

# NAÍDA CI 2014 Survey Highlights

## TOP reasons

why people choose the Naída CI sound processor



small  
**LIGHTWEIGHT**  
size



**CHIC** design



**WIRELESS**  
connectivity



**BILATERAL**  
processing  
features

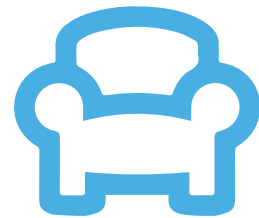


**7 OUT OF 10 AUDIOLOGISTS** say recipients choose the Naída CI for its **100% wireless connectivity capabilities**

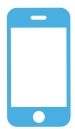
AB believes comfort is crucial and recipients agree!

## NAÍDA CI RECIPIENTS REPORT COMFORT

as one of their favorite new processor attributes!



Naída CI recipients' favorite ComPilot features include:



**USING  
BLUETOOTH**  
with their phones



**CONNECTING**  
to their  
favorite tablet



**STREAMING**  
from an  
MP3 player

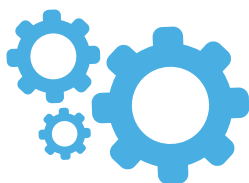
**MUSIC**  
to our  
ears!



In a survey of 460 Naída CI recipients,

**OVER 1/3** OF RESPONDENTS  
**REPORT USING THE COMPILOT ON A DAILY BASIS**

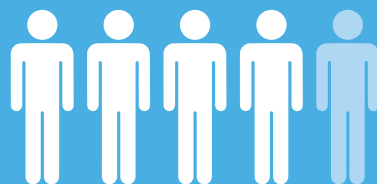
Audiologists report patients enjoy the Naída CI **SOUND CLARITY**, **PROCESSOR CONTROLS** and the **UNIVERSAL HEADPIECE**



Audiologists described the Naída CI as **"MODERN"**, **"HIGH TECH"**, and **"CONNECTED"**



**4 OUT OF 5 RECIPIENTS** upgrading to the Naída CI would recommend it to other cochlear implant users



**84%**

of parents with children using the Naída CI  
**SAY IT IS EASY TO USE!**

Build yours today by visiting [www.mynaida.com](http://www.mynaida.com)



AdvancedBionics.com

\*Post market study with 77 professionals and 460 recipients.