

What makes Phonak Naída™ B so great?

Naída is the world's most trusted power hearing aid



Since **2007**,
Naída has continuously
evolved to become a
revolutionary device



More than **2.5 million**
Naída devices have been
fitted worldwide



Naída wearers
shared **over 1,900**
reasons why they love it



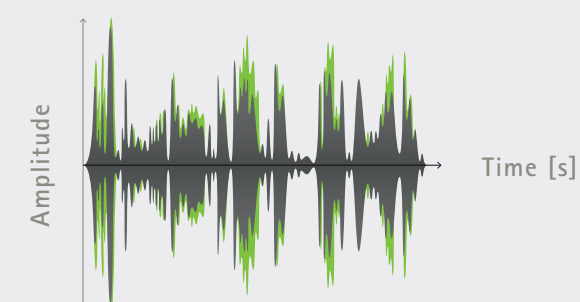
Phonak has dedicated more than **40 years** of research
to bring people with severe to profound hearing loss
closer to the beauty of sound



Dedicated power hearing technology

Adaptive Phonak Digital Contrast

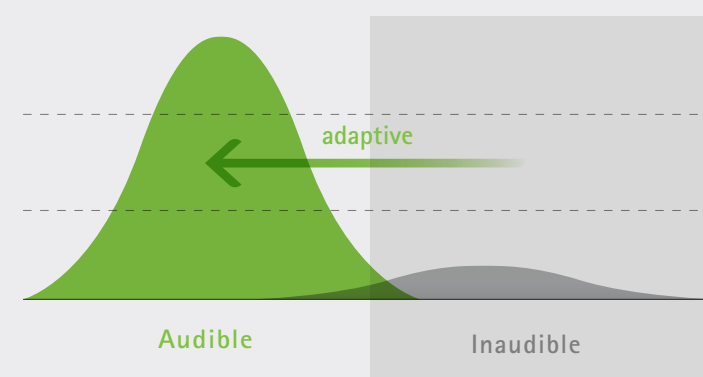
More fitting flexibility



Adaptive Phonak Digital Contrast
Adaptive Phonak Digital

SoundRecover2

More audibility of high-frequency sounds¹



Rechargeable

Phonak Naída B-R RIC provides 24 hours*
of hearing with one simple charge.



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

Binaural VoiceStream Technology™

Excellent speech understanding²



Roger™ technology

Enhanced hearing performance in noise
nearby and over distance when combined
with Roger microphone technology.



phonakpro.com/naida-b

¹ 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

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. Winneke, A., Appel, J., De Vos, M., Wagener, K., Wallhoff, F., Latzel, M., & Derleth, P. (2016). Reduction of listening effort with binaural algorithms in hearing aids, an EEG study. Poster presented at the conference of the American Auditory Society, Scottsdale. Field Study News under development. Full details available in spring 2018 at www.phonakpro.com/evidence

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