

Even more conversations shine with Lumity.

Aly Hoffman, Sc.D.

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PHONAK
life is on

Even more
conversations shine
with Lumity.



Learning Outcomes

- List the Lumity portfolio
- Describe when you would pick a specific Lumity product for a patient
- Explain the importance of Roger technology

Lumity introduced SmartSpeech Technology™ to the world



Addresses the **#1 reason** patients seek hearing aids:
Improved speech understanding in noisy environments

Proven to **improve speech understanding**
and **reduce listening effort**^{1*}

Driven by **AutoSense OS 5.0** so that your patients can
go about their day with **ease**

Patients and providers **love** Lumity

1. Appleton, J. (2020). AutoSense OS 4.0 - significantly less listening effort and preferred for speech intelligibility. Phonak Field Study News. Retrieved from www.phonak.com/evidence
2. Latzel, M. & Hobi, S. (2022). ActiveVent™ Receiver provides benefit of open and closed acoustics for better speech understanding in noise and naturalness of own voice perception. Phonak Field Study News. Retrieved from www.phonak.com/evidence
3. Thibodeau L. M. (2020). Benefits in Speech Recognition in Noise with Remote Wireless Microphones in Group Settings. Journal of the American Academy of Audiology, 31(6), 404-411.
4. Latzel, M., Lesimple, C., & Woodward, J. (2022). New implementation of directional beamforming configurations show improved speech understanding and reduced listening effort. Phonak Field Study News. Retrieved from www.phonak.com/evidence.
5. Latzel, M., Lesimple, C., & Woodward, J. (2023). Speech Enhancer significantly reduces listening effort and increases intelligibility for speech from a distance. Phonak Field Study News. Retrieved from www.phonak.com/evidence.
*For adults with moderate to severe hearing loss



GOING BEYOND

With Phonak



Quality



Customer
Experience



Expertise



Innovation

Phonak: Striving to deliver excellence

You want:

Peace of mind
& happy
patients



Durable products



Tested to the extreme



Constantly improving

- Broad range of IP68-rated solutions *for your confidence and convenience*
- Audéo Life: A waterproof* solution *for your patients' peace of mind*
- 128 tests for each product *for your peace of mind*
- Every HI tested for 9,600 hours *for your assurance*
- Over 30% improved service rate for Lumity** *for your patients' satisfaction*

*up to 50 cm

**Cumulative after 52 weeks post-launch for Audéo L-R/RT vs. Audéo P-R/RT

IP68 solutions = peace of mind



Audéo
Life
R
RT
Fit
312



CROS
R



Naída
PR
SP
UP
Link



Sky
M
PR
SP
UP
Link



Slim
R



Virto
10 NW O
Titanium



Roger
Focus II

You have a
solution for every
patient

Addressing your
patients' unique
needs

Tested to be water
and dust resistant

For better hearing in
complex environments

Built to last

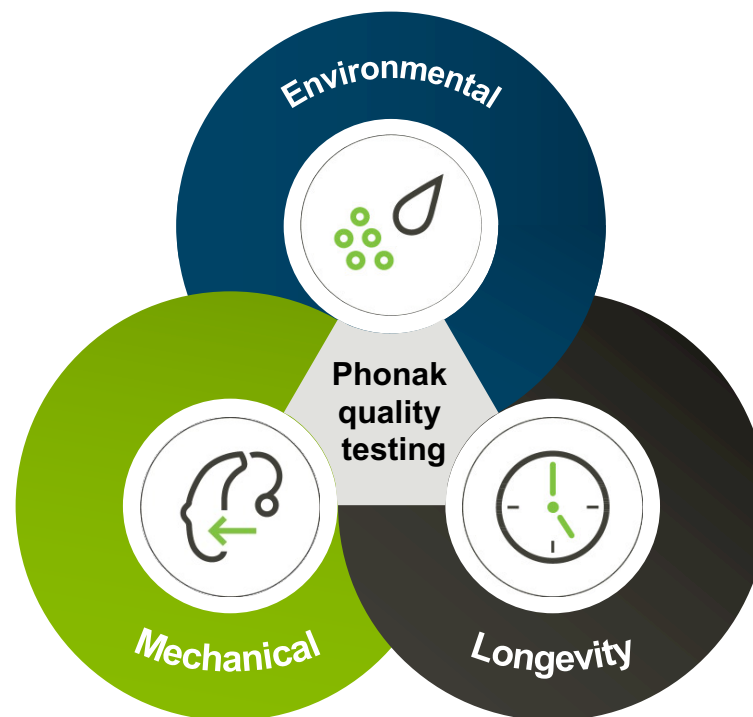
Quality verified with robust testing

Phonak hearing aids undergo

128 individual tests



So you have a durable solution that gives you and your patients peace of mind





Environmental testing



Charging contact test

Chemical resistance test

Cyclic temperature test

Humidity test

Hydrophobicity test

IP68 tests

Sea and pool water test

Shower test

Stress cracking test

Sweat immersion test

UV light resistance test

Water resistance test

and more...

Mechanical testing



Coating adhesion test

Compression test

Contact cycling test

Cross-cutting test

Free fall test

Receiver pull-out test

Shock test

Squeeze test

Stress tests

Tensile test

Torsion test

Wire pull test

and more...

Longevity testing



Accelerated lifetime test

Battery lifetime test

Lacquer stability test

Marking durability test

Time to failure test

Transport and storage test

What's new in Lumity



**Audéo
L-312**



**Naída
L-SP**



**Sky
L-M**



**Sky
L-SP**



**myPhonak &
myPhonak
Junior**

More options to meet
your patient's needs

Added convenience and
flexibility for your patients

Proven hearing
performance

Conversations shine with Phonak Audéo Lumity



Audéo L
(312, R, RT, RL)



SmartSpeech Technology improves speech understanding & reduces listening effort



Universal connectivity to connect your patients to the world around them



Innovative solutions to drive value

Audéo L-312: The details



Sand Beige



Sandalwood



Chestnut



Champagne



Silver Gray



Graphite
Gray



Black



Caribbean
Pirate



Electric
Green



Precious
Pink



Beige

Audéo 312 acoustic coupling options

SDS 5 – CeruStop



SDS 4.0 – CeruShield



Sensor Receiver (M) 51/114 (2cc)



Sensor Receiver (P) 59/122 (2cc) cShell only



Cap Dome

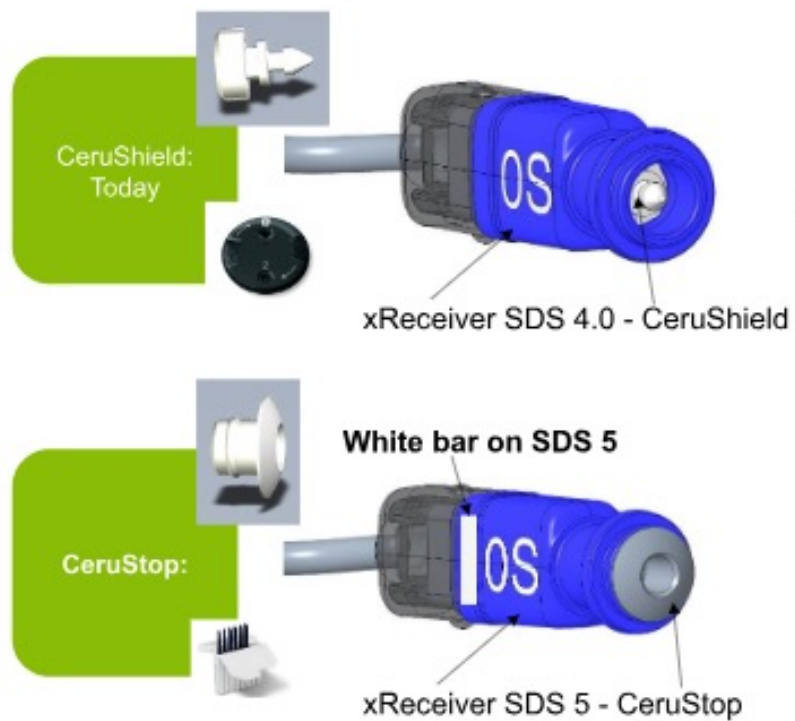


Open Dome



Clear Vented
Dome

Receivers



Audéo L-312 has SmartSpeech Technology for everyone

						
SmartSpeech Technology	UltraZoom	RogerDirect	Dynamic Noise Cancellation	StereoZoom 2.0	SpeechSensor	Speech Enhancer
Premium (90)				 Auto	 Auto	
Advanced (70)			 	 Manual		
Standard (50)						
Essential (30)						

Audéo L-312 compatibility



*Roger requires activation of Roger receivers in the hearing aids

Innovative RIC solutions to meet a variety of patient needs



Audéo
R/RT
& 312



Audéo
Life



Audéo
Fit



Phonak
Slim



Naida L-SP

Phonak Naída™ Lumity a BTE for every hearing loss



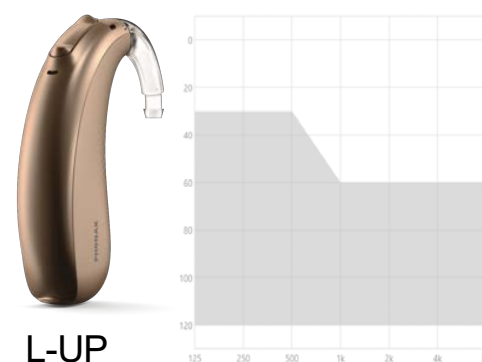
L-PR

Mild to moderately-severe



L-SP

Moderate to severe



L-UP

Severe to profound

Combi BTE 2



Size 13 Zinc-air battery

Size 675 Zinc-air battery

Phonak Naída Lumity Acoustic Coupling Options

Earpiece options

Domes

SlimTip

PR and SP

UP

SlimTube

**Standard
tubing**

Earmold



Cap



Open



Vented



Power



Acrylic



Silicone

Naída Lumity PR and SP under the hood

Navigate conversations with confidence

- AutoSense OS 5.0

SmartSpeech™ Technology

- StereoZoom 2.0
- SpeechSensor
- Speech Enhancer
- Dynamic Noise Cancellation
- Motion Sensor Hearing* PR only
- RogerDirect™



Connect your patients to the world around them

- Connectivity Roger & Bluetooth®
- Hands-free calls
- Tap control* PR only
- myPhonak & myPhonak Junior app compatible
- Health data* and Remote Support

and more

- Rechargeable* (and CROS compatible) PR only
- Tinnitus Balance
- T-Coil** SP only

*PR only **SP only

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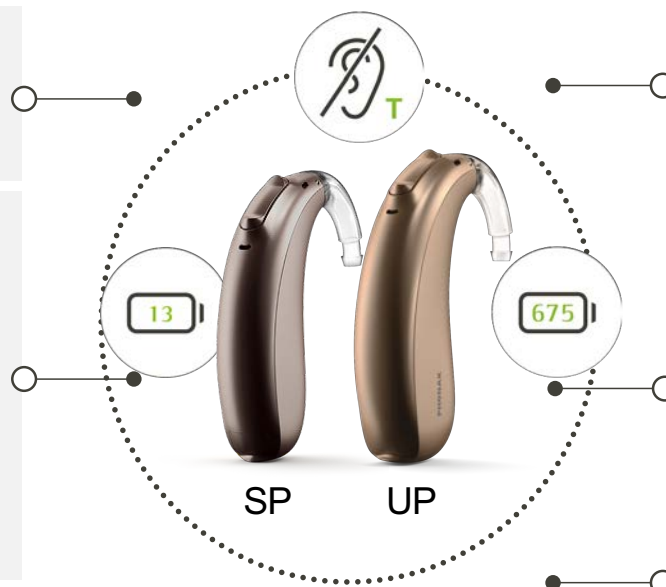
Naída Lumity SP and UP under the hood

Navigate conversations with confidence

- AutoSense OS 5.0

SmartSpeech™ Technology

- StereoZoom 2.0
- SpeechSensor
- Speech Enhancer
- Dynamic Noise Cancellation
- RogerDirect™



Connect your patients to the world around them

- Roger™
- Universal Bluetooth® connectivity
- Hands-free

Discover our apps

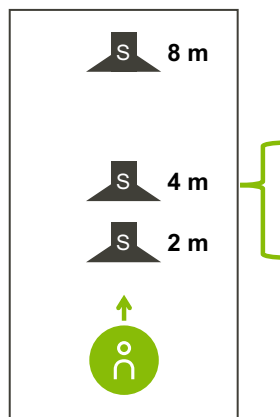
- myPhonak and myPhonak Junior app compatible

and more

- Robust and reliable housing
- T-Coil
- Tinnitus Balance** SP only

**SP only

Speech Enhancer for patients with severe-to-profound hearing loss



Quiet room Speech Enhancer activated

41.5% reduced listening effort at 8 m

22% better speech understanding at 4 m

34.6% reduced listening effort at 4 m

24.6% reduced listening effort at 2 m

For severe to profound hearing loss, the reduction in listening effort increased as the speech came from further away with Speech Enhancer activated.



Sky Lumity M and SP

A pediatric solutions portfolio to help kids of all ages



myPhonak Junior

Compatible with Sky L | Sky M
Audéo L (not Audéo Fit) | Audéo P | Audéo M
Naída L | Naída P | CROS L | CROS P

Performance

Have a solution to meet the needs of virtually any child

Protection

All Phonak Lumity hearing aids are IP68 rated against moisture

Peace of mind

Sky L offers Tamperproofing, LEDs & myPhonak Junior

Sky Lumity M and SP



Sky Lumity M
312 Zinc-air battery



IP68



Sky Lumity SP
13 Zinc-air battery

Sky L-M, PR, SP and UP colors

Popular pediatric colors



Velvet Black



Electric Green



Caribbean Pirate



Majesty Purple



Precious Pink



Lava Red



Blue Ocean

Standard colors



Beige



Sand Beige



Sandalwood



Chestnut



Champagne



Silver Gray



Graphite Gray



Designed to keep up with a child's lifestyle



6 hours

AutoSense Sky OS

10 hours

Roger or TV Connector
streaming



M = ~107 hrs*

SP = ~143 hrs*

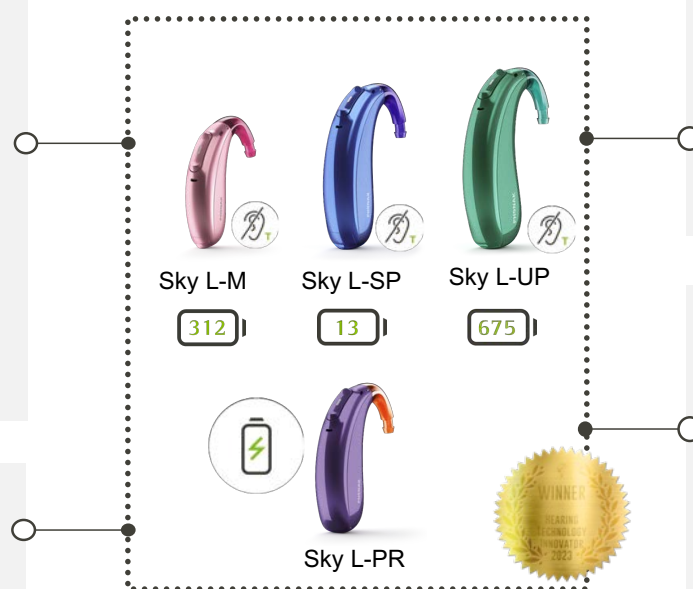
UP = ~160 hours*

* M, SP & UP battery time dependent on brand of battery, degree of hearing loss and how the hearing aid is used, eg streaming time etc.

Sky under the Lumity hood

- AutoSense Sky OS 5.0
- StereoZoom 2.0
- Speech Enhancer
- SpeechSensor
- Dynamic Noise Cancellation
- Motion Sensor Hearing* **PR only**
- RogerDirect™

- CROS L-R compatible* **PR only**
- Tap Control* **PR only**



- Universal Bluetooth® connectivity
- myPhonak Junior app
- Wearing time and Remote Support

- Robust and reliable housing
- Stylish color range
- Tamper-proofing options
- LED visual indicator
- Pediatric workflow

*Sky L-PR only

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Compatibility with Roger™



**At home
and socially**



Roger Clip-On Mic



Roger On™

**For
education**



Touchscreen Mic



Pass-around



Multimedia
Hub

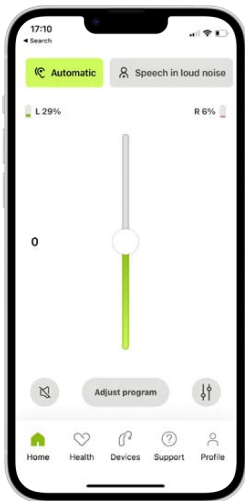


SoundField

A Lumity device for all ages

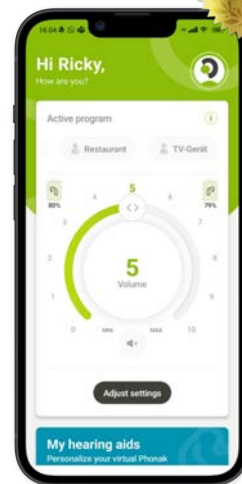


eSolutions updates



myPhonak 6.7

- Support new Lumity devices
- Improved wearing time measurement



myPhonak Junior 1.3

- Support new Sky Lumity Naída Lumity devices
- Improved wearing time measurement with sound environments

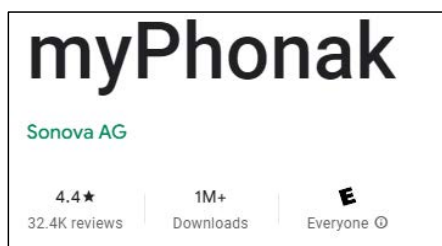


Target 9.1

- New DataLogging view
- Hearing aid compatibility checker
- Improved filters and selections of hearing aids

What's new with myPhonak app?

A journey of continuous improvement and reliability

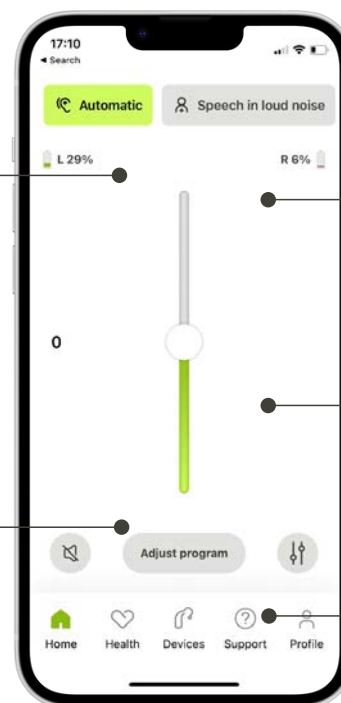


A highly rated app you can confidently recommend

Improved design:

- Streamlined home screen
- Optional Dark theme
- Many more usability enhancements based on feedback

iOS and Android widgets for quick and easy access



Improved connectivity with "Stay Connected" feature

CROS compatibility

Regular updates to squash bugs and ensure ongoing reliability

What's new in myPhonak Junior?

Compatibility with:

- Sky L-M, PR, SP, UP
- Audéo L-R, RT, RL, 312
- CROS L, CROS P
- Naída L-PR, SP, UP

Optional adult or pediatric app theme



Wearing time, goal setting, and Sound Environments.

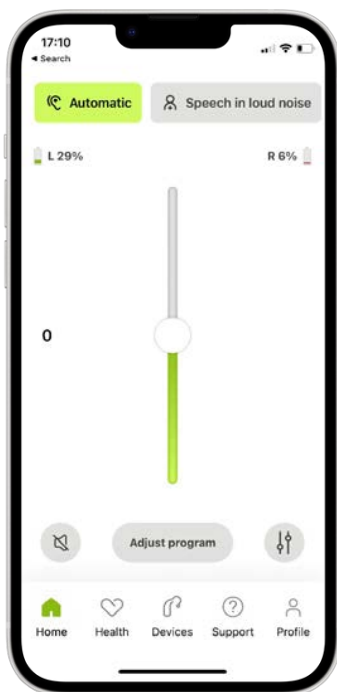
Also compatible with different form factor combinations, eg Sky M and SP.

Increased personalization

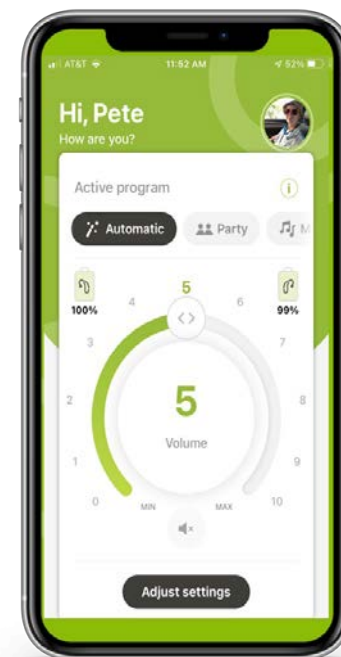


myPhonak Junior is the winner of the Hearing Technology Innovator 2023 award in the Mobile Apps for Hearing Devices category

myPhonak vs myPhonak Junior



Feature	myPhonak	myPhonak Junior
Volume	😊😊	😊😊
Split volume	😊😊	🚫
Program	😊😊	😊😊
Mute	😊😊	😊😊
Noise Reduction	😊😊	😊😊
Speech Focus	😊😊	😊😊
Remote Support	😊😊	😊😊
Battery status	😊😊	😊😊
Wear time (with sound environments)	😊😊	😊😊
Roger receiver status	😊😊	😊😊
Health tracking	😊😊	🚫
Choice of pediatric or adult theme	🚫	😊😊
Extensive FAQs	🚫	😊😊
Dynamic slider	😊😊	🚫
Frequency band adjustment	😊😊	🚫
Custom program creation	😊😊	🚫



Target 9.1



Noahlink Wireless 2

- Replaces Noahlink Wireless 1
- Supports all previous and future wireless hearing aid programming for all manufacturers
- USB Type-C port
- Latest Bluetooth 5.3 standard
- At this time there is no benefit to proactively upgrade but new orders will be version 2
 - Phonak part number: 058-0318



Target 9.1

Target 9.0

Client Training, Expert		Instruments
< >	Hearing aids	Acoustic parameters Details Accessories
®		
No hearing aid		
Family	Styles	Features
Search...		
► Ambra		12
► Audéo L		14
► Audéo P		22
► Audéo M		20
► Audéo B		22
► Audéo V		16
► Audéo Q		12
► Audéo S		10
► Baseo Q		4
► Bolero M		8

Target 9.1

Client Training, Expert		Instruments
< >	Hearing aids	Acoustic parameters Details Accessories
®		
No hearing aid		
Show all	New	Compatible
Filters	Search...	
► Ambra		12
► Audéo L		18
► Audéo P		22
► Audéo M		20
► Audéo B		22
► Audéo V		16
► Audéo Q		12
► Audéo S		10
► Baseo Q		4
► Bolero M		8

What's new in Target?

The screenshot displays the Phonak Target software interface. The top navigation bar includes 'Client Training, Expert' and 'Instruments'. The 'Instruments' section is active, showing a list of hearing aids under the 'Virto P' category. A green arrow points from the 'No hearing aid' text to the 'Virto P' category. The filter panel on the right shows various options for styles, features, and performance levels.

Client Training, Expert

Instruments

Connect [Icons]

Show all New Compatible

Filters 2 Search

Virto P

Virto P90-312
Premium 70/127 (2cc)

Virto P70-312
Advanced 70/127 (2cc)

Virto P50-312
Standard 70/127 (2cc)

Virto P30-312
Essential 70/127 (2cc)

STYLES

- ☐ CIC/IIC
- ☒ ITC/HS
- ☐ FS
- ☐ Micro
- ☐ BTE
- ☐ RIC (CRT)

PERFORMANCE LEVELS

- ☐ Premium
- ☐ Advanced
- ☐ Standard
- ☐ Essential
- ☐ Basic / Basic+

FEATURES

- ☐ Rechargeable
- ☐ Non-Rechargeable
- ☒ Bluetooth
- ☐ Non-Bluetooth
- ☐ Roger
- ☐ T-coil
- ☐ SlimTube
- ☐ Power
- ☐ Tamper-proof
- ☐ Water resistant (IP65)
- ☐ Waterproof (IP68)

Deselect all

No hearing aid

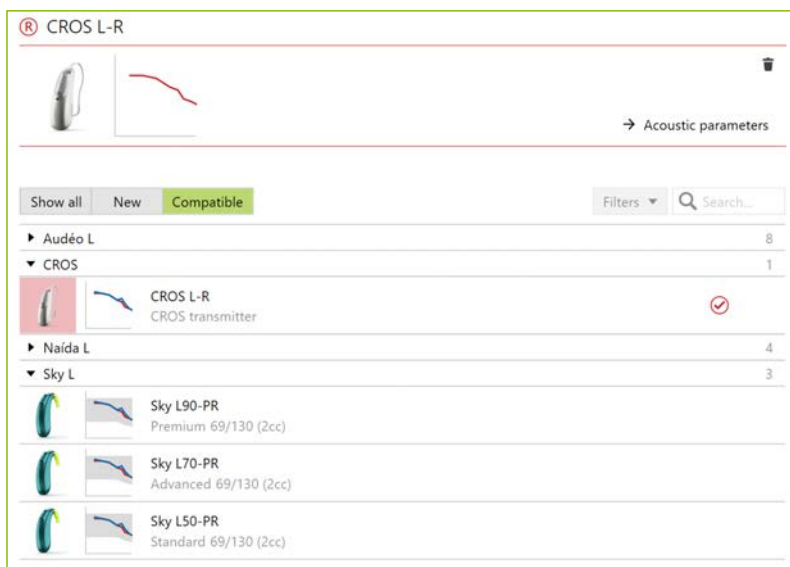
Show all New Compatible

- Ambra
- Audéo L
- Audéo P
- Audéo M
- Audéo B
- Audéo V
- Audéo Q
- Audéo S
- Baseo Q
- Bolero M

Check hearing aid compatibility

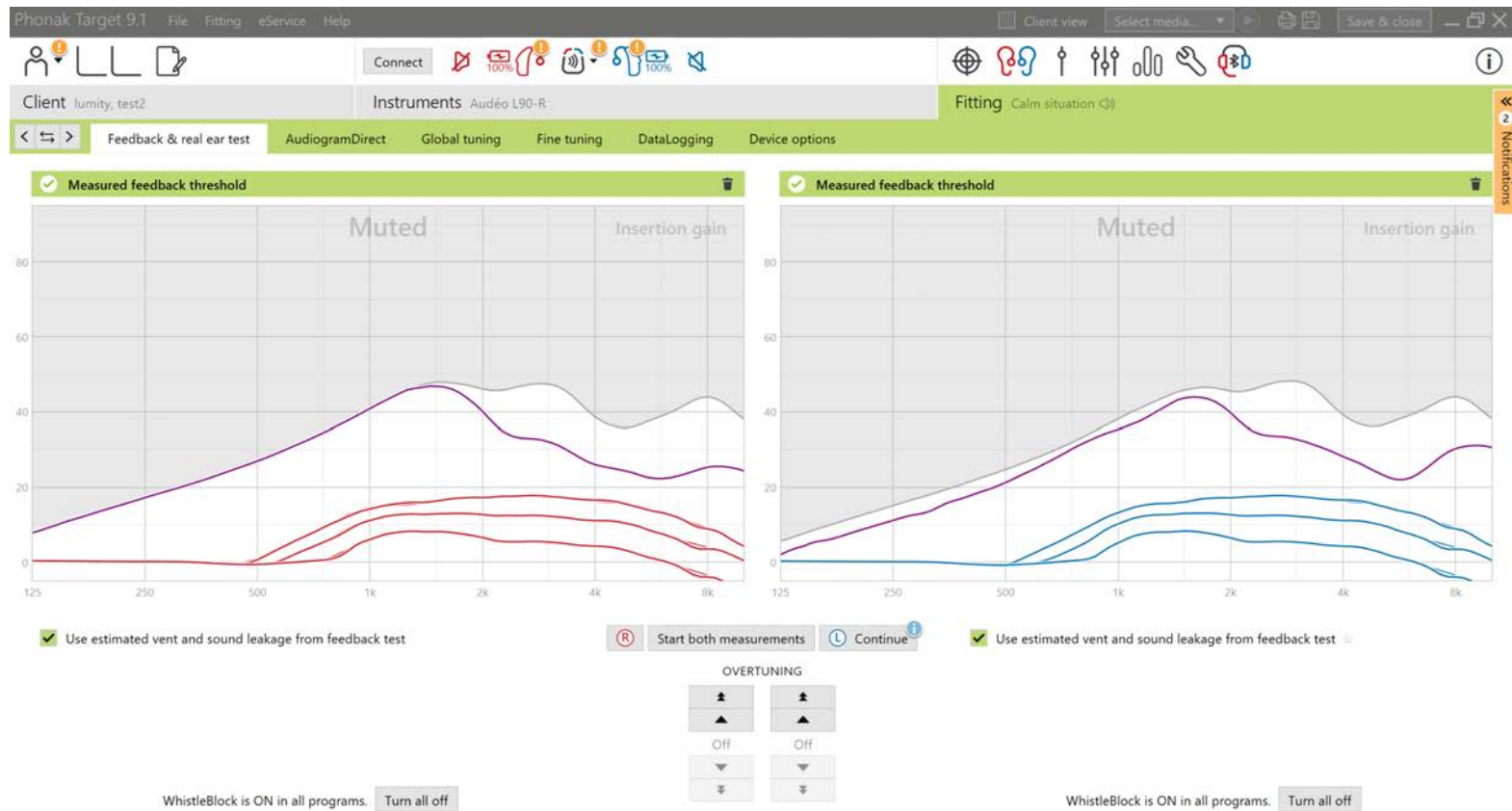
Now you can quickly see which hearing aids are compatible together.

For example: Which hearing aids work with the CROS L-R transmitter?

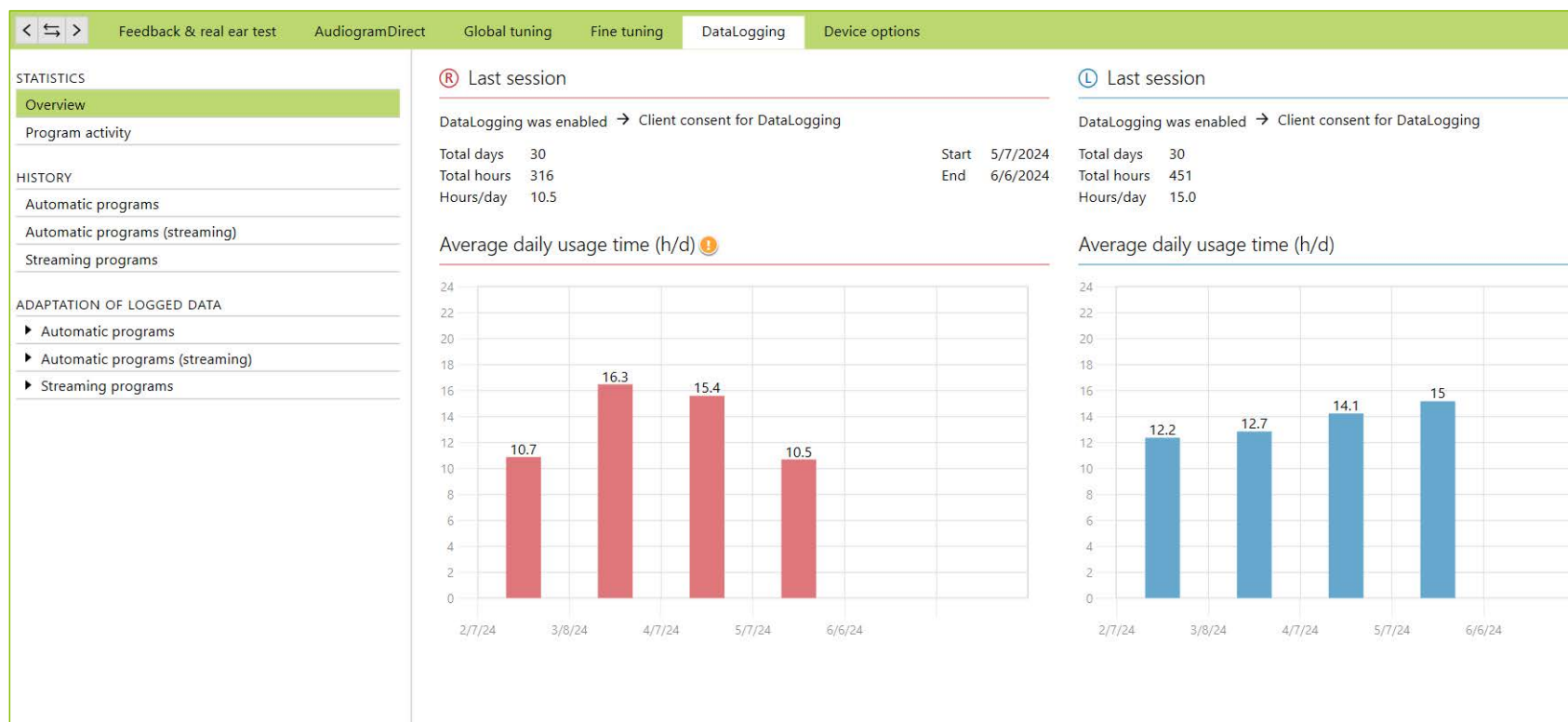


1. Select the device you want to check for compatibility on only the right or left side
2. Click "Compatible"
3. Expand each hearing aid category to view the full list of compatible devices

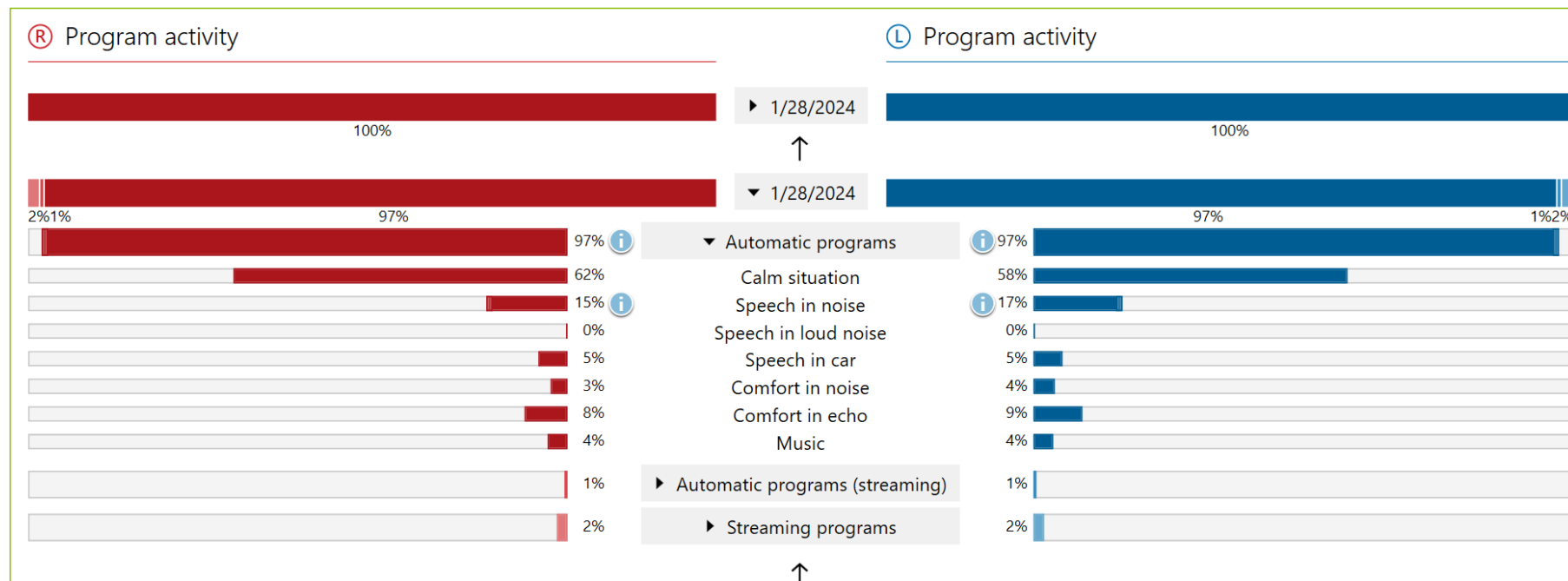
Feedback and Real Ear Test updates



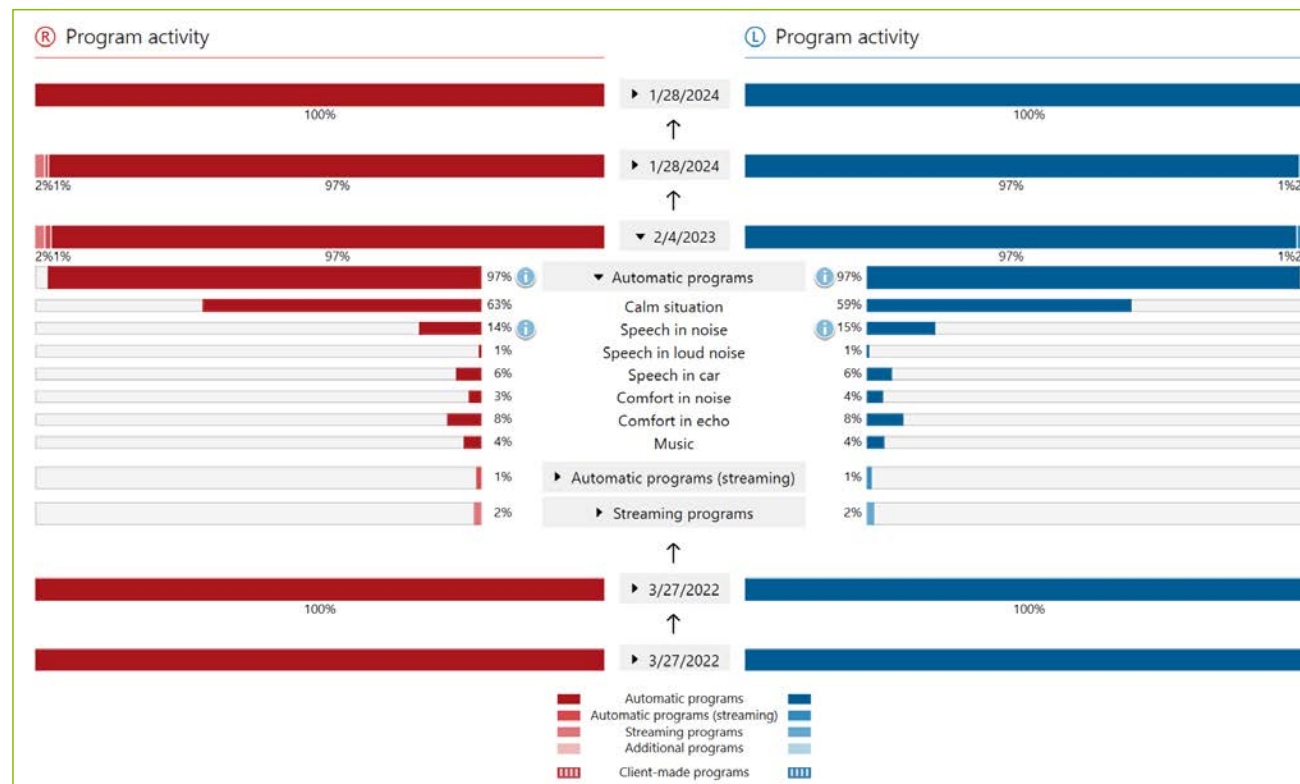
Datalogging – View without connecting to hearing aids



Datalogging – Bolder and easier to visualize



DataLogging – Expand and view up to 5 sessions



Tamper-proof wording

Connect

Tamper-proof solution needed



Sky L90-SP
SN: SN07867817



Sky L90-SP
SN: SN97726043

Based on age, a tamper-proof battery door and hook must be attached to the hearing aid.

Based on age, a tamper-proof battery door and hook must be attached to the hearing aid.

☐ I am aware of the required tamper-proof solutions

Retry

Continue

Cancel

Connect

Tamper-proof solution needed



Sky L90-PR
SN: SN52712300



Sky L90-PR
SN: SN27439179

Based on age, a tamper-proof hook must be attached to the hearing aid.

Based on age, a tamper-proof hook must be attached to the hearing aid.

☐ I am aware of the required tamper-proof solutions

Retry

Continue

Cancel

Packaging Pilot



- Quick User Guide
- Cleaning tools (mini brush and cleaning cloth)
- Hearing aids inside envelopes
- Chargers and cords
- Survey card

Packaging Pilot results

"I love the **new** packaging"



"Phonak is the first and only manufacturer to **listen** to feedback about their packaging and make a meaningful change.

This is **really exciting!**"

"Absolutely **love** the new package as compared to the old packaging"

"I am so excited to get my first order. This changes everything for my small office - I can fit more stock on my shelves but will also make transporting between offices so much easier.

Thank you for listening to our feedback."

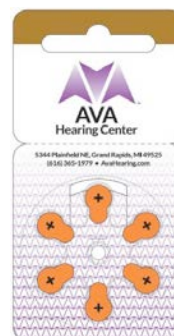
Private Label batteries

Silver



- Customized logo and address in black ink
- Quick turnaround (~5 days)
- Entire order delivered at one time
- Designed for smaller orders
- 20 carton minimum
- No annual commitment

Gold



- Custom logo in up to 4 color print
- Full color high-resolution logo and address
- Basic packaging
- Minimum annual commitment:
 - 500 total cartons
 - 50 cartons per part number
- Annual contract

Platinum



- Highly customizable
- Full color high-resolution logo and address
- Standard packaging
- Customized 5 color print on entire front card
- Minimum annual commitment:
 - 2000 total cartons
 - 200 cartons per part number
- Annual contract

A Lumity solution for all

Audéo

mild to profound



Slim

mild to profound



Naída

mild to profound



Sky

mild to profound



There is a Phonak solution for every patient



Prevention

Phonak Hearing
Protection



**Serenity
Choice**



Detection

Phonak Hearing
Screeners



**Hearing Screener
with dBHL
estimates**



Treatment

Phonak Hearing
Solutions



Audéo



Virto



Naída



CROS



Lyric



Sky



Roger



**Naída & Sky
Link M**



**Target
myPhonak
Remote Support**



GOING BEYOND



with Phonak

PHONAK
life is on



Quality

- Continuous improvements
- Reliable solutions
- Tested to the extreme



Customer Experience

- Feedback-based improvements
- SDS 5.0
- New packaging



Expertise

- Evidence
- Education and Training
- Business solutions



Innovation

- Beyond IP68
- Smart Speech technology
- Award-winning eSolutions



Together,
we change lives .