

26th September, 2017

Dear Hearing Healthcare Professional,

AB and Phonak are extremely excited to introduce the Phonak Naída™ Link CROS device, the first and only wireless CROS solution designed to work with a cochlear implant. Intended for CI candidates and recipients without audible hearing, who do not have access to or are contraindicated for bilateral implantation, the Naída Link CROS is **The Simple Way to Hear More.**

Hear from Wherever You Want

Allows your patients to walk into any listening situation with confidence.

Just Switch It On

They just switch it on and enjoy hearing from both sides.

Wireless and Discreet

It's almost invisible. They can wear it without it being noticed.

No Fitting Required

Easy to program. Just set it and go.

Starting immediately, Australian clinics will be able to order the Phonak Naída Link CROS from Phonak. We're excited to inform you that the Naída Link CROS will be made available as an option for new system kits, as an option for a limited time with Naída CI Q90 upgrades, and á la carte for existing Naída CI recipients.

AB is also happy to inform you that additional Roger receivers are now available. The Roger 10, Roger 15, and Roger X are now included as options with new system orders and available for á la carte purchase for your AB recipients.

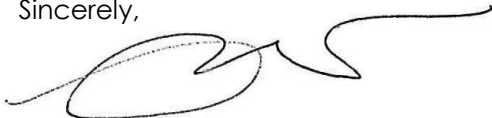
Now that we have more product options, we have simplified the new system order form to make it easier for you to craft the best hearing solution for your patients. Order forms and resources are available on the 'Professionals' section of the Advanced Bionics Australia web site.

<https://www.advancedbionics.com/content/advancedbionics/au/en/home/professionals.html>

With the introduction of the Naída Link CROS, AB and Phonak will have the most complete portfolio of hearing solutions for both ears designed to meet the specific needs of your severe-to-profound patients. More than ever, AB and Phonak have both ears covered.

Please contact your AB representative if you have any questions about the information provided in this folder.

Sincerely,



Carol Murad
Senior Product Manager