

# Serenity Choice™

Protecting hearing while allowing the ear to breathe and outperforming with regards to sound quality<sup>1</sup>



Protects hearing against damaging noise



Outperformed competitors with music sound quality



Shown to allow the ear to breathe

Many people are exposed to damaging levels of noise

around **70%** currently don't wear hearing protection<sup>2</sup>



## Case study of Swedish Armed Forces<sup>3</sup>

Rigorous implementation of a hearing conservation programme was undertaken in 2002, the impact was assessed after a few years.

Results showed that the incidence of hearing loss in the affected population

↓ **dropped to one third** during a five-year period

↓ having **reduced to 2.3%** from the earlier 7.9%



Prevention of hearing damage is the top motivator for wearing hearing protection<sup>4</sup>



Other top ten motivators:

- ▶ Perfect fit
- ▶ Keeps relevant sound and speech
- ▶ Best music quality at safe listening levels
- ▶ Lets the ear breathe

## Serenity Choice™ products tick all the boxes

### ✓ Prevention of hearing damage

Certified and protect against hearing damage, by attenuating noise and loud sounds.

### ✓ Aim for the perfect fit

Four different ear tip sizes or can be custom-made. Various form factors and materials available.

### ✓ Keep relevant sound and speech

Where relevant, Serenity Choice filters attenuate across all frequencies, not just the high frequencies.

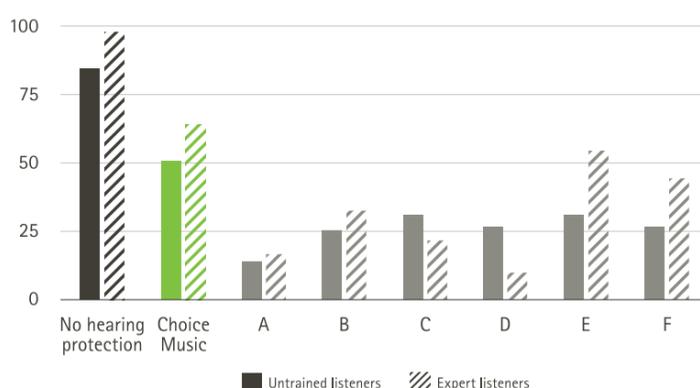
## Outperformed with regards to music quality

A subjective sound quality study was conducted using Serenity Choice Music and six competitor products. A MUSHRA tool was used for participants to listen and rate all of the recordings (blindly).

Survey participants:

**37** untrained listeners

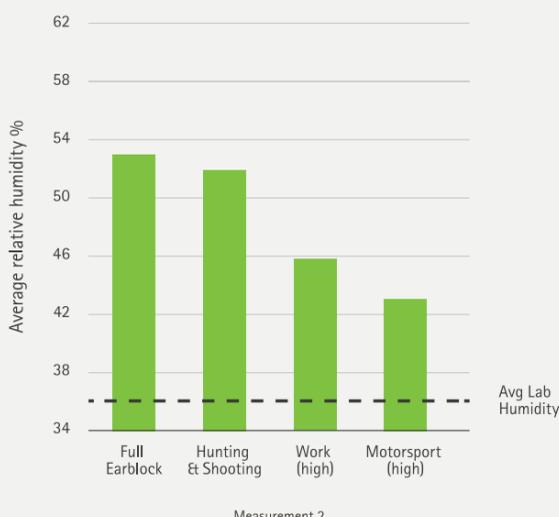
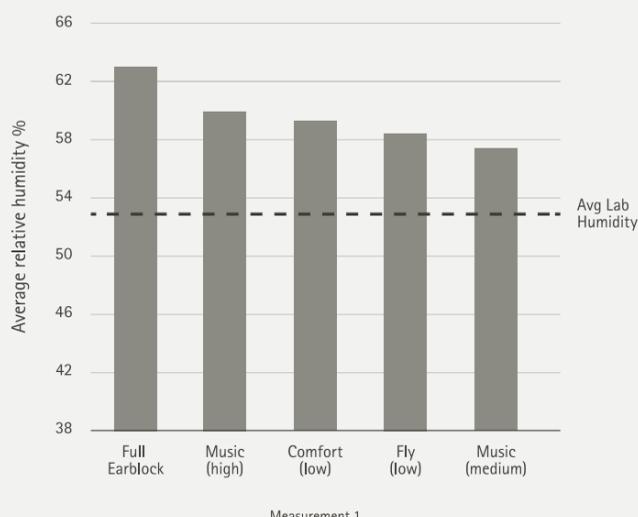
**27** expert listeners



Serenity Choice Music outperformed all the competitor devices.

## Lets the ear breathe

- A humidity measurement device was inserted into the ear
- Different filters were inserted into the device and the relevant humidity was recorded
- Two measurements were done under different lab conditions



All Serenity Choice™ products with filters result in lower humidity levels than when a full earblock is used

1. Appleton-Huber, J. (2021). Phonak Insight: Serenity Choice™ - protecting hearing while providing best sound quality and allowing the ear to breathe, available at [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence)  
 2. Centers for Disease Control and Prevention (2020, January 6). Vital Signs – Too loud! For too long! Retrieved from <https://www.cdc.gov/vitalsigns/hearingloss/index.html>  
 3. World Health Organization (2021). World Report on Hearing. Retrieved from <https://www.who.int/publications/i/item/world-report-on-hearing>, accessed on March 26th, 2021.  
 4. Knorr, H. (2021). Market research ID #4427. Please contact [marketinsight@phonak.com](mailto:marketinsight@phonak.com) if you are interested in further information.