

What's New in Hearing Aids?

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Current Hearing Aid Styles

Completely In The Canal (CIC)



- cosmetically appealing - nearly invisible
- easy telephone use
- requires good dexterity to insert
- shorter battery life
- occasional wax build-up



In The Canal (ITC)/Half Shell (HS)



- cosmetically appealing - slightly visible
- easy telephone use
- requires good dexterity to insert
- wireless communication available



Full Shell In The Ear (ITE)



- visible in the ear
- easy to handle
- more power
- better battery life
- wireless communication available



Micro Behind The Ear (microBTE)



- cosmetically appealing - nearly invisible
- easy to insert
- wireless communication available on selected models



Behind The Ear (BTE)



- cosmetically appealing - slightly visible
- easier to handle
- wireless communication available



Power Behind The Ear (Power BTE)



- cosmetically appealing - slightly visible
- easier to handle
- good durability
- wireless communication available



Micro In The Canal (MIC)



- cosmetically appealing - nearly invisible
- easy telephone use
- requires good dexterity to insert
- shorter battery life
- occasional wax build-up



New Technology

Micro Behind The Ear WaterResistant



- cosmetically appealing - slightly visible
- easier to handle
- wireless communication available
- WaterResistant-Ingress Protection Rating IP67



New Technology

Extended Wear



- cosmetically appealing - completely invisible
- no batteries to change
- no daily insertion



New Technology

Lyric

The world's first and only 100% invisible, 24/7 wearable, sweat-proof, shower-proof, for-months-at-a-time hearing aid.

Lyric is worn 24 hours a day, seven days a week, for months at a time.

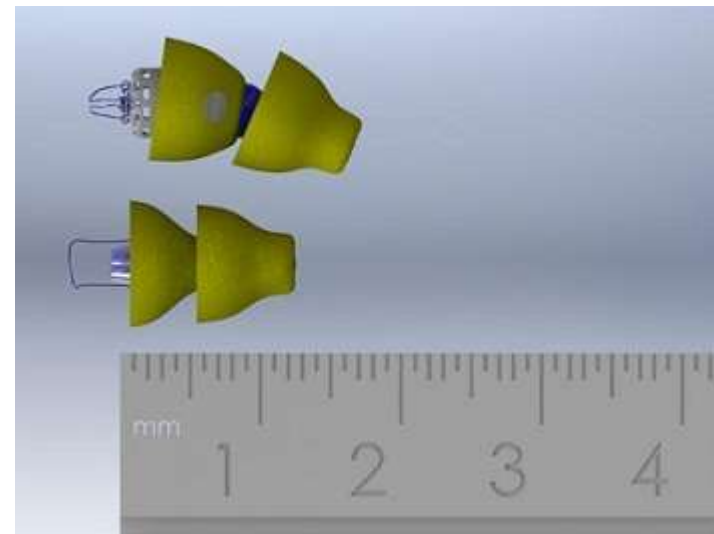
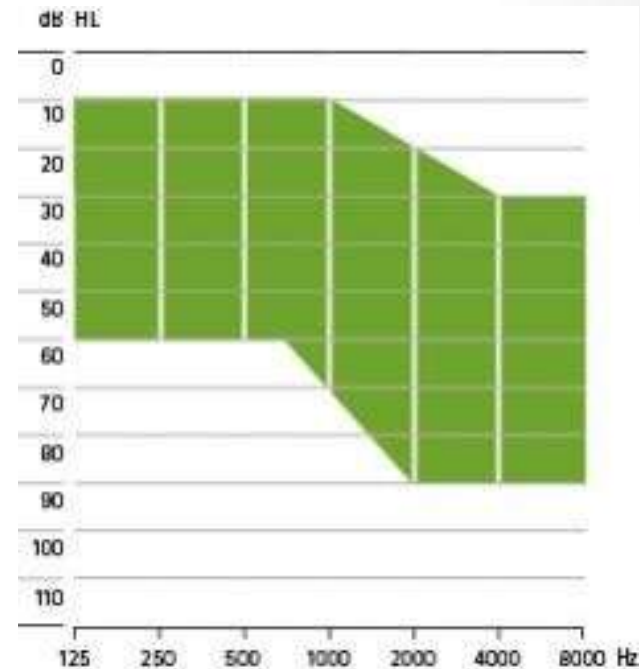
It can be worn during all daily activities - such as showering, talking on the phone, exercising, using headphones and even at night while sleeping.

- Very small (12 mm long) and available in a variety of widths.
- On/off and volume regulation using remote control SoundLync
- Wireless and digitally programmable with Phonak Target fitting software.
- Specially developed protection against moisture and wax.
- Battery lasts up to 120 days in the ear canal
- Can be removed by the customer if necessary.
- Each Lyric is replaced by a new Lyric when the battery expires.

Lyric 2

New generation Lyric2 now available

- 50% higher anatomical fit rate
- Patients with shorter ear canals can be fit
- The device is available in two additional sizes, so it can also be fitted in ear canals with a considerably smaller or larger diameter.
- The new, oval shape of the device mirrors the shape of the ear canal.
- Lyric2 is no longer specific to one side and can be used in either the left or the right ear. The number of different device versions has therefore been reduced by 50%.



Invisible In the Canal (IIC) or Micro In the Canal (MIC) Hearing Aids



- Still not Bluetooth compatible
- New remote control option for Phonak Nano

Remote Control Option for the Phonak nano

MiniControl



Keychain housing

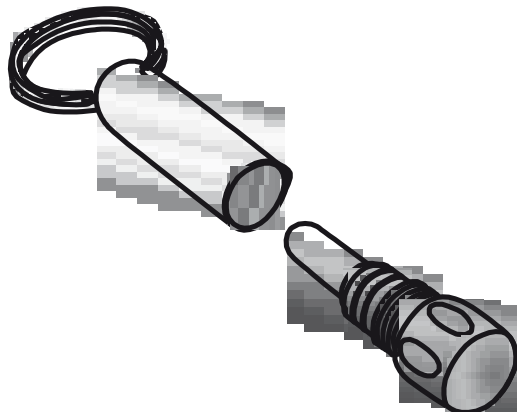


Fig. 8a

MiniControl magnet

- Small enough to fit on your key chain
- Magnet inside functions as the remote control
- Unscrew the magnet and hold it inside the ear (near but not touching the hearing aid)
- Can either function to adjust volume or access programs

Phonak CROS/BICROS



- Non-surgical solution for single-sided deafness
- Transmitter worn on unaidable ear
- Hearing aid worn on better ear that receives information from the transmitter
- Can be setup as either CROS or BiCROS system
 - When better ear has hearing within normal limits the CROS setup is selected
 - When better ear has hearing loss the BiCROS setup is selected

Available CROS Styles



- Previously only two styles available
- This season they launched additional style options for additional flexibility
- Bluetooth compatible
- All wireless accessories are compatible
- Short battery life due to constant transmission of information from one ear to the other

Water Resistant Hearing aids



- Several manufacturers are offering water resistant aid options for both hearing aids AND cochlear implants
- Phonak has an IP67 rating for dust and water resistance
- IP = Ingress Protection Rating
- Hearing aids are not damaged after 8 hours in a dust chamber
- Hearing aids are not damaged after being immersed in 1 meter (3 feet) of water

Phonak Naida S CRT



- Added to product line in last year
- Smaller receiver-in-the-canal version of the Naida power BTE
- Water resistant (IP67)
- Smaller fitting range
- **Naida S UP** (Ultra Power) = 144 dB max power output and 85 dB of gain
- **Naida S SP** (Super Power) = 141 dB max power output and 80 dB of gain
- **Naida S CRT** = 133 dB max power output and 72 dB of gain

Widex Zen for Tinnitus Sufferers



- **Uses sound stimulation to minimize awareness of tinnitus**
- Available in several different hearing aid styles and technology levels
- Uses music and tones that are not overly distracting and aid in relaxation

- Hearing aid alone = Crucial for hearing
- Hearing aid + Zen = Daily communication – “set and forget”
- Zen alone = for relaxation time (e.g., reading, meditating, etc.)

- Dr. Robert Sweetow offers tutorials:
www.widexpro.com/en/innovations/toolsforchange/zen-tinnitus/sweetowvideo/

Zen2Go = new product for users with no hearing loss who suffer from tinnitus

What's new in Wireless Accessories?

- Remote microphones (Oticon, Phonak, GN Resound)
- GN Resound Unite Phone clip functions for hands-free cellphone usage and remote control for your hearing aids
- “Resound Control” app offers option to control hearing aid settings from your Smartphone



Questions?

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