



## Phonak CROS B

When you can follow conversations  
from any direction, life is on

Call  
Absolute Hearing Solutions  
For Hearing Aid Deals  
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**PHONAK**  
life is on

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



Angie Aspinall,  
Phonak CROS wearer

## 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
- Keep focus and understand voices even in noisy environments
- Respond when someone is talking to you on the side of your non-hearing ear
- Enjoy the discreet design, water and dust resistant housing
- Simply switch on - Phonak CROS B requires no surgical procedures



## A step in the right direction

**CROS B will transfer sounds and voices to let your better hearing ear hear for both your ears.** If you have better hearing in one ear and poorer 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 poorer hearing ear
- The hearing aid, worn on the better hearing ear, receives the sounds from the poorer hearing ear



## What makes CROS B so smart

Phonak CROS B is based on Phonak Belong™ technology. When CROS B is fit with a Belong hearing aid, it enables you to hear sounds and voices clearly and follow conversations from any direction. Using Binaural VoiceStream Technology™ from Phonak, CROS B wirelessly transfers the sound from the poorer hearing ear to the hearing aid on the better hearing ear. Phonak has integrated a feature called StereoZoom into CROS B. 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 it 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.

<sup>1</sup>Phonak Field Study News, Sept 2015, StereoZoom.





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## Simply switch them on

CROS B is simple and ready to use. Unlike bone-anchored hearing aids which require surgery, once CROS B is fit 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.** Whether at dinner with friends or in a meeting at work, you don't have to position yourself so that everyone sits on the side of your better hearing ear.

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## The right fit

CROS B is available in two discreet behind the ear models. If you're looking for **the smallest size** the 312 is the optimal choice.

The 13 model is slightly larger and offers **extended battery life** and separate volume control.



Phonak CROS B-312



Phonak CROS B-13

For your better hearing ear, you can pair CROS B with a Belong hearing aid.

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## Color coordinated

Choose from 9 colors to either match your skin tone or hair color.



Sand Beige  
P1



Sandalwood  
P3



Chestnut  
P4



Champagne  
P5



Silver Gray  
P6



Graphite Gray  
P7



Velvet Black  
P8



Alpine White  
T7



Beige  
O1

# Phonak CROS B in different situations

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## 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.**

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## Having a conversation while driving

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

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## Walking on the street

**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. You can also hear if someone is calling you on the street.



# 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.

## 3. Keep trying different environments

Try out familiar situations and then start trying out new environments. Is there somewhere you've avoided 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.

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## 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.phonakpro-us.com](http://www.phonakpro-us.com)



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