

When dedicated power hearing technology
brings you closer, life is on



Phonak Naída™ B

A Sonova brand

PHONAK
life is on

“Naída cares for the world and brings its joys back to those who live in it!”

Laura A., UK



A proud history of power hearing solutions just for you

Since the launch of our first power hearing aid in 1978, we have continuously created hearing solutions, designed to bring everyone with a severe to profound hearing loss closer to the beauty of sound.

With more than 40 years of research, we truly understand the needs and challenges faced by people with this degree of hearing loss. By combining our decades of technological expertise and engineering excellence and working closely with leading hearing care professionals around the world, Phonak takes pride in developing hearing solutions that truly deliver and make a difference.

When dedicated power hearing technology brings you closer, life is on

Introducing the 5th generation of the world's most trusted power hearing aid: Phonak Naída™ B



Phonak Naída B

Back in 2007 we introduced the first Naída power hearing aid. Since then, more than 2.5 million hearing aids have been fitted worldwide and it has continuously evolved to become a revolutionary device.

With the launch of **Phonak Naída B**, we now introduce the 5th generation of the world's most trusted power hearing aid. This new product portfolio embodies reliable premium power hearing aids designed with a host of dedicated technologies, allowing it to be tailored to your personal hearing needs.

Benefits:

- More audibility of high-pitched sounds^{1, 2, 3}
- Excellent speech understanding^{4, 5, 6}
- Enhanced hearing performance in nearby noise and over distance when combined with Roger™ microphone technology⁶
- New easy-to-use rechargeable model





Hear more high-pitched sounds

Typically, severe to profound hearing loss affects regions in the ear where high-pitched sounds are perceived. Losing your ability to hear these important details in speech is making daily communication challenging and at times very tiring.

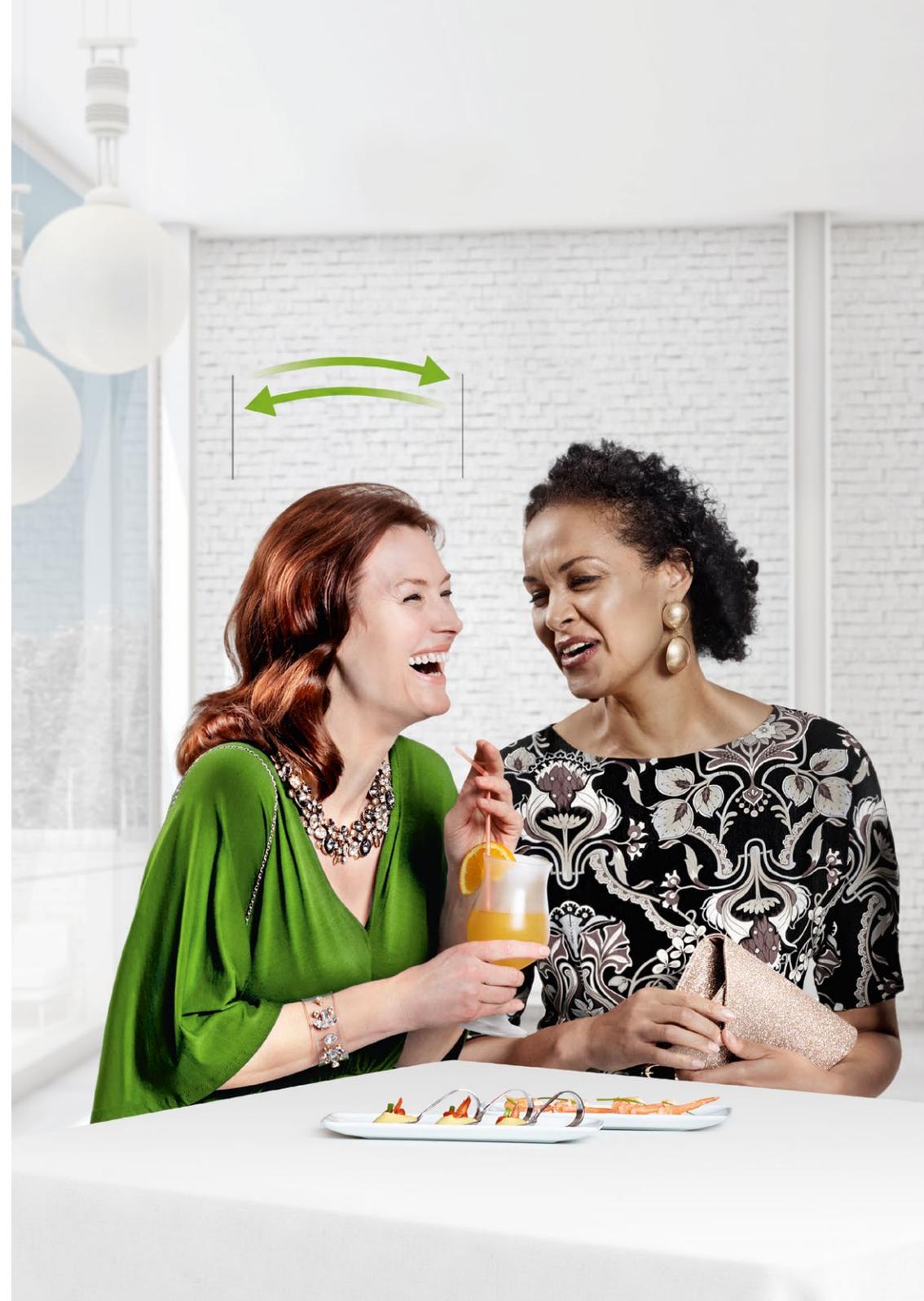
Since 2007 we have lead the way in frequency compression, allowing you to get closer to these all-important high-pitched sounds – for example the sound of a child's voice, consonants in speech (e.g., /s/, /f/) or birds chirping. The result is a feature called **SoundRecover2**. It maintains the sound quality of low-pitched sounds, while making high-pitched sounds easier for you to hear again.^{1,2,3}

Excellent speech understanding

Hearing well in noisy places is one thing, but actually being able to understand what is being said, is another. In fact, already a small increase in background noise can result in a 20% reduction of speech understanding.⁷

Phonak has always made it a priority to push the boundaries of technology to create hearing aids that master even the tough hearing situations.

Naida B power hearing aids feature **Binaural VoiceStream Technology™**. With both hearing aids communicating with each other in real-time, you instantly hear speech in both ears, even if the sounds were picked up only by one hearing aid. As a result, you benefit from excellent speech understanding and reduced listening effort in background noise and in challenging listening situations^{4,5,6} – for example on the phone or even in a car, where you can't face the speaker. Naida B truly brings you closer to the sounds that matter the most to you.



Most feature-rich rechargeable hearing aid from Phonak

With 40% more capacity than conventional rechargeable batteries, our proven built-in lithium-ion technology is reliable and fully supports the superior performance of Naída B-R RIC. Capable of being fully charged in just 3 hours for 24 hours* of hearing, these hearing aids come with easy-to-use smart charging options so you can stay in charge of your hearing wherever you go.

Naída B-R RIC is the most feature-rich rechargeable hearing aid from Phonak, dedicated to bring sounds even closer to you, regardless of where you are or the activities that you're participating in.



Phonak Charger Case RIC

- A charger, drying kit and protective hard case all in one
- Includes a cleaning tool



Phonak Power Pack

- Easily attached to the Phonak Charger Case
- Ideal for on-the-go use where no power source is available



Phonak Mini Charger RIC

- A compact charging option

*Expected results when fully charged, and up to 80 minutes wireless streaming time.
Please refer to www.phonakpro.com/evidence

Engineering excellence

Thanks to expert engineering and design excellence, Naída B reliably delivers the power needed to keep up with your everyday life.

Naída B incorporates state-of-the-art technology in a first-class design. Made up of high-tech composite materials, it is water resistant and dust tight allowing you to go about your daily schedule with the confidence of knowing that your hearing aids will function regardless.

Models



Naída B-R RIC



Naída B-SP



Naída B-UP

Colors



P1

Sand Beige



P3

Sandalwood



P4

Chestnut



P5

Champagne



P6

Silver Gray



P7

Graphite Gray



P8

Velvet Black



T7

Alpine White



O1

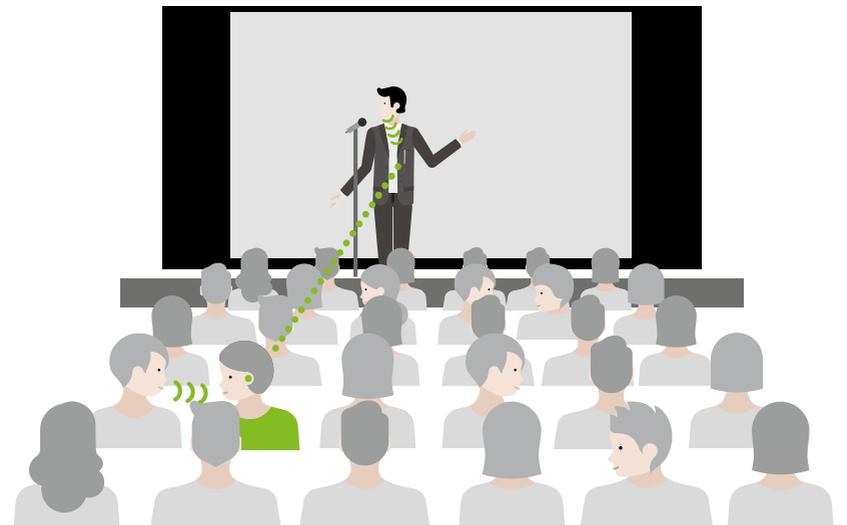
Beige

Enhanced hearing performance in noise nearby and over distance

Phonak has always known that when the noise level increases, or there is a distance between you and the sound source, understanding becomes increasingly difficult. This applies to even the most advanced hearing aids. For this reason, a group of Phonak specialists successfully developed a wireless digital benchmark known today as **Roger™**.

Roger technology makes use of intelligent and adaptive algorithms that significantly enhance your hearing performance in noise nearby and over distance.⁶ In fact, in lapel mode, it has been scientifically proven to help hearing aid wearers understand up to 62% more speech in noise and over distance than people without hearing loss.⁸

If you find yourself in noisy situations where your hearing aids are at their limit, Roger is the solution proven to deliver. Whether you are in a restaurant, attending a conference at work or relaxing at home, being able to hear well is important to leading a fulfilled life.



Roger for many situations

With various microphones and accompanying receivers to choose from, Roger enables you to hear the speaker's voice directly in your ears, making social gatherings and work-related meetings a real pleasure.

Roger microphones



Roger Select™

A versatile microphone ideal for stationary situations. Place it on a table and it automatically selects the person who is talking and seamlessly switches from one talker to another. You can manually select whom to listen to or transmit the sound of multimedia.



Roger Table Mic II

Dedicated for work and ideal for various meeting situations. Create a network for larger meetings with more than one microphone. It selects the person who is talking automatically and also transmits the sound of multimedia.



Roger Pen™

A handy microphone for various listening situations. Thanks to its portable design, it can be conveniently used over distance and in noise. It has wideband Bluetooth for phone calls.



Roger Easy Pen

An effective yet simple microphone with only two buttons. It provides you the ultimate simplicity with full Roger performance.



Roger Clip-On Mic

A small microphone designed for one-to-one conversations. Featuring a directional microphone, you can focus on a conversation with your partner.

Roger accompanying receivers



Roger design-integrated receivers

These are designed to be attached onto selected Phonak hearing aids and selected cochlear implants.



Roger X

This miniature universal receiver is compatible with many behind-the-ear hearing aids, cochlear implant sound processors and many streamers.



Roger MyLink

This receiver with a neck loop works with any hearing aid or cochlear implant that features a telecoil.

Life is on

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

www.phonak.com