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## How to print Handouts

### On a Mac

- Open PDF in Preview
- Click File
- Click Print
- Click dropdown menu on the right “preview”
- Click layout
- Choose # of pages per sheet from dropdown menu
- Checkmark Black & White if wanted.

### On a PC

- Open PDF
- Click Print
- Choose # of pages per sheet from dropdown menu
- Choose Black and White from “Color” dropdown

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## Customs by ReSound

WHATEVER YOU THINK ABOUT CUSTOM HEARING AIDS, THINK AGAIN

# Learning Objectives

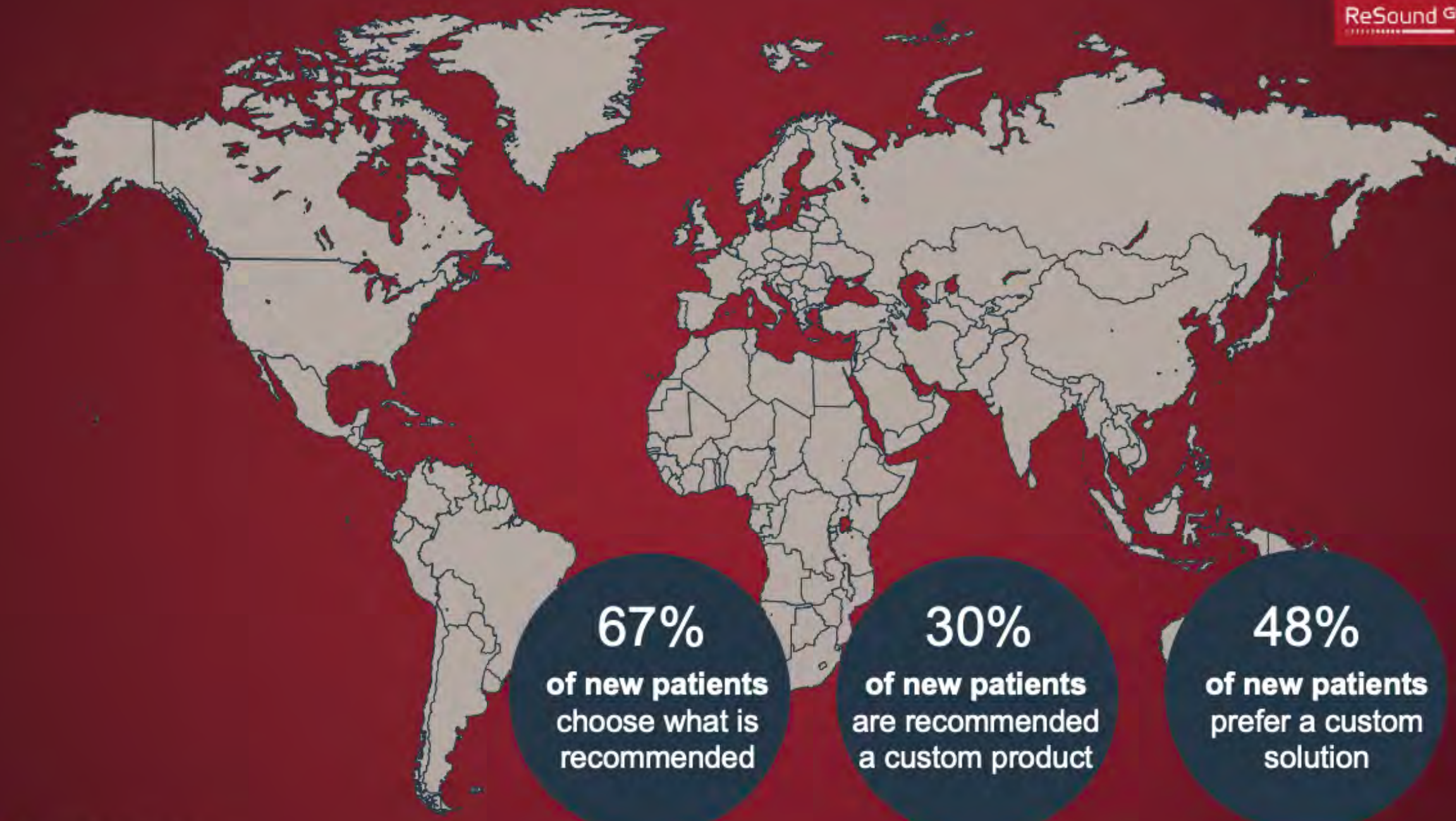
Identify the new features of Customs by ReSound

Explain the user benefits of our improved Organic Hearing experience offered in Customs by ReSound

Describe the Customs by ReSound connectivity options

What percent of patients  
wear custom devices?

What percent of your patients are custom hearing aid users?

A world map with a dark red background. The landmasses are shown in a light beige color. Several regions are highlighted in a darker red, including parts of North America, Europe, Africa, and Asia. Three dark teal circular callouts are positioned at the bottom of the map, each containing a percentage and a statement.

**67%**  
of new patients  
choose what is  
recommended

**30%**  
of new patients  
are recommended  
a custom product

**48%**  
of new patients  
prefer a custom  
solution



# Customs by ReSound

## Design features

HCP and patient benefits

Organic Hearing

Sounds natural

Feels natural

Connects you naturally

Customs by ReSound feel natural





Discreetness  $\neq$  invisible

Discreetness = hiding-in-plain-sight



# Positioning



Jabra Enhance Plus

*Hearing enhancement*



Customs by ReSound

*Prescription hearing aid*

Starter

Best

# Comparison

## Jabra Enhance Plus

Miniature true wireless hearing enhancement earbuds

Situational use

Up to 10 hrs battery, 30 hrs with charging case

Mild-moderate hearing loss

Personalization through the Jabra Enhance app (integrated hearing assessment)

iPhone only

Jabra Enhance (basic adjustment options)

**During purchase:** professional assistance during the purchase phase i.e. performs hearing test/ear exam

**After purchase:** primarily DIY support via Jabra Enhance app and Jabra.com. Jabra customer support available online and on phone.

### Form Factor

### Usage & battery life

### Level of hearing loss

### Fitting

### Streaming Compatibility

### App

### Support

## Customs by ReSound

Customizable traditional prescription hearing aid designed to look like an earbud

Full-day wear

Up to 24 hrs battery

Mild-severe hearing loss

Professionally fit by HCP. HCP has access to fully customize all controls through fitting software

iPhone, Android, wireless accessories

ReSound Smart 3D (premium adjustment options)

Professional support by hearing care professional

# Putting it together for Steven

Hearing loss: mild to moderate

Current treatment: Jabra Enhance Plus

Occupation: Finance

Activities: working, jogging, cycling, eating out, traveling

Challenges: hearing on the telephone, in noisy environments and in office meetings

Visit motivation: has recognized the need for a full-time hearing solution

Steven's requirements: needs more help in noisy situations, wants comfortable fit that looks like his Jabra Enhance Plus, superior streaming quality for music and calls, flexible adjustments via an app



# Offer a custom-made hearing experience



# A fully customized experience



Half Shell/ITC



Full Shell ITE

# Designed to look like an earbud - not a hearing aid

New faceplate

One-button design

New strategic design process





# Customs by ReSound features

Microphone sound inlets

Filter ring



Rechargeable Half Shell/ITC  
ITC-DWC-LP/MP/HP/UP

LED indicator light

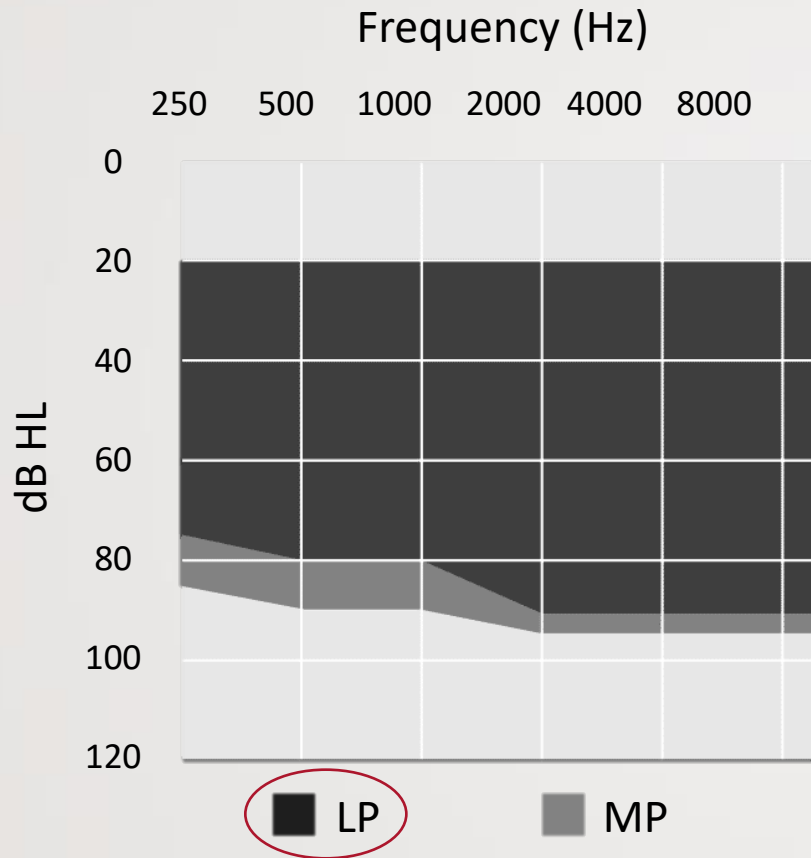
Push button



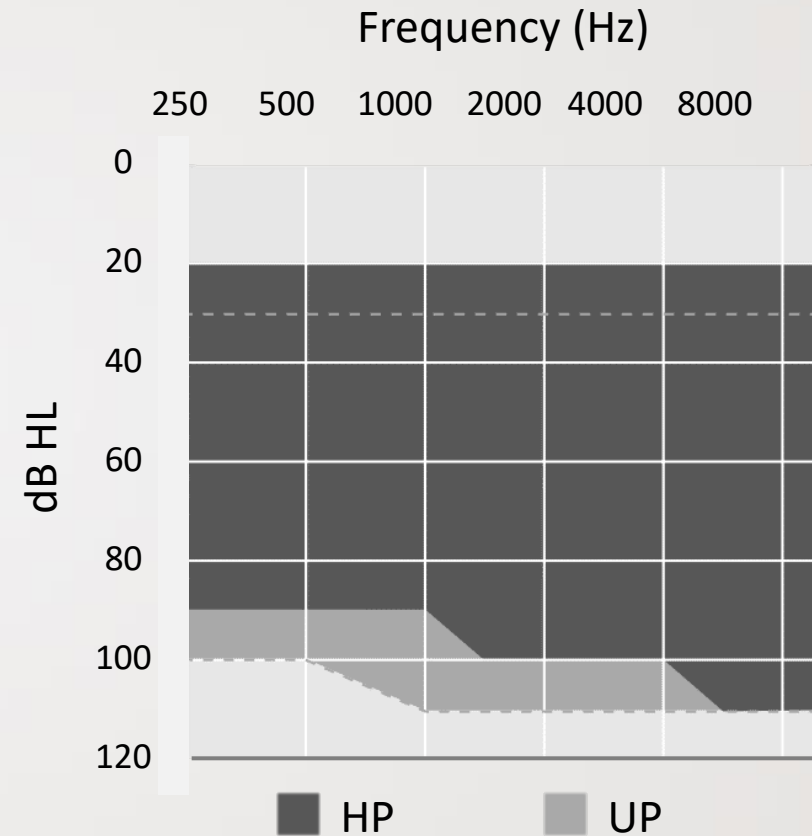
Rechargeable Full Shell  
ITE-DWC-MP/HP/UP

Available in technology levels 9, 7, and 5

# Custom-made solutions for mild to severe hearing losses



\* Only available in the ITC model



# Custom Color Choices for Patient Preferences



## Nick's profile

Hearing loss: Mild to moderate

Current treatment: Wireless earbuds

Occupation: Sales

Activities: Running, entertaining, and traveling

Challenges: Hearing in noisy environments and localizing

Visit motivation: Partner-encouraged

Nick's requirements: Superior streaming sound quality, rechargeable earbud design, and fits into an active lifestyle



**58%**  
of non-users  
wear earbuds for  
hearing improvement  
before purchasing  
hearing aids

# All-weatherproof



Nanocoated for IP 68 certification

# Battery life to last the whole day

CHARGING TIME	HOURS OF BATTERY LIFE (Half Shell/ITC & Full Shell ITE)*
5 hours =	24 20 with 100% streaming
1 hour =	8
10 min =	1

\* All values are approximate

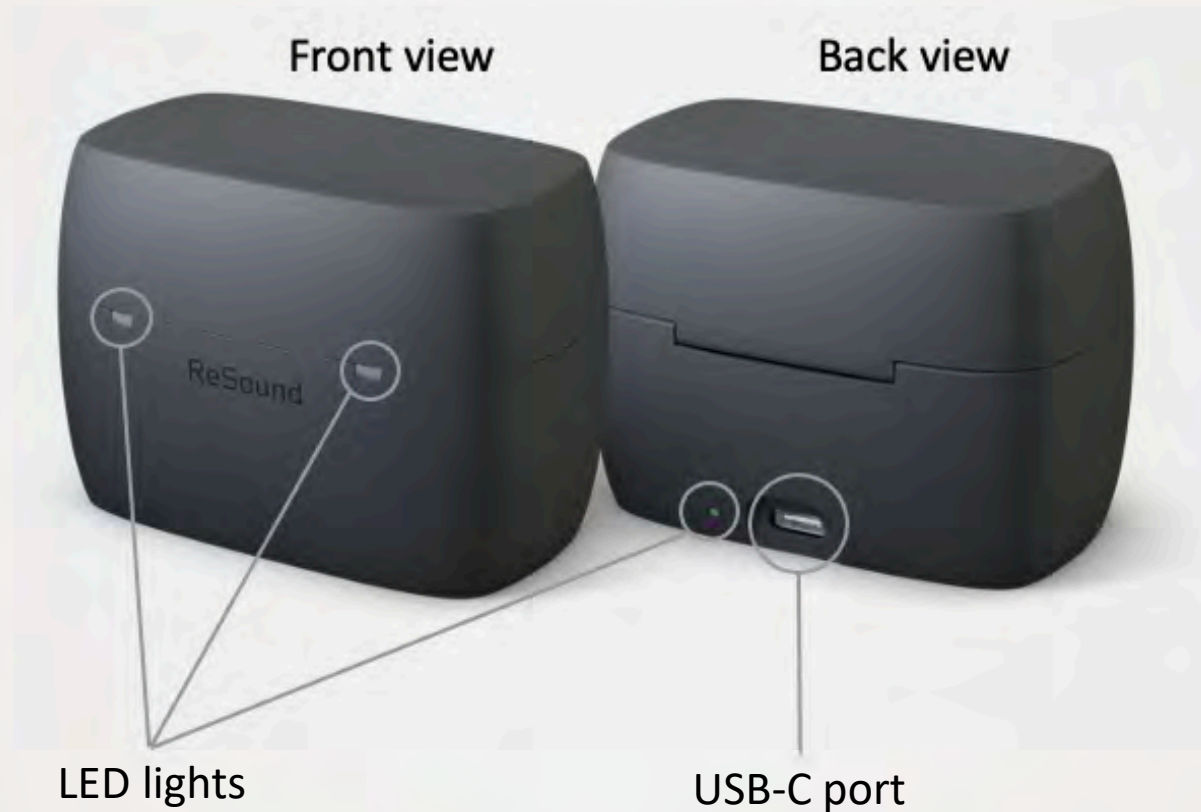


# The world's first customized charger



The world's first customized charger. The portable custom charger has specially created inserts that match your patient's custom hearing aids to ensure intuitive and efficient inductive charging. They will have all the power they need - up to 24 hours on one charge.

# The world's first customized charger



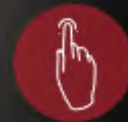
The world's first customized charger. The portable custom charger has specially created inserts that match your patient's custom hearing aids to ensure intuitive and efficient inductive charging. They will have all the power they need - up to 24 hours on one charge.



Who said that great hearing couldn't look  
and feel this good?



Modern design and colors



Large push button



All-weatherproof



All-day comfort



Customized charger

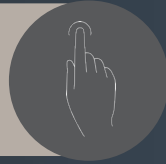
## Benefits that help Customs by ReSound feel natural

Modern design



Reduces the cosmetic stigma to attract younger patients

Large push button



Easy to operate for all levels of mobility

All-weatherproof



Wear and forget, no matter the weather forecast

All-day comfort



All day comfort without the fuss or worry of battery life

Customized charger



Seamless and reliable charging

Customs by ReSound sound natural





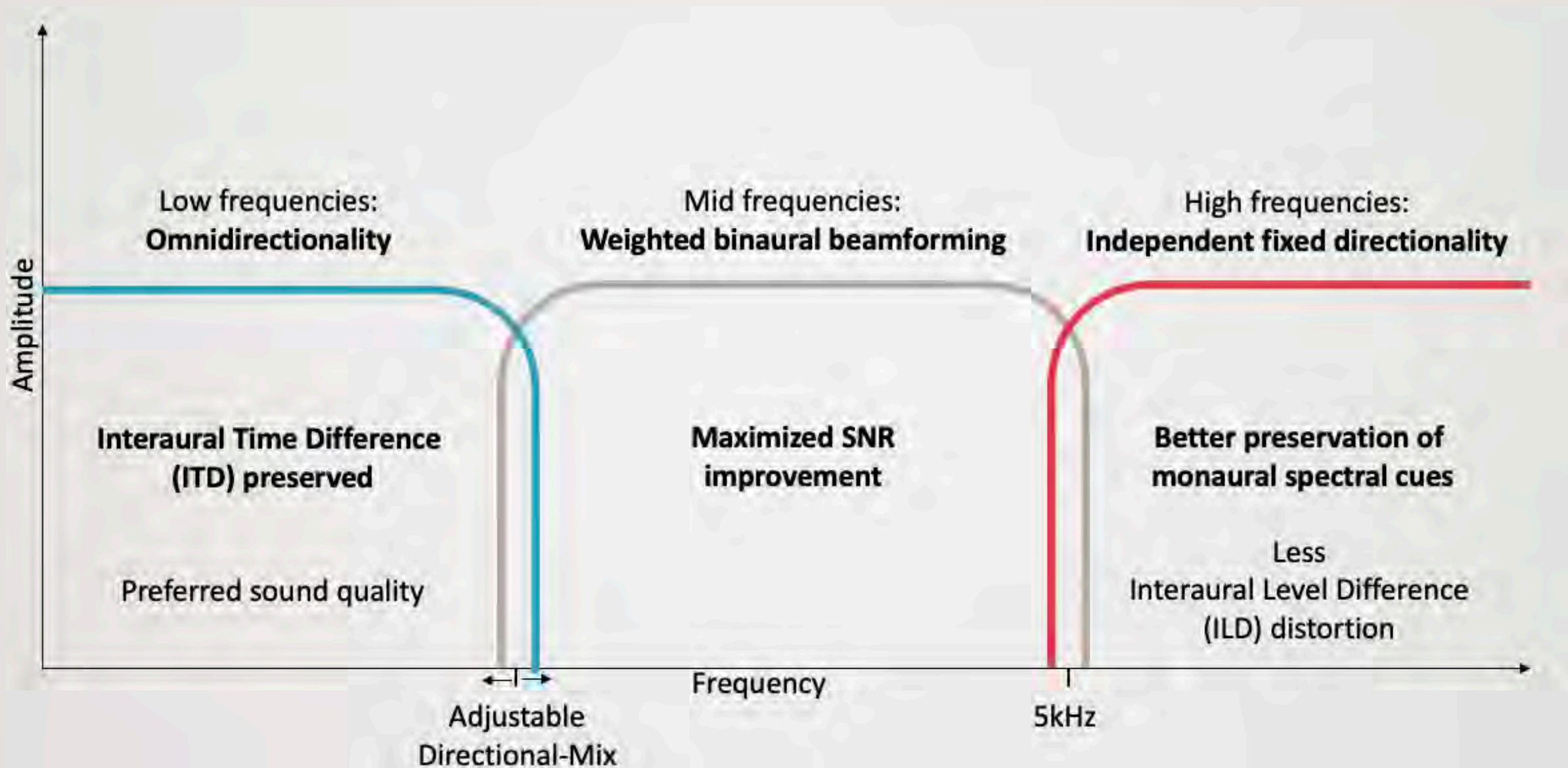
Improved localization with custom hearing aids vs standard RIE receiver

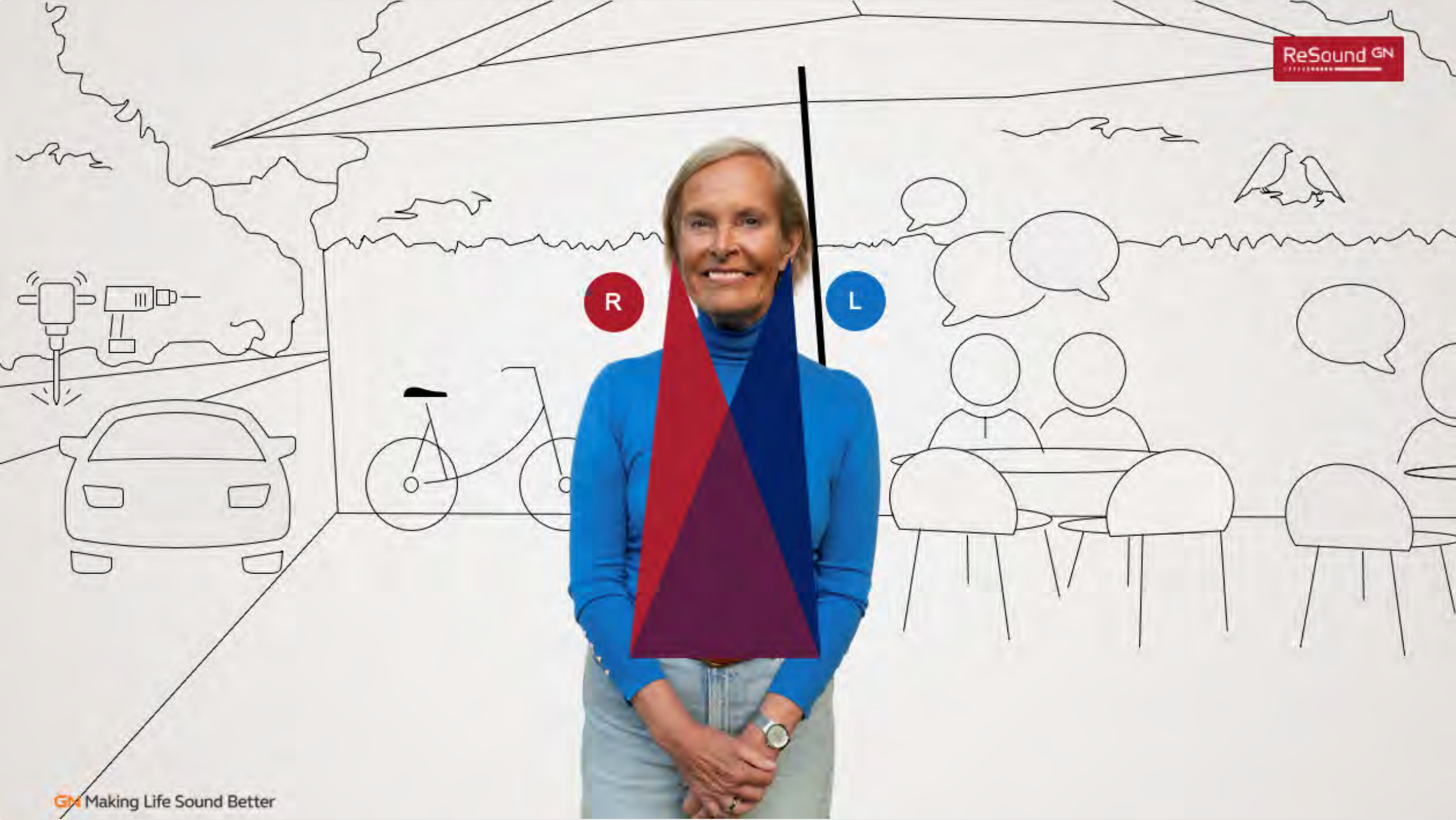


Allows the brain to decide to whom or what to listen



# Directional multi-bandsplit processing





R

L

# All Access Directionality



# All Access Directionality

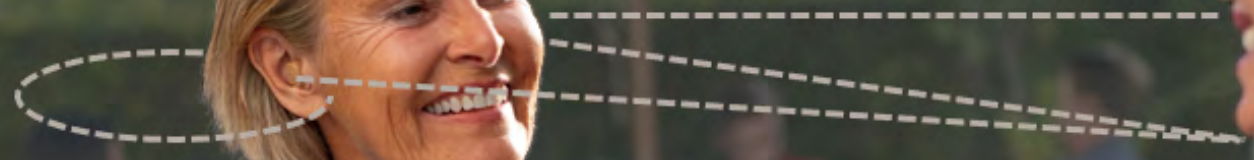




# All Access Directionality



15-30% better speech understanding in noise



# Ultra Focus



Unique adaptive weighting and directional benefit provide an **additional 30% better speech understanding in noise**

# Think you can't get a natural sound experience? Think again



Spatial awareness



All Access Directionality



Ultra Focus



# Features that help Customs by ReSound sound natural

## Spatial awareness



Greater depth perception and localization of sounds in the environment, including above and below the horizontal plane

## All Access Directionality



Reduced listening effort as hearing aids automatically adapt to changing environments

## Ultra Focus



Quick fix that will immediately enhance speech without compromising the surrounding sounds

Customs by ReSound connect you naturally



# Connect naturally to smart devices

ReSound GN

Patients can enjoy:

- ✓ Hands-free calls for Apple devices\*
- ✓ FaceTime calls for iPhone and iPad
- ✓ Stream music or other audio for Apple or Android™ devices\*\*
- ✓ Personalized settings with the ReSound Smart 3D™ app

\*Customs by ReSound hands-free calls are compatible with iPhone 11 or later, iPad Pro 12.9-inch (5<sup>th</sup> generation), iPad Pro 11-inch (3<sup>rd</sup> generation), iPad Air (4<sup>th</sup> generation), and iPad mini (6<sup>th</sup> generation) with software updates iOS 15.3 and iPadOS 15.3 or later.

\*\*For compatible Apple and Android devices, visit [www.pro.resound.com](http://www.pro.resound.com) and search product compatibility



Connect naturally to wireless accessories



# Support and expertise anywhere with ReSound Assist



Remote Fine-Tuning

Live Assistance



# Think hearing aids don't fit into your lifestyle? Think again



Hands-free calling



Direct streaming



ReSound Smart 3D



Wireless accessories



ReSound Assist

## Features that help Customs by ReSound connect you naturally

Hands-free calling



Freedom to communicate without disrupting other priorities

Direct streaming



Listen to music, podcasts, and videos from iOS and Android devices

ReSound Smart 3D



Control over hearing experience

Wireless accessories



Direct streaming in any environment from personal devices and flexibility in remote control

ReSound Assist



Convenient support and expertise anywhere



feels natural



sounds natural



connects you naturally

# Putting it all together for Lou



**Hearing loss:** mild to severe

**Current treatment:** receiver-in-ear (RIE)

**Occupation:** contract work

**Activities:** travel, reading, camping, and listening to podcasts

**Challenges:** retention and insertion of hearing aids with use of facemasks and depth perception of environmental sounds

**Visit motivation:** new third party benefit

**Lou's requirements:** effortless and comfortable; easy to handle but also rechargeable

# Time to create an action plan!

1

Think of customers who would be good candidates. What is your plan to get them scheduled for a consultation?

2

Download ReSound Smart Fit 1.14

3

Request Customs by ReSound marketing materials for your practice

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