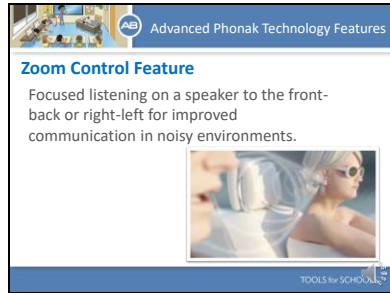
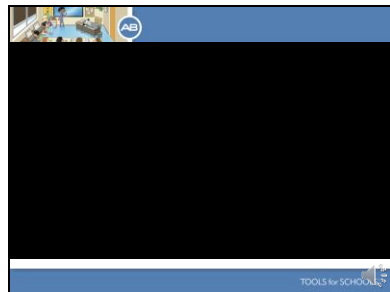


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Next let's discuss ZoomControl. This technology focuses on the speaker to the front, back, or left or the right when the listener cannot face them, such as when driving in a car. It is also a technology for people who are bilateral or bimodal. In the example pictured here the CI user is driving and using ZoomControl to focus on the speaker to her right. Additionally, sounds coming into the CI users left Naida will be audible but dampened so the CI user can focus on the voice coming into her right Naida.

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Let's watch as Deb talks about the benefits of ZoomControl.
00:00:03.620 --> 00:00:09.621
Normally when it's dark outside and I'm riding and driving the person next to me...for me

00:00:09.621 --> 00:00:14.920
to really understand what they're saying, I'm risking my life by driving and I'm looking

00:00:14.920 --> 00:00:19.670
over at them off and on trying to hear and interpret some of the words that they're saying.

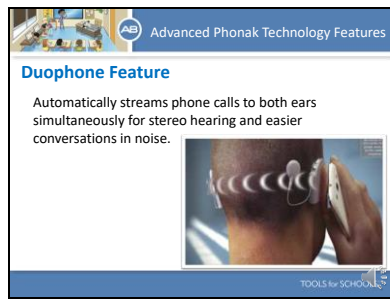
00:00:19.670 --> 00:00:26.849
With the ZoomControl, I was able to drive last night in my car for probably a good hour

00:00:26.849 --> 00:00:29.050
and never had to turn and face her.

00:00:29.050 --> 00:00:35.180
It just directly listened to that one
side,
cut out the other side, the road noise,
and

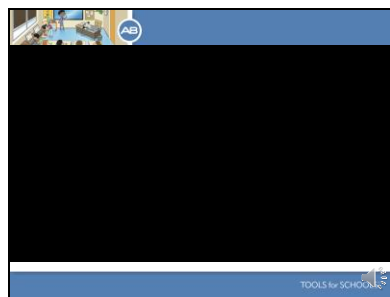
00:00:35.180 --> 00:00:35.949
it was amazing!

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Now let's talk about DuoPhone. It is a unique feature that allows bilateral Naída recipients the ability to hear phone conversations in both ears simultaneously. By placing the phone to one ear, the conversation is automatically streamed to the other ear as well, giving the listener the best possible listening experience.

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Let's hear what Deb has to say about this feature.

00:00:12.349
I got my two Naída CI's two days ago
and I have been so excited.

00:00:12.349 --> 00:00:14.810
Everything has just been fantastic.

00:00:14.810 --> 00:00:20.730
I have used them, the biggest
excitement I think was being on the
telephone.

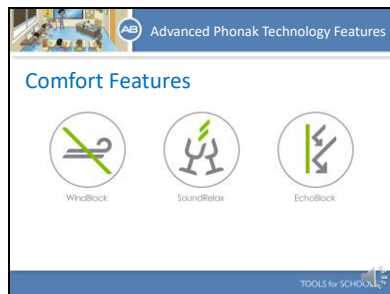
00:00:20.730 --> 00:00:26.119
And to be able to hold the phone up
to my right ear and also hear from my
left ear.

00:00:26.119 --> 00:00:30.940
In the past I've always turned the left
ear off when I was holding the phone
to my right

00:00:30.940 --> 00:00:34.820
ear, so that I could not hear any other
noises from other sides.

00:00:34.820 --> 00:00:40.540
But with this, it's like surround sound
and it is just amazing!

Slide 38



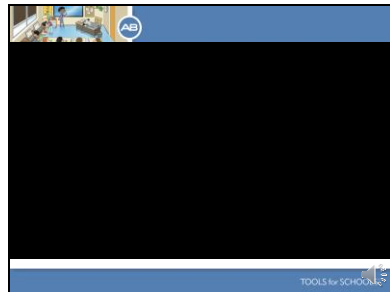
Now we are going to discuss some of the comfort and ease of use features that the Naida offers. The world is a noisy place and the Naida CI Q Series Sound Processors lets AB cochlear implant recipients hear all day in any environment with several features to make listening in noise easier and more tolerable. Imagine yourself riding in a convertible with the top down. WindBlock keeps that wind noise from being too bothersome. SoundRelax makes sudden, loud sounds, like dishes dropping on the floor, more comfortable and tolerable to hear and Echo Block offers ease of listening in large reverberant environments like gym, courtroom or cathedral

Slide 39



And finally, the last feature I want to discuss is Quick Sync. It allows for easy, instant adjustments to the volume and program settings on two Naída CI sound processors. It gives bilateral wearers the ability to control both Naidas with just one touch.

Slide 40



Again, let's see what Deb has to say about QuickSync.

00:00:04.100 --> 00:00:14.160

I love the feature that is called QuickSync because for an old brain like mine, I was

00:00:14.160 --> 00:00:25.380

in a restaurant the other night and I could switch it over so that I could go to the zoom

00:00:25.380 --> 00:00:26.380

feature and just hear the people who were directly in front of me.

00:00:26.380 --> 00:00:27.380

I did not have to think about going and changing both CIs at the same time.

00:00:27.380 --> 00:00:27.393

One touch of a button and it works on both sides, it's great!

Slide 41



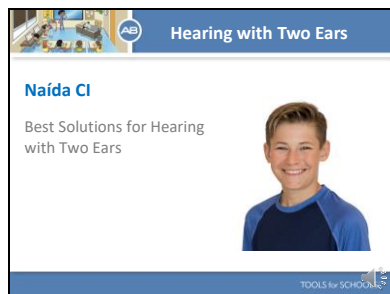
And here is a great video which reviews many of the technologies we have just discussed.

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Now let's move on and talk about the wonderful solutions AB provides for hearing with two ears

Slide 43



It is important to provide each and every recipient the opportunity to hear their best, and at Advanced Bionics, we know that means providing the opportunity to hear with both ears or from both sides. That is why we've committed resources to developing solutions for every recipient to hear their very best.

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Hearing with Two Ears

Recipients who hear with **two ears** can take advantage of the natural way that the brain interprets sounds, making it easier for them to **hear and understand sounds** around them.

Rachel P., AB Recipient

TOOLS for SCHOOLS

Humans are designed to listen with two ears, and our brains are wired to process sound that way. Two ears provide a richer fuller sound experience and can improve your understanding in both noise and quiet.

Slide 45

Hearing with Two Ears

CI candidates

CI candidates with no hearing

CI candidates with some hearing

TOOLS for SCHOOLS

AB has developed a full range of hearing solutions to meet the need of every recipient. Whether a cochlear implant recipient has no hearing or some hearing, there is a Naida CI solution for everyone.

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Hearing with Two Ears

CI candidates

CI candidates with no hearing

CI candidates with some hearing

Naida™ CI Bilateral Solution

Naida™ Link CROS Solution

Naida™ Link Bimodal Solution

Naida™ CI AB Recipient Solution

TOOLS for SCHOOLS

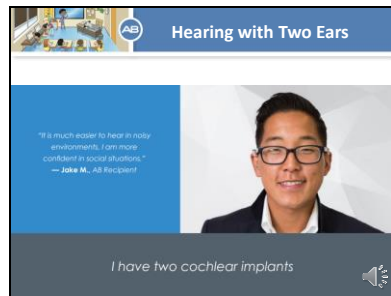
A great solution for individuals with no hearing on either side is the Naida CI Bilateral Solution—a cochlear implant for each ear. If for some reason a person who does not have hearing in either ear cannot or does not want to get a second cochlear implant, they can take advantage of the Naida Link CROS solution.

For recipients with usable hearing in one ear, the Naida Link Bimodal Solution may provide a great deal of benefit.

Other recipients with usable hearing in one ear may benefit from the Naida CI All-In-One Solution.

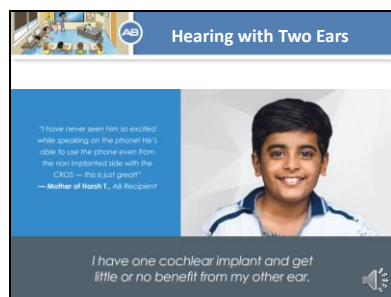
Regardless of an individual's hearing needs, for every cochlear implant candidate, we offer a customizable solution to allow him/her to hear the best with both ears.

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Let's begin by talking about bilateral cochlear implants, that is, wearing a cochlear implant on each ear – the left and the right. For those who qualify, this is the ideal solution. Research has demonstrated time and again that hearing with two ears is better than hearing with one. Recipients listening with two cochlear implants understand speech better in noise, can hear more from farther away, and aren't as tired at the end of the day.

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Phonak Naída Link CROS is a new solution for recipients who cannot or choose not to have bilateral cochlear implants. The Nadia Link CROS HA sends sound from the ear without usable hearing to the ear with the Naida. These individuals can now hear sound from the side with no hearing and get a better sense of the world around them.

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Hearing with Two Ears

"Advanced Bionics has great bimodal features that have benefited me in so many ways. To me, the sound and clarity improves when using both ears."
— Samantha D., AB Recipient

Naida™ Link Bimodal Solution

I have a cochlear implant and use a hearing aid in my other ear.

For people who have residual hearing in the ear opposite their cochlear implant and “hear too well” so to speak to get an implant in that ear, the Bimodal solution is a great option. Listening bimodally means using a cochlear implant on one ear and a hearing aid on the other. The Naida CI and Naida Link hearing aid were truly made for other. The Naida Link is the ONLY hearing aid that is designed to work as one with the Naida cochlear implant. The Naida Link is the ONLY hearing aid that processes sound like the Naida and the ONLY hearing aid that can communicate directly with the Naida, and the ONLY hearing aid that takes advantage of Binaural Voice Stream Technology.

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Hearing with Two Ears

"It makes the music sound richer and notes are a little more distinct. It is more noticeable with more complex types of music. Beethoven sounds really good."
— Dwight C., AB Recipient

I have a cochlear implant and a hearing aid in the same ear.

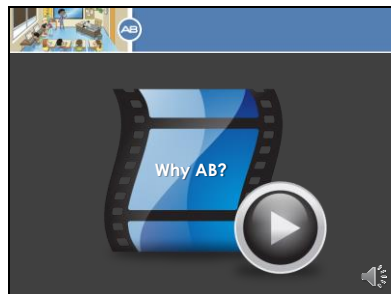
And for those individuals who have usable hearing in the low frequencies following cochlear implantation we have the combined the All in One Solution which combines acoustic and electric hearing. This allows children to hear the complete range of frequencies necessary for optimal hearing. Low frequency information is heard acoustically through hearing aid technology and higher frequency information is heard electrically through a cochlear implant all in the same ear.

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As you can see Only AB and Phonak provide a complete portfolio of solutions allowing for all recipients to benefit from hearing their best with two ears.

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Let's take a moment to watch one shorter video that summarizes much of what we have discussed today.

1

00:00:00.767 --> 00:00:09.843

[music playing]

2

00:00:10.498 --> 00:00:12.645

Bup, bup, bup, bup...

3

00:00:12.645 --> 00:00:13.646

It's mommy!

4

00:00:13.646 --> 00:00:15.582

Say, "Hi mommy!"

5

00:00:16.516 --> 00:00:18.518

[laughing]

6

00:00:20.353 --> 00:00:22.822

[gasping and giggling]

7

00:00:22.822 --> 00:00:24.320

Purple.

<i>Purple.</i>

8

00:00:24.320 --> 00:00:27.160

[crying]

9

00:00:28.061 --> 00:00:34.000

[music playing]

10

00:00:34.000 --> 00:00:40.040

[gentle wind]

11

00:00:40.073 --> 00:00:47.280

[laughing]

12

00:00:47.280 --> 00:00:51.618

[music playing]

13

00:00:52.152 --> 00:00:56.089

[tractor engine]

14

00:00:57.023 --> 00:01:07.467

[underwater bubbling]

15

00:01:07.467 --> 00:01:14.674

[waves crashing]

16

00:01:14.674 --> 00:01:19.946

[underwater bubbling]

17

00:01:19.946 --> 00:01:48.588

[music playing]

18

00:01:48.639 --> 00:01:52.312

It's because of them

I can say my life has improved.

19

00:01:52.318 --> 00:02:00.376

And I can not only hear better,

have easier listening, I'm not tired by
the end of the day,

20

00:02:00.376 --> 00:02:01.953

I can hear in the water.

21

00:02:01.953 --> 00:02:03.654

My list goes on.

22

00:02:03.679 --> 00:02:12.455

I can't say anything but great things
about Advanced Bionics and what
they were able to give me.

23

00:02:12.705 --> 00:02:19.278

I want to be able to give that to my
patients

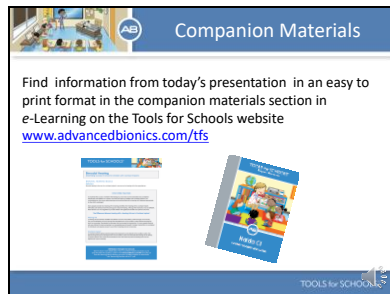
as an audiologist.

24

00:02:19.428 --> 00:02:36.211

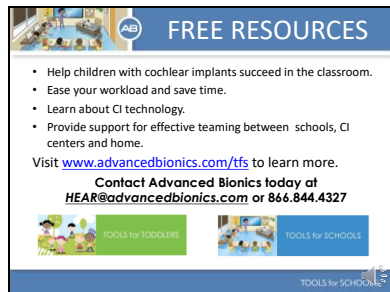
[music playing]

Slide 53



You can Find information from today's presentation in an easy to print format in the companion materials section in E-Learning on the Tools for Schools website.

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Finally, we encourage you to check out all of the support materials available from both our TFS and TFT programs. And if you would like to contact us directly for any information email Hear@advancedbionics.com or call us at the number provided. Thanks for joining us today.