



Advanced Bionics

## Take the Next Step

We're here to help you take the next step.  
To connect to a cochlear implant  
specialist or mentor, please visit:

***AdvancedBionics.com***

For information on additional AB locations,  
please visit ***AdvancedBionics.com/contact***

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AB – A Sonova brand

## The Simple Way to Hear More

If you are getting  
a cochlear implant  
in one ear, **consider**  
**what you will use on**  
**your other ear.**

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1. Gifford RH, Davis TJ, Sunderhaus LW, Driscoll CLW, Fiebig P, Micco A, Dorman MF. (2015). A within subjects comparison of bimodal hearing, bilateral cochlear implantation, and bilateral cochlear implantation with bilateral hearing preservation: High-performing patients. *Otol Neurotol*. 36(8):1331–7. PMID: 26164443
2. Gifford RH, Dorman MF, Sheffield SW, Spahr AJ, Teece K, Olund AP. (2014). Availability of binaural cues for bilateral cochlear implant recipients and bimodal listeners with and without hearing preservation. *Audiol Neurotol*. 19(1):57–71. PMID: 24356514
3. Mosnier J, Flament J, Amar-Haziza D, Mathias N, Sterkers O. Use of a Contralateral Routing Of Signals (CROS) system in bilaterally deaf recipients with unilateral cochlear implant. Presentation at the 13th European Symposium on Pediatric Cochlear Implants, Lisbon, May 25–28, 2017.

Not all products are available in all territories. Please  
contact your local AB representative for availability in  
your region.

028-M847-03

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**Pictured on the cover:**  
**Rachel P., AB Recipient**



# The Simple Way to Hear More

## How a Cochlear Implant Can Help you

Cochlear implants are designed to help you hear a full range of sounds, give you greater clarity and make even the softest sounds audible.

Consider a cochlear implant when a hearing aid is not enough and you are missing out on the sounds of life, like speech and music. The Naída CI analyzes and electrically delivers sounds in more detail than any other CI system to help you hear all the details that make sound **meaningful** and **beautiful**.



**Susan A. and Carrie L.,**  
*Mother and Daughter both AB Recipients*

*"With my Naída CI, I am more relaxed and confident when communicating with others. It has brought my daughter and I even closer together."*

— **Susan A.,** AB Recipient

# The Simple Way to Hear More

## Hearing with Two Ears

Hearing with two ears provides a more balanced and focused representation of sounds. You can take advantage of the natural way that your brain interprets sounds and identifies their location, making it easier to hear, understand, and locate the sounds around you.

Your complete hearing solution should take both ears into consideration. Wearing devices that work together can make it easier to hear the world around you.

Only the **Naída CI** offers a complete range of solutions made for your other ear to provide a fuller, richer hearing experience. If you have hearing in your other ear or even if you don't, **there is a Naída solution for you.**

## The Naída CI Bilateral Solution



Jake hears with two cochlear implants. He can take advantage of the unique technology available with two Naída CI sound processors to hear and connect to the world around him.



## The Naída Link Bimodal Solution



Samantha hears with an AB Naída CI in one ear and a hearing aid in her other ear. The Phonak Naída™ Link hearing aid and Naída CI sound processor, when combined, provide the easiest way for Samantha to hear.



## The Naída Link CROS Solution



Jill hears with a cochlear implant in one ear but does not have any hearing in her other ear. She uses a Phonak Naída™ Link CROS to send sounds from that side to her Naída CI so that she can hear from wherever she wants.





# The Naída CI Bilateral Solution

If you obtain minimal or no benefit from hearing aids in either ear, you should consider cochlear implants for both ears. Bilateral cochlear implants provide unique benefits that make it easier to hear the world around you.

## Hearing Symmetry

### ***The natural benefits of hearing in stereo***

Hearing with two ears provides a more balanced and focused representation of sounds. With two cochlear implants, you can take advantage of the natural way that your brain interprets sounds and their location, making it easier to find and hear what you want to hear.

## Easy To Use

### ***Wear and go with swappable devices***

The Naída CI sound processors are equipped to be used on either ear, so there's no left or right side to consider. This makes it easy to wear and manage two devices.



Naída CI Sound Processor



Naída CI Sound Processor



*"It is much easier to hear in noisy environments. I am more confident in social situations."* — **Jake M., AB Recipient**

## Easy to Communicate

### ***Hear important sounds in both ears***

Your two Naída CI devices are able to share sound signals with each other. This means that when one ear has a clear listening advantage, you can instantly send that better sound to the other device, so you hear the clearer sound in both ears.

## Easy to Connect

### ***Crystal clear wireless streaming***

You can choose from a wide selection of Phonak wireless accessories that stream audio directly to both sound processors for effortless hearing.

# The Naída Link Bimodal Solution

There are many reasons to continue to use a hearing aid in your other ear. Your hearing aid provides loudness and sound with depth. Your cochlear implant gives you greater clarity. When the devices work together, they can provide the rich sound you want and the speech understanding you need.

## Easy to Hear

### ***The most natural way to combine a hearing aid and cochlear implant***

The Phonak Naída™ Link is the first and only hearing aid specifically designed to treat sound in the same way as a cochlear implant. This provides unique advantages that make it easier to hear with them together.

## Easy to Use

### ***Shared automatic features for improved sound quality and understanding in noise<sup>1,2</sup>***

The Naída Link bimodal solution helps you hear with greater ease and more comfort throughout your day by using the same advanced automatic technology to react and adjust in the same way and at the same time to changing situations.



Naída CI Sound Processor



Naída Link Hearing Aid



*"Advanced Bionics has great bimodal features that have benefitted me in so many ways. To me, the sound and clarity improves when using both ears."* — **Samantha D.**, AB Recipient

## Easy to Communicate

### ***Hear important sounds in both ears***

Your Naída CI and Naída Link devices are able to share sound signals with each other. This means that when one ear has a clear listening advantage, you can instantly send that better sound to the other device, so you hear the clearer sound in both ears.

## Easy to Connect

### ***Crystal clear wireless streaming***

You can choose from a wide selection of Phonak wireless accessories that stream audio directly to both devices for effortless hearing.

# The Naída Link CROS Solution

If you hear with a cochlear implant in one ear but do not have any hearing in your other ear, you can use a Phonak Naída™ Link CROS to send sounds from that side to your Naída CI so that you can enjoy hearing your best in quiet and noise without having to reposition yourself.<sup>3</sup>

## Hear From Wherever You Want

Born from Phonak CROS technology that has been proven with thousands of hearing aid users worldwide, the Naída Link CROS makes it easier to walk into any listening situation with confidence.

Not only do you benefit from hearing sound from both sides, the Naída CI and Naída Link CROS microphones simultaneously and automatically adapt to different environments so that you hear better in quiet and in noise.

Hearing with one ear makes it even more challenging to hear in noisy conditions. But with the Naída Link CROS solution you can take advantage of the two microphones on each ear to help you focus on the person in front of you and not the unwanted sounds around you.



Naída CI Sound Processor



Naída Link CROS



*"I no longer have to strain to hear in a noisy restaurant. I can sit anywhere at the table and enjoy the conversation."*

— Jill K., AB Recipient

## Just Switch It On

***Simply switch it on and enjoy hearing from both sides***

With the Naída Link CROS, you just wear it and go. There is no need to adjust anything. It automatically adapts to your hearing needs as you go through your day. You can wear it all day. It's really so simple you'll forget you're wearing it.

## Wireless and Discreet

***Almost invisible, so you can wear it without it being noticed***

With no wires to weigh you down, the Naída Link CROS is the perfect companion for your Naída CI and makes it simple to hear more.