

# Phonak Naída™ Lumity.

Conversations shine for everyone.





# Conversations shine for everyone

For over 75 years, Phonak has been dedicated to the innovation of power hearing solutions. Phonak Naída Lumity is our latest advancement, accompanying you in the toughest listening situations.

Whether from birth, a decline over time or even by a sudden occurrence, we know that difficulties in maintaining conversations and perceiving emotions can impact your social and emotional well-being.<sup>1</sup>

As a person with hearing loss, you may face unique challenges that prevent you from fully participating in conversations and enjoying meaningful connections with confidence.

At Phonak, we go beyond simply offering the right hearing solutions. We are committed to raising awareness, encourage actions and help you to thrive in all areas of life.

With Naida Lumity, we've built our most powerful hearing solution that is made to be robust and reliable, so that you can embrace all opportunities.

<sup>1</sup> Timmer, B. H. B., Bennett, R. J., Montano, J., Hickson, L., Weinstein, B., Wild, J., Ferguson, M., Holman, J. A., LeBeau, V., & Dyre, L. (in press). Social-emotional well-being and adult hearing loss: Clinical recommendations. *International Journal of Audiology*.

# Navigate conversations with confidence



Learn more about Naída Lumity

When you have a hearing loss, you may spend more effort maintaining awareness of your surroundings than people with normal hearing.<sup>2</sup> That effort can lead to tiredness and a feeling of fatigue at the end of the day. Phonak Naída hearing aids – now featuring state-of-the-art Phonak SmartSpeech™ Technology – are designed to place priority right where you need it: speech understanding in noise and in quiet.

New advanced features allow you to focus more on the speaker and staying aware of what's happening around you, so you can confidently navigate conversations and enjoy the moment.

## Naída and Roger: perfect pair for joyful conversations

When Naída Lumity hearing aids are paired with our Roger™ microphones, a powerful combination is created. Thanks to improved sound quality and clarity, users perceive less listening fatigue and more confidence, independence, social inclusion, engagement and quality of life when using a wireless microphone system like Roger technology.<sup>4</sup>

Research also shows significant improvement of the listening experiences of older adults in challenging communication-based group situations.<sup>4</sup>



<sup>2</sup> Edwards, B. (2016). A Model of Auditory-Cognitive Processing and Relevance to Clinical Applicability. *Ear and Hearing*, 37(suppl.1), 85S-91S. <https://doi.org/10.1097/AUD.0000000000000308>.

<sup>3</sup> Scarinci, Nerina, Nickbakht, Mansoureh, Timmer, Barbra H., Ekberg, Katie, Cheng, Bonnie and Hickson, Louise (2022). A qualitative investigation of clients, significant others, and clinicians' experiences of using wireless microphone systems to manage hearing impairment. *Audiology Research*, 12 (6), 596-619. doi: 10.3390/audiolres12060059.

<sup>4</sup> Ishida, I., Pichora-Fuller, M.K., Dillon Edgett, L., Voss, S.C., Paccioretti, D., Trusler, A., Liu, Y., Cui, E.M., Qian, J. (2022, Aug 10-14). The effect of a remote microphone technology on the group listening experiences of older adults [Conference Poster#CP311]. IHCON 2022 Conference, Tahoe City, CA, United States.



### Speech understanding with Phonak SmartSpeech™ Technology

With SmartSpeech Technology, speech understanding is our top priority, that's why Naída Lumity comes with:

- A new set of advanced features allowing you to focus more on the speaker from the front, side and back\*, so you can confidently navigate conversations
- Artificial intelligence prowess for precise sound identification. Adapted to your surroundings, and scanning 700 times your environment per second to benefit you and your loved ones

### Extra needs, extra functionalities

- T-coil available with Naída L-UP
- Conveniently rechargeable hearing aid with Naída L-PR
- Tinnitus feature with Naída L-PR

\*with SpeechSensor compared to StereoZoom

# Connect with the world around you

Immerse yourself in a world of connectivity with Naida Lumity. With universal connectivity you can connect to a wide range of Bluetooth® enabled devices, and stream your songs and podcasts directly through your hearing aids. Our easy-to-use app on your smartphone, you get access to features and unique personalization options that empower you to take control of your hearing and overall well-being. Embrace the freedom gained in your daily life with effortless hands-free phone conversations.

Since the introduction of our first power hearing aid decades ago, we have continuously developed and maintained a proud history of solutions for clients with a severe to profound hearing loss. We are driven by the aspiration and dedication to help people to have seamless access to every conversation and enjoy every moment.

## Your personalized hearing experience with myPhonak

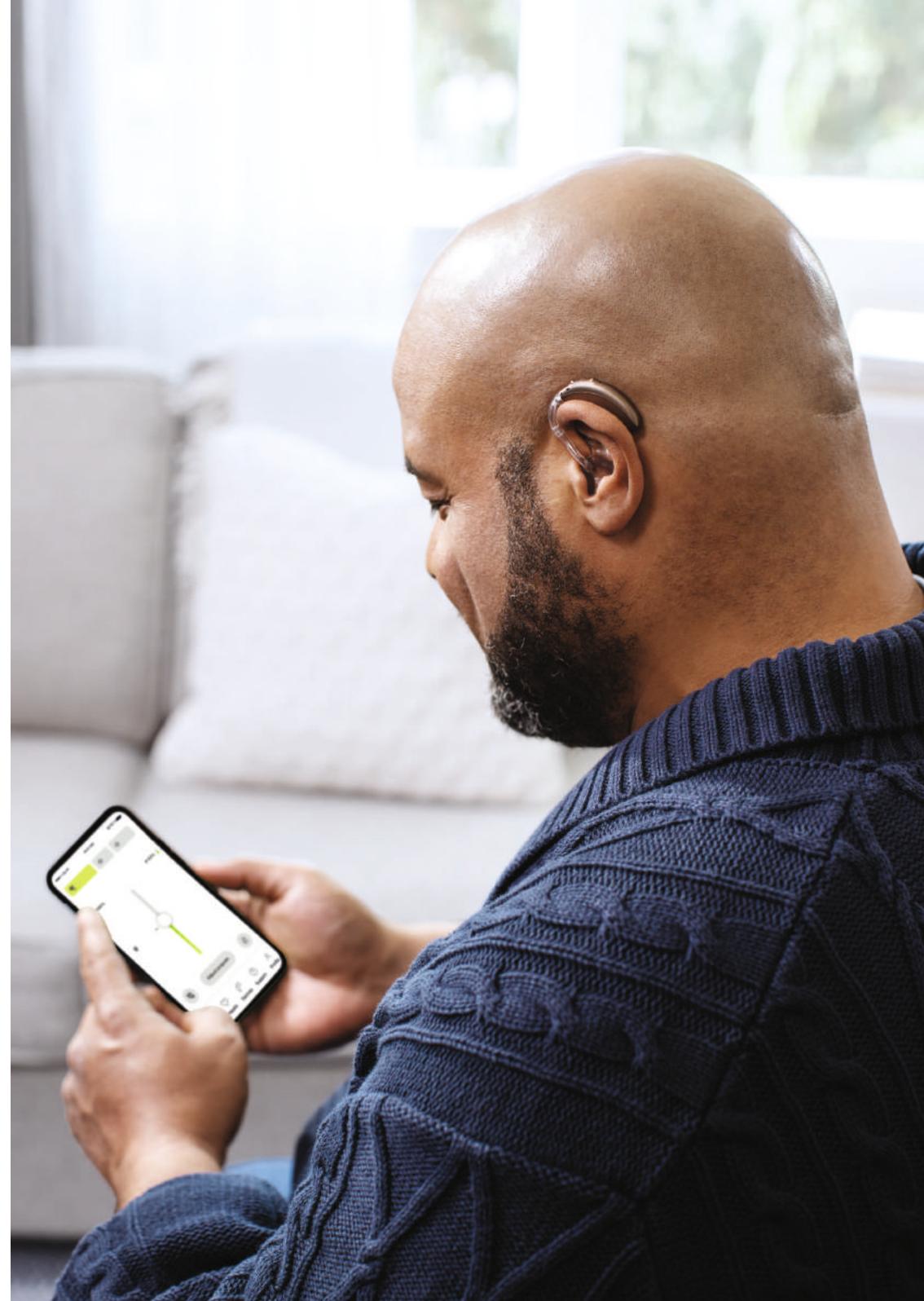
Take control of your hearing aids with myPhonak, our mobile app.

- Remote control functions to personalize your listening experience
- Monitor your well-being, get more health data\* and hearing aid usage
- Get hearing aid care and remote fittings without the need for in-office visits to your hearing care professional
- Get notifications about your next online appointment

\*only for Naida L-PR



Learn more about myPhonak



# Choose your shine



Beige



Sand Beige



Sandalwood



Chestnut



Champagne



Silver Gray



Graphite Gray



Velvet Black



# Power is in our DNA

For over 75 years we have pushed the limits of technology and produced the cutting-edge solutions that accompany you in the toughest hearing situations. Combined with 10 years of Roger technology, we have a long dedication to helping people with hearing loss connecting you with the people around you and your surroundings.

## Interested in connection with others?

We further support your hearing journey with [HearingSuccess.com](https://hearing-success.com). Immediate help to improve your everyday communication is just one click away. You'll find resources, tips, strategies, activities and communities to support you.



Learn more about [hearing-success.com](https://hearing-success.com)



# life is on

Since 1947, Phonak is dedicated to preserving social, emotional and physical life quality by opening new acoustic worlds. We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. Today we offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole.

[www.phonak.com](http://www.phonak.com)



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