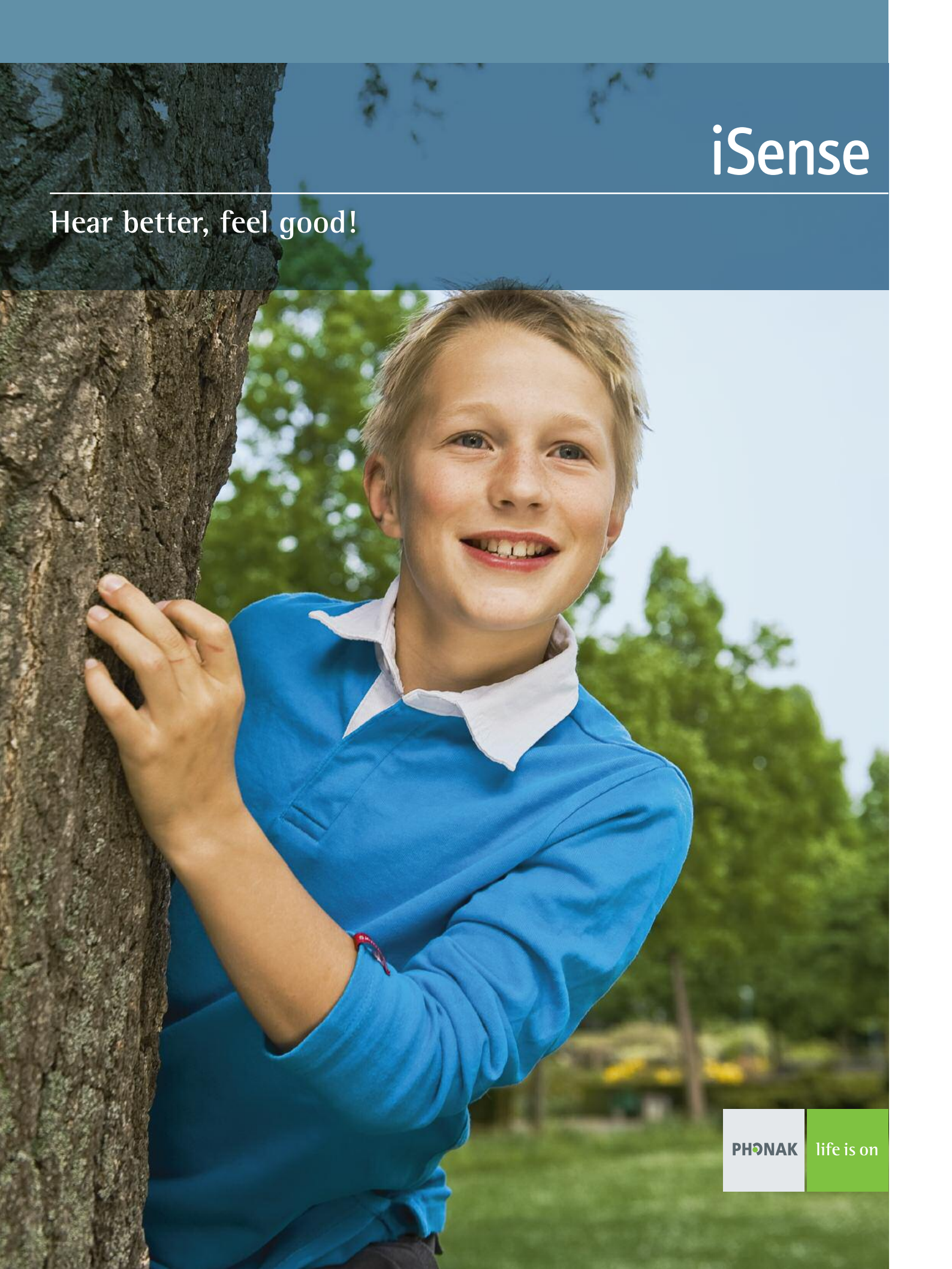


# iSense

Hear better, feel good!



**PHONAK**

life is on

## iSense with Dynamic FM inside



Recently, Phonak introduced Dynamic FM, a revolutionary FM technology, which improves sound quality and user comfort. iSense Micro and iSense Classic are the first products based on Dynamic FM for all those who need to hear better in noise and over distances, but who do not need a hearing instrument. Like typical FM-systems, iSense still offers a direct wireless connection between the listener and the speaker. Based on the new Dynamic FM platform, which includes a new chip, new algorithms, new software and new mechanics, iSense incorporates a range of extraordinary features.



Its innovative **Dynamic Speech Extractor** consists of a set of exciting automatic adjustment features which open up a whole new dimension in speech comprehension for its users. The Dynamic Speech Extractor features an intelligent Voice Activity Detector, which mutes the receiver when the speaker stops talking. Furthermore, the new Adaptive FM Advantage algorithm allows iSense to adapt its volume automatically based on to the level of background noise in any environment. At all times the output level within the iSense receiver will stay within safe limits.

iSense's Dynamic FM feature portfolio also includes **DataLogging** and **Monitoring** of information relevant to the transmitter's and receiver's functionality. It introduces the new

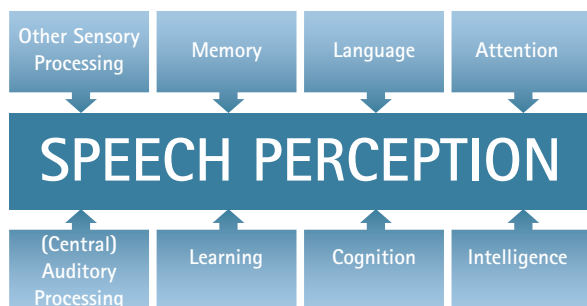
concept of **MultiTalker Network** as the ultimate interaction set-up when two or more professionals are working with a group of listeners. Dynamic FM also offers **SoundCheck**, which measures speech and background noise levels simultaneously. The benefit of this feature is that it acts as a background noise warning system and at the same time helps the speaker ensure that the transmitter microphone is positioned optionally. The **ChannelFinder** will detect interference-free channels, leading the way to crystal-clear and interference-free reception of signals. Automatic Frequency Control then sets iSense to precisely the correct transmission frequency and ensures minimum distortion.





## Sensible Hearing and Understanding

Understanding speech, language and communication is more than just hearing. It demands that each person - on a higher level of comprehension - combines knowledge and skills from various areas in the brain.



The speed and efficiency of such speech perception is thus influenced by how skilled some of our brain functionality actually is.

We know that FM systems are not only beneficial to users of hearing instruments. A large variety of patient groups – both children and adults – who do not use hearing instruments, suffer from poor speech comprehension in challenging environments, despite normal or nearly normal hearing.

They may have a central auditory processing disorder, a minimal hearing loss, a unilateral hearing loss, but they may also have problems which do not seem to be auditory-related: autism, specific learning problems, attention deficits or multiple sclerosis. Children and adults who learn at school or college in a language different than the one spoken at home can benefit from FM as well.

FM systems bring the desired sound directly to the ear. This facilitates communication, which otherwise is not possible or, at best, only with great effort.

Ease of communication is not only about communication itself, it is also about saving energy and resources which then become available for other tasks of the brain.

Clear communication also significantly improves quality of life when a romantic conversation in a restaurant does not require any effort, when professional, high-stake business negotiations go smoothly without misunderstandings, or when a captivating lecture can be enjoyed word for word, or when watching your favorite program the TV doesn't need to be turned up loud.

iSense will make life so much easier and more enjoyable for many patients. Let them enjoy communication the way you may enjoy communication.



## iSense Team-Up Options



**iSense Micro** is a beautiful, micro-style, state-of-the-art FM receiver based on Dynamic FM, the new global FM standard from Phonak. Its miniaturized and high-tech design makes the iSense Micro the ideal product for all customers who ask for a discreet, but trendy solution.



**iSense Classic** is a trendy, mini-style, state-of-the-art FM receiver which also includes Dynamic FM, the new global FM standard from Phonak. iSense Classic has various wearing options: like an MP3 player, lavalier style or in-the-pocket. A thin cable brings the signal to the listener's ears.



**inspiro** is the new Dynamic FM transmitter. Its outstanding design, with the large, intuitive color display and easily accessible settings, make this transmitter unique. Soft keys, an alarm clock, wearing options to suit different types of clothing, and other valuable features reflect Phonak's passion for user friendliness.



**iLapel** is a new lapel microphone with directional multimicrophone technology, specially developed to make the most of the audiological features offered by the **inspiro** transmitter.



**iBoom** is a totally new, ultralight boom microphone for **inspiro**. Extremely comfortable to wear, it can be worn on the left or right ear and adjusts easily to fit all ear and head sizes.



**FM SuccessWare** is a powerful software package developed with the strength of over ten years' experience in miniaturized FM, comprising four main modules: frequency management, fine-tuning of FM transmitters and receivers, equipment management with reporting, and an FM DataLogging module. It is the world's only fitting software with Automatic Internet Upgrade Service and links to web-based resources.



iSense Classic



iSense Micro

iSense Micro and iSense Classic are compatible with all existing Phonak FM transmitters and WallPilot. Use of Phonak FM products with FM products by other manufacturers is not recommended. This can cause significant deterioration of sound quality, and disables all Dynamic FM features.

For maximum "Dynamic" benefit it is recommended that iSense Micro and iSense Classic are used with the new **inspiro** transmitter. The following overview shows the main features available for "backward" and "forward" combinations.



	SmartLink, ZoomLink, EasyLink used with iSense Micro	SmartLink, ZoomLink, EasyLink used with iSense Classic	inspiro used with iSense Micro	inspiro used with iSense Classic
Basic FM features	■	■	■	■
Dynamic Speech Extractor			■	■
EarWax detection at start up	■		■	
Monitoring without EarWax detection				■
Monitoring with EarWax detection			■	
DataLogging FM			■	■
ChannelFinder			■	■
SoundCheck			■	■
MultiTalker Network			■	■

# iSense Micro



## iSense Micro

### Luxury in style – Lightness in weight

- Ergonomic and beautiful micro-style design
- Flexible, left/right compatible wearing concept for comfortable and secure use
- Small receiver attached to a robust housing, available in a range of stylish colors
- On/off switch and battery door
- 312 battery
- A volume control on the **inspiro** allows adjustment of the iSense Micro audio volume remotely



### Color options:



Green with Envy



Fiery Temper



Raku Glaze



Snowblade



Classic Caddy



Firebird



# iSense Classic





## iSense Classic

### Like Music to Your Ears

- iSense Classic housing  
Color: Beach
- On/off switch
- Volume control
- Binaural cable with two clips to release tension on cable clips
- Flexible, left/right compatible wearing concept for comfortable and secure wearing
- LED for battery status information
- Adapter for the lavalier wearing option



## Successful iSense Communicators



Scott Andrews, 15 years old

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### Auditory Processing Disorder

"When I was diagnosed and our audiologist suggested fitting an FM system, I was ready to try anything to solve my problem. I had difficulties understanding my teacher in class. My friends think I look really cool with my iSense and always want to have a go. We've used them occasionally to play tricks on people... Anyway, I love wearing them because I can hear the teacher more clearly now and I immediately get what it is all about. I also use the FM system with my MP3 player, my cell phone and my computer. And I've found out how to hook it up to my electric guitar which I think is the coolest thing ever. It's not as loud as my headphones. But, then again, I am pretty careful now about my hearing, so that's just fine."



Matthew Roberts, 37 years old, married to Tina

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### Unilateral Hearing Loss

"I was 10 years old when they found I had a profound Unilateral Hearing Loss in my right ear. I was behind in school. I tried a couple of hearing systems, but none of them really

solved the issues I had. Some of them actually made things worse. But not iSense Micro. I like its design and it feels nice wearing it. The more I use it, the more confident I feel. I can understand people so much better now, even if they are seated on my bad ear's side, or when there is interfering sound. I feel so secure communicating with others. I use it dining out with my wife or in meetings at work. I can connect the transmitter easily to the television set and stereo system. It has made life so much easier for me and my family. When playing tennis with my friends, it influences my winning performance. In short, it has allowed me participate more fully in all areas of my life: personal, professional and recreational."



Peter and Jennifer Davis-McCoy about their 5-year old daughter Lisa

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### Speech-Language Difficulties with a history of Otitis Media

"As a young child, Lisa was hardly ever without an ear infection. Her speech and language developed slowly. The episodes of not hearing well badly affected her ability to take in the language she was being offered. Lisa's speech-language pathologist suggested fitting her with iSense. Now, we use it in kindergarten, in therapy, reading stories from a picture book, during breakfast and dinner, when she would be watching a kid's show on television or listening (again...) to her favorite story from the CD-player. Lisa enjoys wearing iSense very much. Using the FM system in addition to the intensive language program makes a great difference. The high-quality auditory input during important communication and training moments allows her to absorb language in much more detail and with a much fuller picture. The progress she is making is immense and we feel confident that by when she starts primary school, she will be up to speed to deal with the new adventures that await her there!"



Anna, 8 years old, with her parents Juan and Ascunta Perez

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### A non-native learner

"I came to the United States when I was 6 years old. It was a strange experience. So many new things to see, so many new words to learn and so many new people to get to know. I missed my friends from "back home" and was too shy to make new ones. Plus, I just couldn't make anything out of what they said. In class, I felt alone. I had a hard time finding out what the teacher was saying and what I needed to do. When I got the iSense Classic, they showed me how to use it. I had seen another child in class wearing it. I suddenly could hear the teacher more clearly and things quickly started to make sense. I still use my iSense. If I don't, I am more tired. With it everything is "loud and clear". And I like to be good at what I do. Wouldn't you?"



William Rosenberg, 71 years old, about his wife Susanna Rosenberg, 69 years old

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### Stroke-inflicted speech-language difficulties

"Five months ago, my wife had a slight stroke. She feels uncomfortable talking about it and she doesn't like that she still

has difficulties speaking and understanding because of it. If you would know how proud she has always been of how she was able to talk and listen to other people, you would understand. The rehabilitation program she started the day after the event has been a tremendous support for the both of us in managing situations in a new way. Using the iSense Classic during therapy and in our home environment has strengthened her attention and it is much easier for her to participate in day-to-day activities and communication. And to our grandchildren, Susanna is the coolest grandma ever – looking like a real teenager now..."



Christopher Anderson, 10 years old, with his teacher Sheila Maguire

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### Attention Deficit/Hyperactivity Disorder

"My parents say I have an Attention Deficit Disorder. I think they are right. I do have difficulty concentrating at times and I am quickly and often distracted by others. But now this is history. Since I have been wearing the iSense Micro, I can hear the teacher much more clearly. I am not distracted anymore when other children are saying silly stuff or playing around. It really helps me focus. And I think I look really cool with it on. Did you know that such a system is also used by the police? And celebrities' bodyguards? Cool, huh!"

## Successful iSense Communicators



Jack Sanders, 48 years old, married to Elisabeth and father of Matt and Laura

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### A Minimal Hearing Loss

"I started having difficulty understanding people about a year ago. At first I thought it was just stress or a lack of concentration. Then I noticed that I wasn't just having difficulties at work in a meeting. Sometimes at the dinner table or out with friends or when Elisabeth would talk to me from another room, I noticed I had difficulty understanding too. When I got my hearing tested, the test revealed a slight hearing loss. I tried and compared a couple of hearing solutions. Although all of them were pretty much satisfying, I decided to try the iSense Micro on both ears because it offered me the broadest functionality and had a modern looking design, nothing like traditional hearing aids at all. It also offered me the best understanding in my most crucial communication situations."



Rebecca Woods, 52 years old, mother and grandmother, married to Paul

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### Multiple Sclerosis

"I was diagnosed with MS 3 years ago, which was a definite shock to all of us. The more the disease interferes in our life,

the more we need to focus on the little "big" things that remain. Then I started noticing that I couldn't hear well in a group. I had difficulty paying attention. Listening would just tire me out even more. I started feeling excluded. My husband suggested I talk to my therapists and doctors about this. It seems that the MS had affected my neurological ability to hear well. An audiologist suggested trying the iSense Classic. It turned out to be good advice. I have been using the system ever since. It is easy to manipulate the controls, comfortable to wear and gives me such a good sound. I am so relieved I can be part of something again."



Sam Lewis, 8 years old, and his father Tom Lewis

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### Autism Spectrum Disorder

"Sam's therapists heard about the iSense Micro system. They were fascinated by it and wanted to find out whether wearing this type of FM system would open up Sam's auditory sense to his outside world. They hoped that it would reduce the perceptive and attentive difficulties Sam had because of the autistic spectrum. We were astonished by its results. We had never expected that only wearing the device a limited amount of time each day would be able to do such wonders. Sam's attention span in class and at home improved immensely. He moved around with much more confidence and felt much more secure dealing with the sounds around him. He was able to move his focus away from our mouths and we could experience intense eye contact for the first time! We felt him becoming part of ourselves and of the world around him more and more."

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## iSense Selection

iSense Micro and iSense Classic are two ingenious new FM receivers, specifically developed for those listeners who have difficulties understanding or concentrating in complex listening situations. The specific design of each receiver offers a variety of advantages for your clients.

**iSense Micro** for clients opting for:

- a micro-style receiver for light-weight wearing
- a fully automatic and tamperproof design
- a choice of colors to suit personal preferences
- a virtually invisible receiver resembling a Bluetooth headset

**iSense Classic** for clients preferring:

- an affordable solution for binaural fitting
- a directly accessible volume control
- an easy-to-operate receiver with clearly visible controls and LED-indicator
- a robust body-worn housing
- a contemporary MP3-player like design





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## Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

**Interact freely. Communicate with confidence.  
Live without limit. Life is on.**