

# Phonak Naída Q

Life-changing power





**Interact** • We believe every voice is important. Voices are our connection to the world and allow us to interact with loved ones, friends and the people around us. The clearer we hear, the more we can make ourselves heard.



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## Your voice matters

We have been listening to ensure we fully understand what matters to you.\* Each new generation of hearing aids is based on these insights.

We are proud to present Phonak Naída Q, our state of the art power hearing aids designed to suit your individual lifestyle and hearing needs.

\* MarkeTrak VIII 2010, Kochkin, S.



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## Your life, your soundscape

Wherever you go, whatever you do, you expect to be able to hear and understand with confidence.

We do everything to fulfil your expectations to not only hear but also understand better in practically every situation, no matter how challenging.

The superior technology in Phonak Naída Q products offers a host of unique features designed to enrich the listening experience in your day-to-day life.





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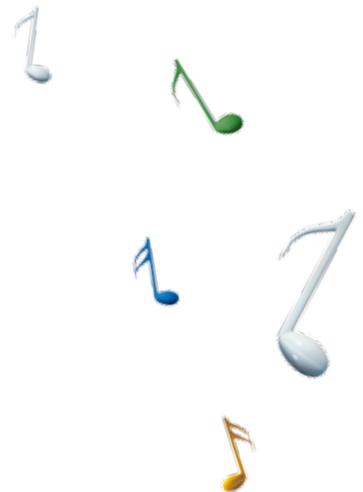
## Understanding everything

Enjoying laughter, children's voices or the subtle sound of rustling leaves under your feet enriches your hearing world. Hearing the nuances of life's soundscapes is part of the joy in rediscovering the pleasures of good hearing.

Phonak Naída Q has unique and proven technologies that will exceed your expectations.

### **SoundRecover – lets you hear and understand new things everyday**

Makes high-pitched sounds such as birds singing, crickets chirping, children's voices and the ring of a doorbell audible again.



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## Understanding everywhere

Phonak Naída Q helps you to hear and understand in even the toughest listening environments.

### **Capturing voices in both ears**

Our unique Binaural VoiceStream Technology™ detects the speech signal and ensures that you can hear it clearly in both ears. This means that you will understand more in more listening situations.



### **Speech in Wind – enjoy conversations even on a windy day**

When wearing hearing aids, wind noise interferes with speech understanding and listening comfort. With the Speech in Wind feature, Naída Q enhances your ability to understand speech well, even when the wind is blowing.\*

### **auto StereoZoom – preserves the single voice you want to hear from a noisy crowd**

When noise reaches a level that makes understanding your conversation partner difficult, auto StereoZoom is automatically activated, allowing you to focus on the voice you want to hear.\*

### **DuoPhone – makes understanding on the phone easy**

As soon as you hold the phone to your ear, the caller's voice is automatically streamed to the other ear. Hearing the conversation in both ears results in superior sound quality and improved understanding.\*

\* Research at the Phonak Hearing Center has shown an increase in speech understanding of up to 40% in wind (Speech in Wind) and 45% in noise (auto StereoZoom). DuoPhone has shown an average improvement of 10% compared to using a dedicated monaural phone program.

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## Understanding with comfort

We know that engaging in conversations wherever you are is a top priority. Hearing comfort however, is just as important.

Phonak Naída Q comes with a host of comfort features that can be set to your individual needs. They effectively eliminate uncomfortable and unwanted sounds whenever they occur.

### **WhistleBlock – for an overall pleasant listening experience**

Eliminates whistling so you can relax and enjoy better hearing.

### **NoiseBlock – for more comfort in noise**

Reduces uncomfortable background noise such as traffic or the constant hum of a ceiling fan without affecting your ability to understand.



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## Designed to suit you

### Design and colors

Phonak Naída Q is the most versatile and high performance power portfolio. It is available in a range of styles, all water and dust resistant for added confidence and enhanced reliability. In addition the Power SlimTube option, if appropriate, significantly enhances cosmetic appeal and wearing comfort.

The Naída Q is available in an attractive color palette. A variety of hair and skin tones, as well as fashion and fun colors, ensures we have something to suit your style.



“When I first put these in, I had an emotional breakdown. I could hear ambulances and firetrucks outside the thick window down the street. I never knew that there was a sound to grass crunching under my feet or the sound that your fingernail can make scratching your head or your pants leg.”

**John E.**, United States

More than 1900 Naída wearers from around the world have shared their experience on [www.1000reasonsforaida.com](http://www.1000reasonsforaida.com), John being one of them.

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## Boost the performance of your hearing aids

Modern hearing aid technology makes hearing and understanding more enjoyable. However, there are still times when an extra boost can be useful.

That's where the Phonak Wireless Communication Portfolio comes in.

**Roger Pen and Roger Clip-On Mic** – these wireless microphones reduce loud background noise and transfer the clear sound of the voice you want to hear directly to your hearing aids.

**Phonak DECT cordless phone** – looks like a regular phone, but is actually much more powerful, transmitting sound to both hearing aids simultaneously, reducing noise and maximizing understanding.

**Phonak ComPilot and RemoteMic** – allows you to enjoy cell phone calls and high clarity multimedia audio. Add Phonak RemoteMic to enhance one-to-one conversations over distance.

**Phonak TVLink S** – turns your Phonak hearing aids into a wireless TV headset with stereo sound quality.

You'll be amazed how much more you can hear in challenging situations.

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## Request the best

Phonak Naída Q comes in a variety of styles and performance levels. It is also compatible with our Phonak Wireless Communication Portfolio. So together with your hearing care professional you can choose the best solution to match your lifestyle and degree of hearing loss.



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# 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.

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

