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AB – A Sonova brand

# The Simple Way to Hear More

For information on additional AB  
locations, please visit  
**[AdvancedBionics.com/contact](http://AdvancedBionics.com/contact)**

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

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 I, 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.

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





*"Getting my cochlear implant completely revitalized my life. I am now more engaged in professional meetings and can enjoy hearing my children singing along with me. Hearing from both sides makes a big difference in everyday situations by giving you equal access to all sounds around you. The Naída CI will allow me to get the most out of both ears, whether I have only one implant or get a second implant."*

**—Rachel P., Naída CI AB Recipient**

# The Simple Way to Hear More

## Hearing with Two Ears

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.

Hearing with two ears gives you a more balanced and focused representation of sounds. 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.

Only the Naída CI can automatically create a wireless, ear-to-ear network with a hearing device on the other ear. This means you get a complete hearing solution and a fuller, richer hearing experience. **Whether or not you have hearing in your other ear, 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



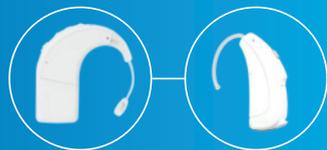
Samantha hears with an AB Naída CI in one ear and a hearing aid in her other ear. The Phonak Naída™ Link hearing aid and Naída CI sound processor, when combined, provide the easiest way for Samantha to hear.



## 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 Electric Acoustic Solution



The best of both. Nadine uses her Naída CI as an all-in-one cochlear implant sound processor and hearing aid with the simple attachment of a hearing aid earhook.



# The Naída CI Bilateral Solution

If you get 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 programmed 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 wireless 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 noisy situations even more challenging. But with the Naída Link CROS solution you can take advantage of the 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.

# The Naída Electric Acoustic Solution

If you continue to have hearing in your implanted ear, you will want to take advantage of this all-in-one cochlear implant and hearing aid solution offered by Advanced Bionics.

## The Best of Both

### **A complete cochlear implant and hearing aid solution in one**

With the Naída CI Q90 sound processor and its built-in electric acoustic capability, you get the best of both worlds. This integrated hearing solution places the Phonak hearing aid technology within the Naída CI sound processor. This allows you to enjoy the fuller, richer sound quality of a hearing aid in your implanted ear.



Naída CI Sound Processor



Naída CI Sound Processor with EAS



*"I can participate in conversations, even with bigger audiences and in noisy environments. Very often, I can even hear better than normal hearing people. My family is surprised that I can hear even very soft sounds."* —**Nadine I.**, AB Recipient

## Easy to Hear

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

When the Naída CI with acoustic earhook is combined with the Phonak Naída™ Link hearing aid in your opposite ear, you can experience the benefits of two powerful Phonak hearing aids, even after implantation, bringing more sounds to life.

## Easy to Connect

### **Crystal clear wireless streaming**

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

# Take the Next Step

At Advanced Bionics, our mission is to help people find the best hearing solution. We meet with thousands of people each year to discuss their specific needs and to help them achieve their hearing goals. We understand the stress and emotions experienced when dealing with a personal hearing loss or that of a loved one. Our team of trained hearing professionals and mentors will be there to make your journey to better hearing as easy as possible.

If your personal goal is to hear better, or for your child to understand speech, or for a loved one to enjoy music again, then don't waste another day. A world of full, rich sound is within your reach.

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

[AdvancedBionics.com](https://www.advancedbionics.com)



**Harrison E.**, AB Recipient and his mother

*"We read the research and decided to pursue a cochlear implant for Harrison. We wanted him to hear his best and carefully evaluated our options. We chose Advanced Bionics for their progressive technology. Using the cochlear implant has been incredibly easy and, as a result of our decision, his hearing and speech are amazing! It has been a tremendous journey for us and none of this would have been possible without Advanced Bionics."*

— **Mark and Maria E.**, Parents of Harrison