



## Life is on

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

[www.phonak.ca](http://www.phonak.ca)



## Hearing with one ear

If you're in a noisy room and can't hear your spouse, friends or colleagues because they're not positioned on the side of your better hearing ear, or you are on the phone and unaware of your environment – then Phonak CROS B is the smart solution for you.

### How will Phonak CROS B change your life?

- Follow conversations in quiet and noisy surroundings without having to reposition yourself
- Engage in conversations that are happening on the side of your non-hearing ear
- Stay focused and understand voices even in noisy environments
- No surgical procedures required

### The right fit

CROS B is available in two discreet behind the ear models.



CROS B-312



CROS B-13

Those who prefer a custom-made solution can choose between two custom models.



CROS B-312 Custom



CROS B-13 Custom

## From poor to good

CROS B will transfer sound and voices to let your better hearing ear hear for both your ears. If you have hearing in one ear and no hearing in the other, then CROS B will work for you.

CROS stands for 'Contralateral Routing of Signal' and consists of two parts:

- The CROS device with a microphone that picks up sounds and voices from the non-hearing ear and wirelessly transfers them to the hearing aid worn on the other side
- The hearing aid receives the sounds from the non-hearing ear and plays them to your better hearing ear



**“My CROS hearing aids gave me back sound and they gave me back my life.”**

Angie Aspinall,  
Phonak CROS wearer

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A Sonova brand

**70** years  
**PHONAK**  
life is on



## Phonak CROS B in different situations



### Conversations in noisy places

Your CROS B can zoom in on the voice in front of you and reduce background noise. **This allows you to hear more of what you want and less of what you don't.**



### Having a conversation while driving

If your non-hearing ear is closest to your travelling companion, it may be impossible to have a conversation. **With CROS B you can easily understand their voice** because it will transfer the sound to your better hearing ear.



### Awareness of your environment

**With CROS B your awareness of sounds improves** because you can hear from both directions. It makes conversation easier because you don't rely on people always being on one side of you.

## Top tips

Whether you're getting a CROS for the very first time or upgrading from previous CROS aids, here are our top tips for getting the most out of your Phonak CROS B.

### 1. Talk to your hearing care professional (HCP)

Your HCP will help you by making any necessary adjustments to ensure that your settings are comfortable. Don't be shy in going back to them if you feel something is too loud or "not quite right". They want you to be happy so go back and see them if you need to.

### 2. Give it time

Adjusting to anything new takes time, whether it's a new pair of shoes or a new car. Adjusting to CROS B is no different. Everything will sound different at the beginning so be patient with yourself.

### 3. Keep trying different environments

Try out familiar situations and then start trying out new environments. Is there any place you've been avoiding because of your hearing loss? See how CROS B makes a difference to your comfort level and enjoyment.

### 4. Tell your friends and family

Let people know that you're adjusting to new hearing aids and it may take some time to get used to.

### 5. Give yourself a break

If you've had single-sided hearing for a long time, it may take your brain some time to adjust. That is normal. Give yourself a break when needed but remember that the more you use your new CROS B, the better it will be.

### 6. Keep notes

It's a whole new world of sound. If there are any situations where you feel the sound was not quite right—make a note and go back to your HCP to get CROS B set up in a way that best fits you.

## What makes CROS B so smart

Phonak CROS B is based on Phonak Belong™ technology. When CROS B is fitted with a Belong hearing aid, it enables you to hear sounds and voices clearly and follow conversations from whatever direction they come from. Using Binaural VoiceStream Technology™ from Phonak, CROS B wirelessly transfers the sound from the non-hearing ear to the hearing aid on the better hearing ear. As a result CROS B delivers much better speech understanding in background noise.<sup>1</sup>

What makes Belong hearing aids so special is a unique operating system called AutoSense OS™. It senses your surroundings and adjusts your hearing aids every step of the way. Just turn them on and the rest is automatic.

It doesn't matter where you are or what you're doing. CROS B and Belong hearing aids were created to simplify your life.

## Simply switch them on

CROS B is simple and ready to use. Unlike bone-anchored hearing aids which require surgery and an extended time for healing, once CROS B is fitted with a Belong hearing aid you can simply switch them on and enjoy hearing from both sides.

**With CROS B, you will immediately feel included in a conversation, regardless of the situation.**

## Phonak wireless accessories to boost your hearing aids

Phonak offers a range of wireless accessories to boost the performance of your hearing aids if needed.

To enable you to understand even more while watching TV, talking on the phone or listening to music, we have developed wireless solutions to suit your every need. They also allow you to fully participate in noisy situations or when there's distance between you and the speaker, or when there are multiple speakers.

<sup>1</sup> Ebbing, S. & Omisore, D. (2015). Phonak CROS II - Improved speech understanding thanks to binaural beamforming. Phonak Field Study News, retrieved from <https://www.phonakpro.com/us/en/resources/information-forms/evidence.html>, accessed June 14, 2017.