



Water and dust resistant IP68

Naída B-R comes in 4 performance levels and 9 colours to suit your individual needs



Naída B-R

⚡ Rechargeable model

Colours



Beige



Sand Beige



Sandalwood



Silver Grey



Graphite Grey



Velvet Black



Chestnut



Champagne



Alpine White

Life is on

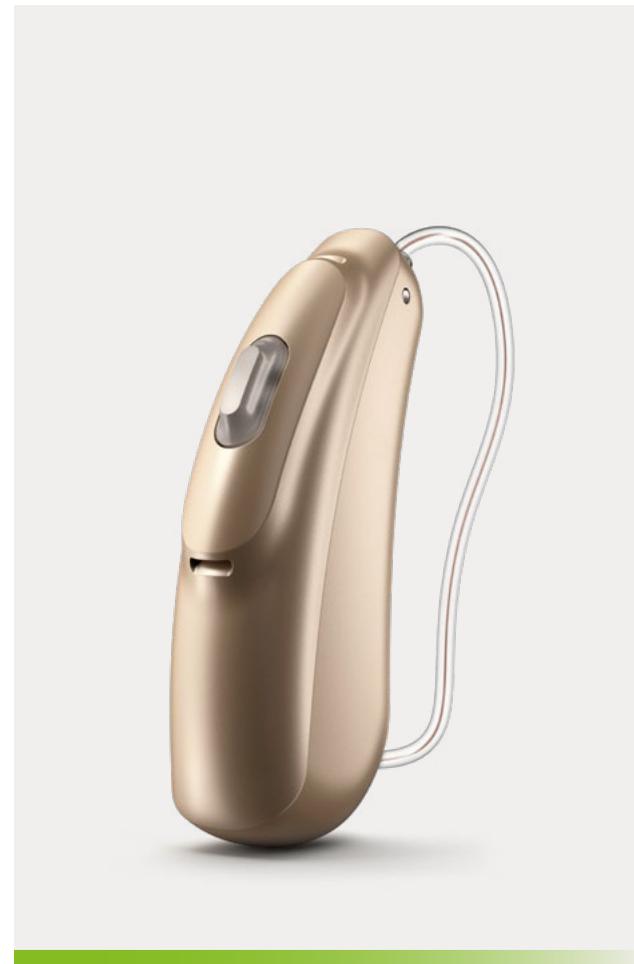
At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we remain true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

www.phonak.ca

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

- 1 Paluch, R., Latzel, M. and Meis, M. (2015). A new tool for subjective assessment of hearing aid performance: Analyses of Interpersonal Communication. ISAAR proceedings, Nyborg.
- 2 Phonak, (2011). Naída S and Zoom Technology- state of the art directionality for power users. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed October 4th, 2017.
- 3 Field Study News under development. Full details available in spring 2018 at www.phonakpro.com/evidence.
- 4 Phonak Field Study News, April 2011. StereoZoom Improved speech understanding even with open fittings.
- 5 Rakita L, Jones C. Performance and Preference of an Automatic Hearing Aid System in Real-World Listening Environments. Hearing Review. 2015;22(12):28.
- 6 Phonak Field Study News, June 2015. AutoSense OS Benefits of the next generation of technology automation.
- 7 Phonak Internal Validation, 2014. Speech in Car study.
- 8 Phonak Internal Report, Jan 2015. Results of investigation completed at University of Lübeck.
- 9 Phonak Field Study News, Feb 2016. Phonak Venture Music program benchmark.
- 10 Phonak Insight under development. Full details available on Apr 2018 at www.phonakpro.com/evidence.
- 11 Rehmann, J., Jha, S., and Baumann, S. (2016). SoundRecover2 – the adaptive frequency compression algorithm. Phonak Insight, retrieved from www.phonakpro.com/evidence, accessed October 4, 2017.
- 12 Bohnert, A., Nyffeler, M., and Keilmann, A. (2010). Advantages of a non-linear frequency compression algorithm in noise. Eur Arch Otorhinolaryngol, 267(7), pp 1045–1053.

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Phonak Naída™ B-R
When you can enjoy 24 hours* of hearing with one simple charge, life is on

A Sonova brand

PHONAK
life is on

Introducing the 5th generation of the world's most trusted power hearing aid:

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.

Rechargeable

Phonak Naída B-R RIC is the most feature-rich rechargeable hearing aid from Phonak, dedicated to severe to profound hearing loss.

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. Capable of being fully charged in just 3 hours for 24 hours* of hearing, Naída B-R comes with easy-to-use smart charging options so you can charge your hearing aids wherever you go.

- Offers 24 hours* of hearing with a simple 3-hour charge
- The quickest charging, longest lasting rechargeable hearing aid on the market
- Short charge of 30 minutes gives you up to 6 hours of full performance
- Easy handling, no more hassles of disposable batteries
- Groundbreaking built-in rechargeable lithium-ion battery

Easy-to-use smart charging options

Phonak Charger Case

- 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 short trips where no power source is available
- Provides 7 full day charges when fully charged

Phonak Mini Charger

- Most compact charging option



Excellent speech understanding

Naída 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^{1,2,3} – for example on the phone or even in a car, where you can't face the speaker. Naída B truly brings you closer to the sounds that matter the most to you.

More hearing performance in situations where you need it the most

Understand more in noise

60% improvement in speech understanding by zooming in on a single voice in a noisy environment—versus without hearing aids.⁴

Better speech understanding

20% better speech understanding thanks to the automatic selection of the best settings for everyday listening situations.^{5,6}

Hearing in car

37% reduction in effort when listening to conversations in car—compared to prior technology.⁷

Hear quiet voices

10% improvement in soft speech understanding with our newest products.⁸

Natural music experience

Top rated hearing aid for music sound quality.⁹

Fully automatic for effortless listening everywhere

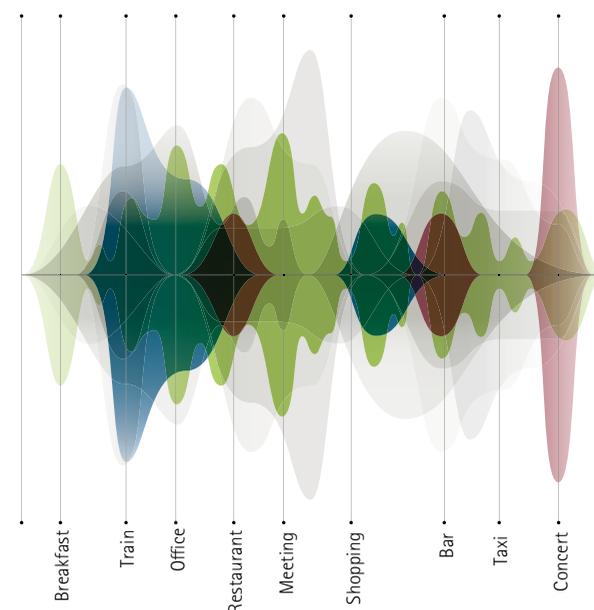
The Naída B product line with **AutoSense OS** is designed with your every day listening situations in mind, seamlessly adapting to sounds wherever you are.

AutoSense OS analyses the sounds around you every 0.4 seconds and can identify whether you're in a noisy restaurant, car, concert hall or at home. It **draws upon multiple features blending them to create over 200 distinct settings to precisely match your sound environment.**

Without having to adjust your hearing aids manually, you can enjoy unmatched hearing performance and sound quality... wherever life takes you.^{5,6}

It's blending not switching

Over 200 distinct settings & multiple features



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 can make 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.^{10,11,12}

Phonak wireless accessories to boost your hearing aids

Whether you find yourself having difficulty to understand while watching TV, talking on the phone or listening to music, we 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.

Phonak provides dedicated Roger wireless solutions for the modern workplace, which can be a challenging listening environment and a place where communication is key in order to succeed. Compatible with almost all hearing aids, these solutions make it easier for you to focus on work rather than on your hearing.