

**Conversations**  
**drive the world.**



A photograph of an elderly couple embracing outdoors. The man, on the left, has white hair and is wearing a light blue sweater. The woman, on the right, has dark curly hair and is wearing a colorful patterned top. They are standing on a wooden deck with a blurred background of trees and a cloudy sky.

Everywhere.

A close-up photograph of two hands forming a heart shape. The hands are positioned with fingers pointing towards the center, creating a heart outline. The background is blurred, showing hints of a crowd and a flag.

Every day.

Tempus  
drives conversations.





## Talking to patients about conversations

Conversations in background noise continue to be the number-one point of dissatisfaction for patients.<sup>2</sup> It can be reassuring to let them know they're not alone.



# The best in conversations

People who wear hearing instruments spend almost two thirds of each day connecting through conversations<sup>1</sup>

And conversations in noise and crowds are the listening situations they struggle with the most.<sup>2</sup>

**Until now.**



<sup>1</sup> Global Listening Environment Study, D. Hayes, Unitron 2016.

<sup>2</sup> MarkeTrak 9: A New Baseline "Estimating Hearing Loss and Adoption Rates and Exploring Key Aspects of the Patient Journey" Final Report March, 2015.



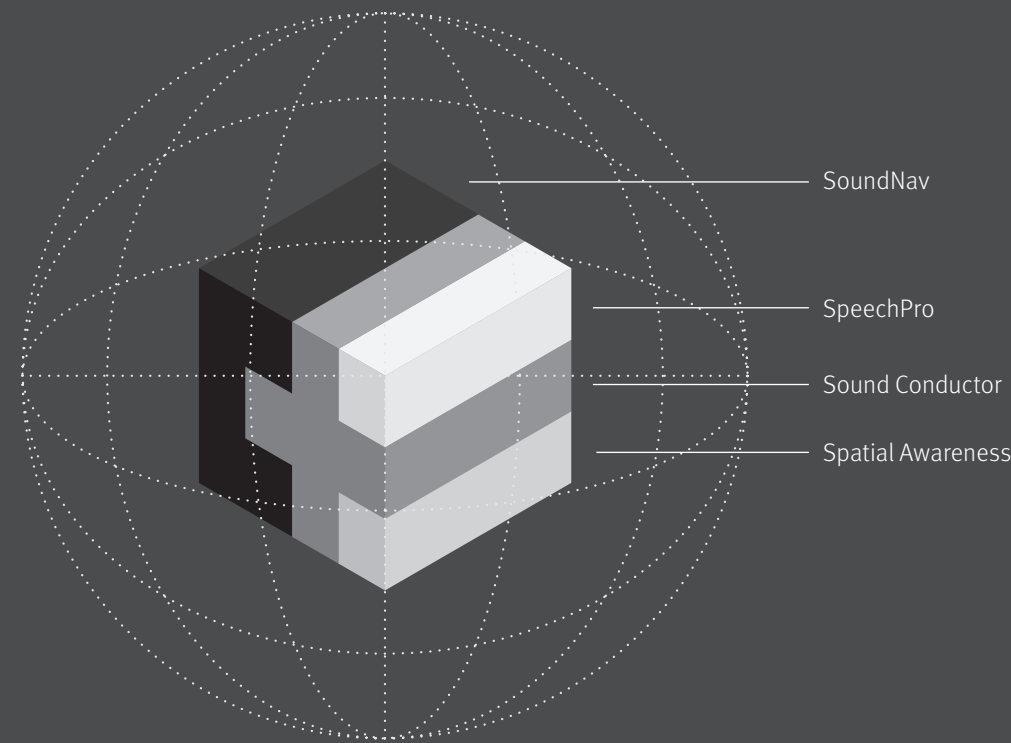
# Tempus

50%  
more  
accurate\*

36%  
faster\*

## Take command of conversations

Whether sharing, laughing, debating, commiserating, or simply being a great listener, our intelligent SoundCore technology makes conversations more enjoyable for your patients. Four features work together to understand their listening environment, making the fluid adjustments they need to actively participate in every conversation, across every environment.



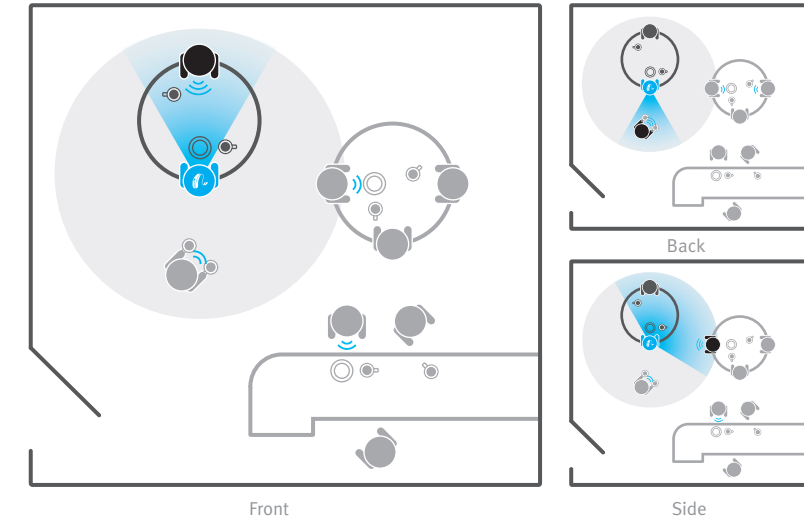
SoundCore™  
Best in conversations

### We put speech in its place

**SpeechPro** lets patients understand speech, and know where it's coming from, in the most challenging listening situations: conversations in noise and conversations in crowds.

#### How will your patients benefit?

They will understand speech and know where it is coming from.

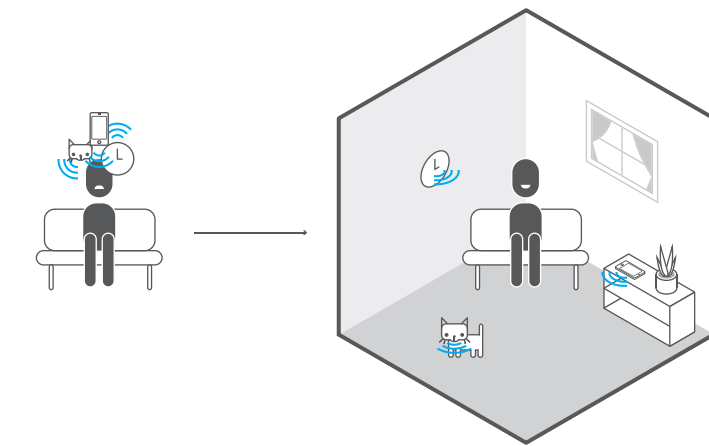


### We keep it real

**Spatial Awareness** gets the hearing instruments out of the way so patients truly know which direction speech and other sounds are coming from.

#### How will your patients benefit?

They enjoy a more natural, realistic sound experience with much less effort.



### We know the environment

Nobody does automatic like Unitron. **SoundNav** precisely identifies and classifies signals into seven distinct environments, blending them to match real life. And it's the only solution out there that has four environments dedicated to conversations.

#### How will your patients benefit?

They experience automatic, seamless adjustments to naturally hear their best across all environments, including four unique types of conversation environments.

### We get the balance right

Once SoundNav performs its analysis and classification, **Sound Conductor** dynamically balances adaptive features to make speech sound clearer across each unique listening environment.

#### How will your patients benefit?

They experience clearer speech and more natural listening everywhere.

It's time to meet our newest platform. Tempus is the latest proof of our passion for bringing technologies to market that help patients solve their biggest complaints around conversations. We channeled the extremely high performance of Tempus into making sure patients can hear their absolute best in every type of conversation, including those with a lot of background noise. And it's all thanks to our highly intelligent **SoundCore™ technology.**

100%  
game-changer in  
conversations

pus™

- ♥ **Your patients will love Tempus**
- It conquers the most challenging conversations in noise and crowds.
  - It allows more patients to engage in conversations across more environments.
  - It delivers our most natural sound. Ever.

The world's smallest rechargeable  
is also the most flexible



Moxi Fit R is the smallest rechargeable hearing instrument in the world based on exterior dimensions, compared to other products in its class.

70% of patients  
want rechargeable  
hearing instruments\*.

Wish granted.



Products shown at actual size  
\*Rechargeable hearing aid preferences survey. Hearingtracker.com, August 2016.

The time has come for a truly revolutionary rechargeable solution. Moxi™ Fit R is the world's smallest rechargeable hearing instrument, bringing ultimate flexibility to award-winning design. And because sometimes life requires a back-up plan, patients can swap the rechargeable battery cells with traditional zinc-air batteries at any time, so they never miss a conversation. This fully featured hearing instrument is the simplest to use, featuring a telecoil and push button for ultimate control. It doesn't get any easier than that.



 Driven by **Tempus**

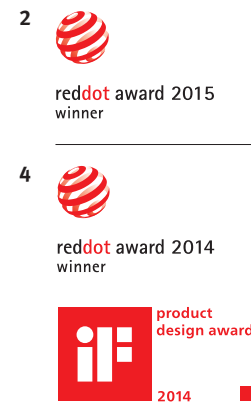
**More reasons to get charged up  
about our rechargeable solution:**

- Makes any Moxi Fit hearing instrument rechargeable
- Offers more than 24 hours of use\*\*
- Fully charged in just 6-7 hours
- 100% fully recyclable battery
- Available in 6 colors

\*\*With 90 minutes of wireless streaming



Recharged and ready for  
all-day listening



Moxi™



**Moxi Now** The smallest wireless RIC in the world! **Moxi Fit** Style meets functionality with a 312 battery, push button and telecoil. **Moxi Fit R** World's smallest, most flexible rechargeable wrapped in award-winning design. **Moxi Kiss** Hard to resist with a 312 battery, enticing style and a fully automatic experience. **Moxi Dura** Long-life 13 battery and durability that keeps up. | Products shown at actual size

## Designed to be remarkable

The design of the Moxi family isn't the only thing that will get patients talking. This design-focused lineup includes two of the world's smallest receiver-in-canal (RIC) styles. Every Moxi is now driven by Tempus, the platform that is the best in conversations. And because every style is designed with patient needs front and center, you can feel confident that Moxi has the power to turn heads and win over hearts. Style that gets their attention. Sound that keeps them happy. That's Moxi.





# Take every conversation in Stride

There's lots of excitement around the latest Stride family of behind-the-ear (BTE) styles. Driven by our impressive new Tempus platform that is the best in conversations, this family gives patients the power to connect with people in all listening environments. Since every style offers the impressive aesthetics, comfortable fit and intuitive controls that patients love, Stride is the family you can trust to make today's patients very happy.

# Stride™



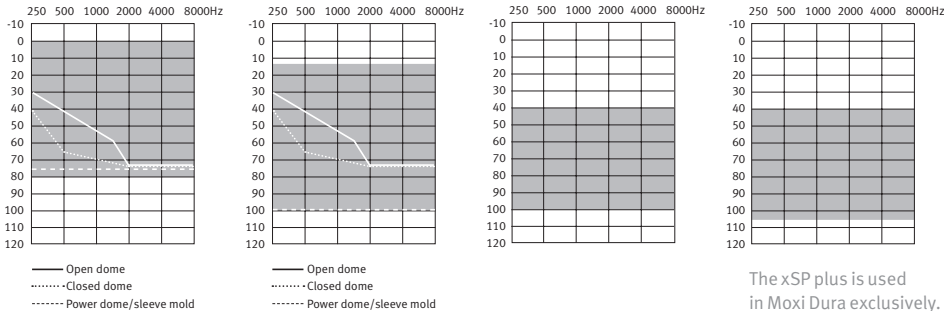
**Stride M** Style and discretion meet top-of-class power and comfort that's second to none. **Stride P Dura** Moisture resistance and durability. **Stride P** Stylish design with dual controls for program and volume adjustments. | Products shown at actual size

# Fit your patients easily

## Moxi

Receiver type:	Standard (xS)	Power (xP)	Super power (xSP)	Super power plus (xSP plus)
Peak output / gain (2cc)	111/47	124/57	125/62	127/66
Open dome	•	•		
Closed dome	•	•		
Power dome	•	•		
Sleeve mold	•	•		
cShell	•	•	•	•

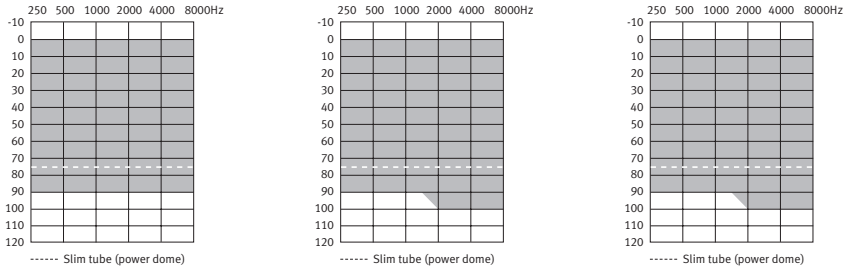
### Fitting charts:



## Stride

Style:	Stride M	Stride P	Stride P Dura
Peak output / gain (2cc) filtered earhook	129/63	131/66	131/63
Peak output / gain (2cc) slim tube	122/56	126/58	123/55
Battery size	312	13	13

### Fitting charts:



## Color makes a statement



Platinum (P6)\*



Teal blast (S7)



Sand storm (S6)



Pewter shine (S5)\*



Pewter (P7)\*



Espresso boost (S3)



Charcoal (P8)



Espresso (P4)\*



Beige (01)\*



Amber (P2)



Amber suede (S2)\*



Cinnamon (Q9)



# Accessories keep conversations flowing

## Rechargeable kit\*

Easily convert any Moxi Fit into the world's smallest rechargeable solution.



## uMic™

Focus on what a single person, like a dinner companion or a lecturer, is saying in a challenging environment.



## uDirect™ 3

Connect to conversations through mobile phones, uMics and FM receivers. Enjoy stereo-sound entertainment from tablets, TVs and mobile phones. Plus take advantage of remote control functions.



## Remote control 2

Keep up with the changing conversation by discreetly adjusting volume and switching programs.



## uTV™ 3

Because conversations happen on television too, uTV3 delivers stereo sound directly to both hearing instruments.



## uStream

Get discreet stereo connectivity to wireless devices, like mobile phones, TVs, tablets and uMics. Plus enjoy remote control functions.



## Talking to patients about conversations

Accessories can make conversations easier and give patients more control over their listening satisfaction.





# Patients have changed. Give them what they want most.

Today’s patients arrive at your clinic, not with a traditional medical mindset, but with the focus of a healthcare consumer. These “healthy agers” are more informed, more in control of their healthcare and more demanding of a better experience. Here are five key things you can do to make this new breed of patient very happy.



## 1. Give them the total experience

Today’s patients aren’t willing to simply take your word for it. They are more digitally savvy, active and engaged. When they are delighted by their entire experience they’ll make sure the important people in their life hear all about it.

### What can you do?

Make every experience – from first contact through to ongoing care – really memorable.



## 2. Give them control

Healthy agers want to be in control, and they want to know what you can do to put them in the driver’s seat. They want to know how the product speaks directly to their personal situation.

### What can you do?

Use your expertise and listening skills to collaborate on a solution that keeps them in control.



## 3. Give them emotional support

Buying a hearing aid is an emotional experience and decision. Studies show that people are twice as likely to make a purchase decision if they have an emotional connection with the provider.

### What can you do?

Spend time talking about the emotional benefits of amplification in their life, rather than just sharing technical facts.



## 4. Give them good news

Research has discovered that the brain starts to shut out negative thoughts and images as we age. Fear tactics won’t motivate patients to act and might even turn them off.

### What can you do?

Instead of telling them everything they have to lose by not making a decision, talk about the many things they have to gain.



## 5. Give them easy

Today’s patients want you to make things easy for them, removing obstacles to experiencing better hearing. They want simple communications and interactions.

### What can you do?

Avoid talking in scientific terms or using medical jargon, and be sure to make every interaction simple and convenient.



# Flex makes discussions easier

Flex™ is a perfect example of how we have shifted our thinking to create solutions that give today’s healthcare consumers a positive experience. It gets them involved in making decisions from day one, helping them feel in control and providing reassurance that they will never be locked into a technology level.

## ✓ Flex

### What is Flex?

Flex is our leading trial and upgrade solution that helps patients choose a hearing instrument without feeling pressured, overwhelmed or locked in.

**Flex:trial™** is a demonstration device that you can easily program to different technology levels, over and over again. It gives patients more control by letting them evaluate the latest technology in the places where they spend time every day.

**Flex:upgrade** lets you upgrade technology levels in the hearing instruments a patient is wearing right now. By letting them know they have choices in the future, you increase their confidence in the solution you are recommending now.

### Talking to patients about conversations

Flex:trial makes it easy for patients to try out hearing instruments at the technology level you recommend, experiencing how they work in all their conversations. By trying them in their own lives, patients truly get a sense of what to expect.





# Make them sing your praises

We believe that delivering a really stand-out patient experience is key to the success of your clinic. That's why we focus our efforts on introducing industry-first solutions that give patients a voice and make them really comfortable and open to hearing all the important things you have to say.



## Flex puts them in control

Flex makes it easier for patients to be really comfortable with wearing hearing instruments, so they can get back to enjoying the conversations and other activities they love most.



## Patient insights change the conversation

**Patient insights** include **Patient Ratings** and **Log It All**. This combination of features gives you the evidence to know what patients are experiencing and the insights to understand how they are feeling, so you can collaborate more closely and deliver a highly personalized solution.



## Stronger together

Together, Flex and patient insights let you truly intensify the patient experience, which deepens patient trust in your expertise, turning them into advocates who bring new patients through your doors.



## Talking to patients about conversations

Easy, flexible and intuitive, **Unitron TrueFit™ software** gives you what you need to engage patients from first fit throughout ongoing care.

- Provide an excellent first fit using Automatic Adaptation Manager, Guided Fitting, accurate Quick Fits and industry-standard fitting formulas.

- See patient needs more clearly with patient insights, now with normative wearer data.
- Create purchase and upgrade opportunities by easily changing technology levels.
- Automatically generate follow-up emails that share helpful materials and help patients remember what you talked about during their appointment.



# The deeper the conversation the more meaningful it feels

We created patient insights to give them a voice when it comes to their experiences with hearing instruments, and to give you an edge when it comes to building trust. Because the more you know about a patient’s hearing experience, the better and more personalized their outcome will be.



## Understand their lifestyle

**Log It All** adds more context around the environments where patients actually spend time. It provides evidence around their listening lifestyle, giving an accurate picture you can use to support your counseling and technology level recommendations.

### New!

Now you can compare a patient’s Log It All data to that of the broader population in Unitron TrueFit software. This helps you pinpoint unique listening and lifestyle patterns so patients get the best solution.



## Know how they felt

**Patient Ratings** provides a window into each patient’s emotions about their hearing instrument performance. Your patients use the uControl app to capture how they feel, right in the moment they are feeling it. Then you view everything in Patient Ratings within Unitron TrueFit software.

## Get the whole picture

The groundbreaking connection of Patient Ratings to Log It All and data logging within **Unitron TrueFit software** gives you the insights to understand, the evidence to know and the confidence to take personalized action.





# Apps get them talking

## uHear kiosk app

Bring more patients to your clinic with uHear™, the interactive hearing screening app. Simply download it onto an iPad® and install on a kiosk of your choice, placing it in high-traffic public areas, like hospitals, pharmacies and retirement homes. It lets someone easily test their hearing, with the choice to have you contact them for follow up by phone or email.

## Start Here app

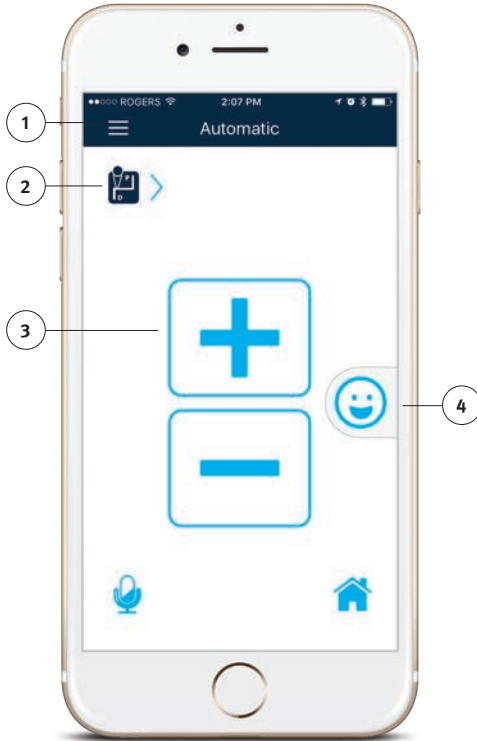
You can make patients feel very comfortable and build trust before their appointment even begins with our Start Here app. Fully customizable to your clinic, it gently guides patients and their companions through a range of topics and prepares them to discuss solutions for their hearing loss.




## uControl app

Our uControl™ app gives patients a greater sense of control over their hearing experience, while providing you with a crystal clear picture of their listening realities.

- 1 Watch how-to videos to get more familiar with their hearing instruments.
- 2 Change hearing instrument programs.
- 3 Control hearing instrument volume.
- 4 Capture patients' reactions to hearing instrument performance in the exact moment they experience them. These performance ratings are transferred into Patient Ratings in Unitron TrueFit software, where you can view them in the larger context of the evidence gathered by Log It All and data logging – with or without the patient present.





A photograph of two young girls lying on a blue and white striped blanket, laughing joyfully. The girl on the left has blonde hair and is wearing a denim dress. The girl on the right has dark skin and curly hair, also wearing a denim dress, and is holding a pink toy. The background is a soft-focus outdoor setting.

Tempus is faster and much more accurate than any platform that came before it.

Patient insights open the door to really meaningful conversations.

Knowing the direction of speech lets us focus in on it like never before.

We just keep getting better and better at knowing precisely where speech is coming from.

# The best in conversations

Our rechargeable solution isn't just the most flexible — it's the smallest in the world.

Patients will truly know the direction of sounds and speech.

We design products to get them talking.

Our SoundCore technology tackles patients' biggest complaints around conversations in the most challenging environments.



At a glance

SoundCore		T Pro	T 800	T 700	T 600	T 500
SoundNav Automatic program identifies and classifies sounds across environments, with a focus on conversations.	Music	•	•			
	Noise	•	•	•		
	Conversation in a crowd	•	•	•		
	Conversation in a small group	•	•	•		
	Conversation in quiet	•	•	•	•	
	Conversation in noise	•	•	•	•	
	Quiet	•	•	•	•	
	Total environments	7	7	6	3	AutoMic
SpeechPro Provides optimal speech understanding and localization, even in the most challenging environments.	SpeechPro	•	SpeechZone™ 2	SpeechZone		
	Speech Locator	•	•	•		
	Speech Focus	•				
	Dynamic Spatial Awareness	•				
Sound Conductor Dynamically balances features to provide speech understanding, comfort and natural sound.	Speech enhancement	•	•	•	•	•
	Noise reduction	•	•	•	•	•
	Adaptive directionality	Multiband	Multiband	Multiband	Multiband	•
Spatial Awareness Makes it easier to localize sound providing a more natural, realistic listening experience.	Spatial Awareness	Dynamic	Personalized	•		
	Pinna Effect	•	•	•	•	•
Sound Stabilization						
	AntiShock 2	•	•	•	•	•
	Wind control	•	•	•	•	•
	Feedback manager	•	•	•	•	•
	Natural Sound Balance	•	•	•	•	•
Experience innovations						
Patient insights	Log It All	•	•	•	•	•
	Patient Ratings	•	•	•	•	•
	Data logging	•	•	•	•	•
Flex	Flex:trial	•	•	•	•	•
	Flex:upgrade		•	•	•	•
Convenience						
	Rechargeable	•	•	•	•	•
	DuoLink	•	•	•	•	•
	Telecoil and Easy-t	•	•	•	•	•
	Binaural Phone	•	•	•	•	
Fitting						
	Automatic Adaptation Manager	•	•	•	•	•
	MyMusic	Binaural	Binaural	•	•	•
	Frequency compression	•	•	•	•	•
	Tinnitus masker	•	•	•	•	•
	IntelliVent	•	•	•	•	•
	Streaming programs	•	•	•	•	•
	Manual programs	•	•	•	•	•
	NAL-NL2/NL1 and DSLv5	•	•	•	•	•
	Fitting channels	20	20	16	10	6





At Unitron, we care deeply about people with hearing loss. We work closely with hearing healthcare professionals to provide hearing solutions that improve lives in meaningful ways. Because hearing matters.

© 2017 Unitron. All rights reserved.

16-048 028-6235-02

**unitron.com**

**sonova**  
HEAR THE WORLD