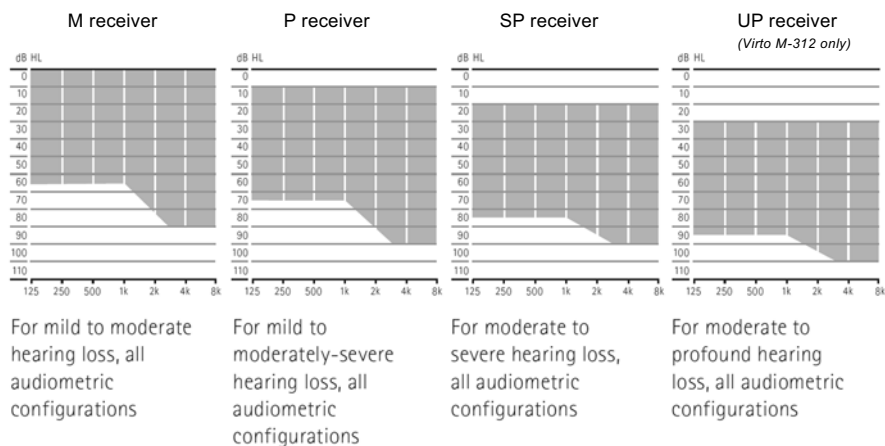
Virto M-312

SHELLS								
	Cocoa	Pink	Brown	White	Transparent	Black	Red Transparent	Blue Transparent

FACEPLATE							
	Cocoa	Pink	Brown	Black	Black	Cocoa	Pink

Virto Marvel receiver options

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T-coil options with Virto Marvel

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T-coil available



Virto M-Titanium



Virto M-312 NW O
Virto M-10 NW O



Virto M-312

Push buttons

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- Virto M-312 **REQUIRES** a push button
 - Streaming media (phone or TVC)
 - Accepting/rejecting calls
 - Environmental balance
 - Push to blink when pairing in Target



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Cleaning custom hearing aids

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- **NEW!**

- Vent cleaner is perfect for cleaning out small vents.
- 1 pack contains 6 tools



Programming Virto Marvel

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- Target 6.2
- Virto M-312
 - Noahlink Wireless
- Virto M non wireless & Titanium
 - NoahLink + battery pill cables

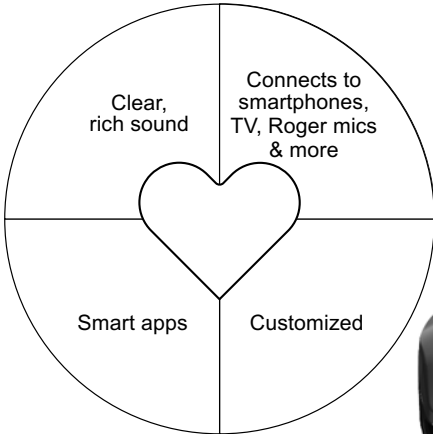



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Virto Marvel









RogerDirect

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Marvel Products and RogerDirect

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Roger Installer pad
w/ Roger X receivers



Roger iN microphone

Compatible with all Roger microphones

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Roger Select / Roger Select iN



Roger Table Mic II / Roger Table Mic II iN



Roger Pen / Roger Pen iN and EasyPen



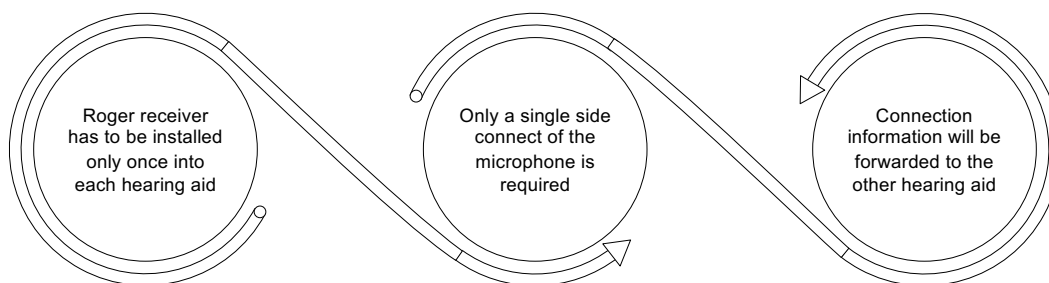
Roger Clip-On Mic

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Roger installation: easily connected

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Both Roger (02) and (03) wireless receivers can be installed into the same hearing aid

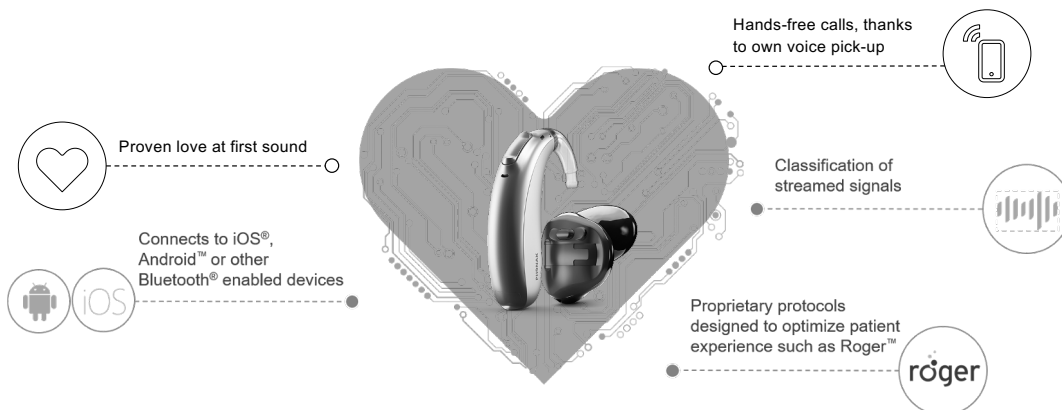
Everyone loves Marvel

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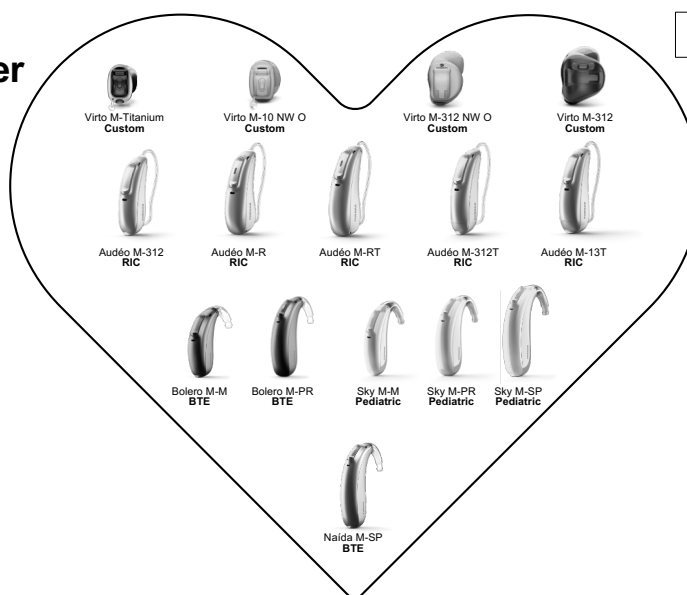
Marvel stands alone

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Marvel family – broader than ever

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Questions?

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Together,
we change lives

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