

Phonak
Designed for your lifestyle



PHONAK

life is on

Frequently asked questions

Q. Are all hearing aids the same?

A. All hearing aids are not the same. There are differences in technology, price, size and results! Your hearing healthcare professional will review the many options with you.

Q. How do I decide which hearing aid is right for me?

A. Most hearing healthcare professionals recommend that you choose the most advanced hearing aid that fits your budget. Generally, the more active you are, the more benefit you will gain from more advanced technology.

Q. Can I try hearing aids before purchasing them?

A. Yes. Ask about a no-obligation product demonstration.

Phonak - an instrument for every need



Completely-in-the-canal (CIC)



Micro behind-the-ear (microBTE)/
Receiver-in-the-canal (RIC)



In-the-canal (ITC)/
Half shell (HS)



Behind-the-ear (BTE)



Full shell (FS)/
In-the-ear (ITE)



Power behind-the-ear
(Power BTE)

Fully Active Lifestyle



You have a fully active lifestyle if you:

- Go to dinner in busy restaurants
- Frequently attend large family functions
- Are active in meetings and other social events
- Lead a busy life inside and outdoors
- Want the best hearing technology available

You need the BEST performance if you:

- Demand the highest level of technology and the most authentic and natural sound quality, automatically
- Prefer improved hearing in every situation, automatically
- Desire to focus on a single voice in a crowd or hear better when the speaker isn't facing you
- Need assistance hearing:
 - in the most challenging listening environments
 - in background noise
 - one-on-one conversation
 - telephone conversations, especially on cell phones
 - the television
- Want small, discrete design
- Would love to hear beautiful music again
- Believe top performance is a key priority
- Desire built-in wireless capabilities

Active Lifestyle



You have an active lifestyle if you:

- Frequently attend group meetings
- Attend small family gatherings
- Are rarely in busy restaurants or large groups
- Want improved hearing in many situations, automatically

You need BETTER performance if you:

- Need excellent sound quality but do not require the top of the line
- Need assistance hearing:
 - in challenging listening environments and meetings
 - one-on-one conversation
 - telephone conversations, especially on cell phones
 - the television
- Want small, discrete design
- Want a high performance hearing aid at a mid-range price
- Desire built-in wireless capabilities

Moderately Active Lifestyle



You have a moderately active lifestyle if you:

- Are usually in quiet environments
- Occasionally attend small meetings
- Want good sound quality and speech understanding

You need GOOD performance if you:

- Want good sound quality in an affordable hearing aid
- Are value-minded but still want some extra features
- Need assistance hearing:
 - one-on-one conversation
 - telephone conversations
 - the television
- Want small, discrete design
- Know budget is a priority
- Desire built-in wireless capabilities

Wireless Technology

Consider Wireless Technology if you:

- Use a hearing instrument, but want to further optimize the following listening situations:
 - using a cell phone
 - watching television
 - conducting a meeting
 - dining in a noisy restaurant
 - changing the settings on your hearing instruments as you prefer
 - improving listening over distances
 - overcoming poor acoustics

Digital Wireless Accessories



iCom



TVLink



PilotOne



myPilot



Phonak Ambra
with FM



SmartLink+

Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

**Interact freely. Communicate with confidence.
Live without limit. Life is on.**

