



Advanced Bionics

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\* Not approved for pediatric use in the United States.

\*\* Pending regulatory approval in the United States.

# hear more of your world



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Selecting the right cochlear implant system for you or your child is a **life-changing decision**. For something as significant as your ability to hear, you want **the best in quality and performance**. Advanced Bionics offers the industry's most technologically advanced, best performing cochlear implant systems to help you enjoy the vibrant world of sound.<sup>1-5</sup> These top 10 reasons show why **choosing AB is the right choice** for the ability to hear more of your world and live life to the fullest.





# 1. **more** top technologies

AB delivers the best performance by offering the industry's most advanced technology to bring you **five times more resolution** than any other cochlear implant system. Independent studies prove that **AB recipients hear better in real-world situations** than recipients with other cochlear implant systems.<sup>1,2</sup> Now, for the **first time in history**, recipients have access to the **combined dynamic technologies from AB and Phonak**, the innovation leaders in cochlear implants and hearing instruments. Hear more of your world with AB.

# 2. **more** trusted total system reliability

AB is number one in "Total System Reliability"—the **reliability of both the internal and external components**.<sup>6-8</sup> Designed to last, the HiRes 90K™ Advantage implant features mechanical improvements on the HiRes 90K implant that **leads the industry** with a 99.8% one-year cumulative survival rate (CSR),<sup>6</sup> a measure that defines the likelihood of a device continuing to function over time. AB's Harmony™ processor has the lowest average three-month failure rate of less than 1%.<sup>6</sup>

# 3. **more** innovations for hearing in noise

Only AB offers ClearVoice™, the industry's only sound processing technology that has been clinically proven to deliver superior hearing performance in noise. Now delivering **Phonak UltraZoom and Binaural VoiceStream Technology™**, AB provides more innovations for optimized hearing in noisy settings than any other cochlear implant manufacturer.

# 4. **more** swimmable technology than ever

**Hearing in and around water is crucial for socialization, language development, and safety.** Only AB offers Neptune™, the world's first and only waterproof, **swimmable** sound processor. Designated for **use in and out of pools, baths, oceans, lakes, and rivers**, Neptune has been developed to help you or your child swim like a fish and hear like a dream.





## 5. **more** options for wireless connectivity

AB is the **only cochlear implant manufacturer** to offer access to the ComPilot, AB myPilot, TVLink and RemoteMic for the **ultimate in wireless connectivity**. Advanced features and functionality **link you seamlessly** to Bluetooth devices, mobile phones, computers, media players, TVs, navigation systems, FM, and countless other devices. Choosing AB keeps you connected to the media that entertains you, the music that moves you, and the people who love you.



## 6. **more** innovations in music enjoyment

AB provides the **most innovations for optimal music appreciation and enjoyment**. AB's HiRes Fidelity 120™\* sound processing is the only strategy that can implement simultaneous current steering to deliver the dimensions of music (loudness, pitch, timing) for a **full listening experience**. The naturally placed T-Mic™ microphone makes it **effortless to use your MP3 player**. AB also developed ClearVoice™\* to help you understand the lyrics of your favourite songs.

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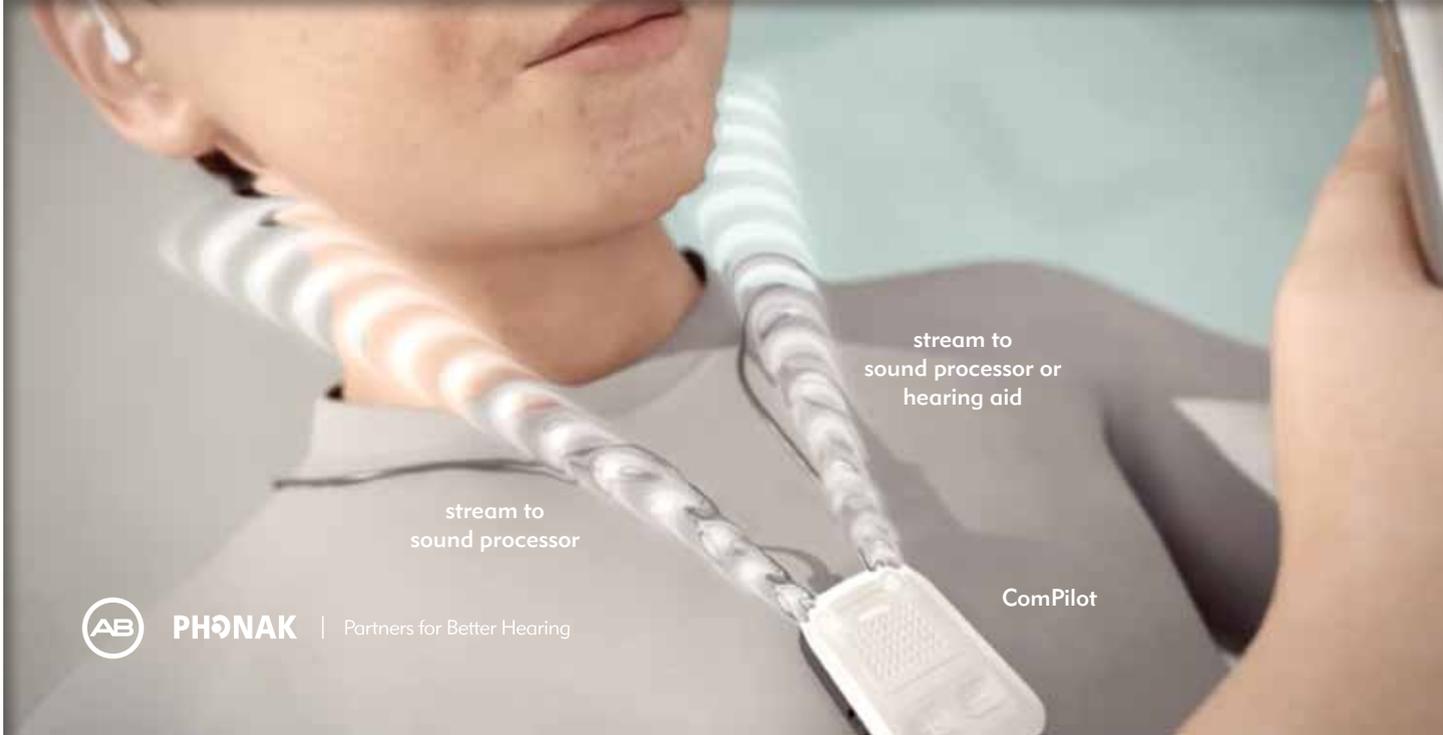
**more** advancements  
for bimodal and  
bilateral hearing

Another industry first has arrived from AB, changing the way you hear. Now music, phone calls, TV shows, FM, and endless other media can be **wirelessly streamed** to both a **hearing aid** and **sound processor** or **two sound processors** at the same time. Combining patented technologies to deliver innovations that improve lives, **AB and Phonak are the clear market leaders** in bimodal and bilateral hearing.

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**more** headroom  
for future upgradeability

When you choose AB, you benefit from **superior internal technology** now, with headroom for full external upgradeability so that your **hearing advances as the technology does—without the need for additional surgery**. AB cochlear implants offer unmatched programming flexibility, nearly **unlimited ways to deliver sound**, and capacity for technologies not yet invented. You can count on AB to develop **leading innovations that improve your quality of life**.



stream to  
sound processor or  
hearing aid

stream to  
sound processor

ComPilot



PHONAK

Partners for Better Hearing

## Naída CI Q70

the only **instyle™** processor



## NEPTUNE™

the only **freestyle™ swimmable** processor



# 9.

**more** flexible wearing  
for lifestyles

AB offers the **industry's only lifestyle™ line** of flexible wearing styles. With the introduction of Naída CI Q70\*\* (**Naída CI**), the market's **first featherlite, instyle™ design** has arrived. Slim and trim, Naída CI sound processors are incredibly lightweight for barely noticeable on and off-ear wearing. For those who prefer to never wear anything on the ear, the **swimmable Neptune™** processor features the **only freestyle™ design**, giving you the freedom to choose your wearing style—in your hair, on your arm, under your collar, in your pocket—**without compromising performance.**

# 10.

**more** comfort  
and convenience

The **patented T-Mic™ microphone** and now the **all-new T-Mic™ 2** are the only microphones on the market placed naturally at the opening of the ear **for highly focused hearing**, allowing you to use headphones, cell phones, and other devices just like everyone else.



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of your world

Learn more about AB and its revolutionary  
cochlear implant technology

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