

Naída S



The pediatric portfolio of
power hearing delight

Enhanced Hearing. Proven Dependability.
Spice Technology.

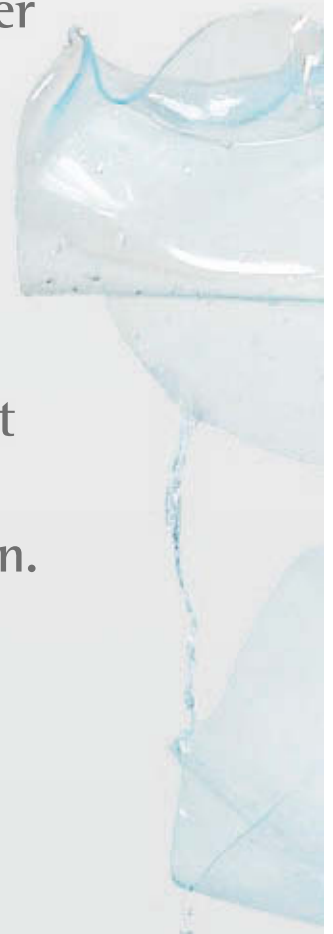
PHONAK

life is on

Phonak is known for its dedication to providing the very best pediatric hearing solutions.

With Naída we revolutionized power hearing instruments by recognizing that children with a moderately-severe to profound hearing loss need the most sophisticated solution rather than mere amplification. Our efforts were widely welcomed and since its introduction Naída has given children of all ages a new lease on listening life.

Breakthrough innovations such as SoundRecover and WaterResistant housings were key to the immediate success of Naída. With Naída S we raise the bar again, bringing children new levels of hearing delight at an age where good hearing is essential for their development. Suitable for children of all ages, and available at three price and performance levels, Naída S is today's leading pediatric power hearing solution.





The foundation of power hearing delight

What's new in Naída S

More hearing, further enhanced

The features that originally made Naída the first choice for pediatric power hearing have been further enhanced. Find out about the new strides made in our most important signature features, SoundRecover and WhistleBlock.

Powerful package of features

Naída S offers a wide selection of features ensuring that the performance of the hearing instrument can be continuously adapted to the child's growing communication needs.

Phonak Target Junior Mode

The original, evidence-based pediatric fitting mode offers everything you need for a truly child-friendly fitting. Now, discover how we have enhanced Junior Mode with a range of exciting new features.

See what others say:

www.1000reasonsfornaida.com

More choices to meet the widest range of needs

Significant hearing loss can vary widely in terms of degree and configuration. That's why Naída S has been designed for versatility, matching each child's individual needs with a choice of hearing solutions. The Naída S portfolio continues the commitment that a Phonak is for everyone, no matter how young.

The power portfolio of hearing delight

The Naída S portfolio accommodates the full spectrum of moderately-severe to profound hearing loss. It offers both the SuperPower (SP) and UltraPower (UP) models in the classic Naída design. Naída S provides comprehensive yet straightforward options and is available in three performance and price levels.

Every child deserves the best and smallest hearing instrument, which makes a size 13 battery housing the most popular choice. However, for children with the most profound hearing loss, a dedicated solution is needed. Naída S UP is the answer. There is more to power hearing than simply numbers on a datasheet. That's why the large receiver in the UP model means more power to meet prescription targets – an essential part of pediatric fittings. In addition, some parents will appreciate the increased battery life of a 675 battery.



IN BRIEF: Naída S is the powerful, versatile solution to help children with significant hearing loss reach their full potential.



More hearing with the highest levels of audibility

Naída S is the new benchmark solution for children with significant hearing loss. The two features that contribute most to its effectiveness are SoundRecover and WhistleBlock, which combine to deliver exceptional audibility.



SoundRecover
Gives more high frequency audibility

Significant hearing loss is associated with poor high frequency hearing. High frequency sounds are crucial for speech, language and many environmental cues. This is where SoundRecover makes a difference. It has fundamentally changed our expectation of what these children can and cannot hear. There have been many publications on SoundRecover, including several that are peer reviewed and provide scientific evidence of its effectiveness.

At present the algorithm expands audibility beyond conventional amplification. The enhanced SoundRecover in Naída S takes this even further. The original bandwidth was 4500 Hz which meant full audibility for practically all hearing losses. The frequency compression bandwidth has been doubled, so that even for the rare occasion when the lowest cut-off frequency is selected, access to frequencies above 8000 Hz is still ensured.



WhistleBlock
First for feedback cancellation

Ideally, the best signal is unprocessed. The reality is that feedback occurs and this is especially true when fitting children with significant hearing loss. Therefore the activation of feedback cancellation is often unavoidable. Some less sophisticated systems introduce artifacts. This is where WhistleBlock wins by suppressing feedback only as and when it occurs, preserving gain. It takes into account the fact that feedback levels will vary in terms of presence and frequency. Enhanced WhistleBlock technology is adaptive and continuously applies just the right amount of suppression for every situation a child experiences.

IN BRIEF: With the enhancements to SoundRecover and WhistleBlock we offer even more hearing to those children who need it most.

More flexibility for the future

With audibility ensured, the next important step is to enable communication even in the most challenging of environments. Children's needs change and their environments expand as they grow. Naída S brings new and enhanced features, which can be of particular benefit for older children.



UltraZoom
Directional microphone
technology reinvented

Directional microphone technology is a proven method of effectively improving speech intelligibility in background noise. UltraZoom is the new adaptive multi-channel beamforming technology, automatically available in SoundFlow or in a manual program. This adaptive beamformer is ideally suited for older children who move from one noisy environment to the next. Sophisticated microphone matching and calibration in UltraZoom ensures optimal long-term performance of the dual-microphone technology.



SoundFlow
For more demanding and
fast-changing environments

Thanks to the increased processing power of the Spice chipset, the second-generation SoundFlow employs a high-definition, multi-dimensional sound classification system. As children grow, their exposure to different environments increases. The enhanced SoundFlow allows for increased accuracy in the identification of subtle changes in the environment, optimizing the feature set for every situation.

IN BRIEF: The future-proof Naída S ensures that the performance of the hearing instrument can be adapted to the child's growing needs.

More dependability in an appealing design

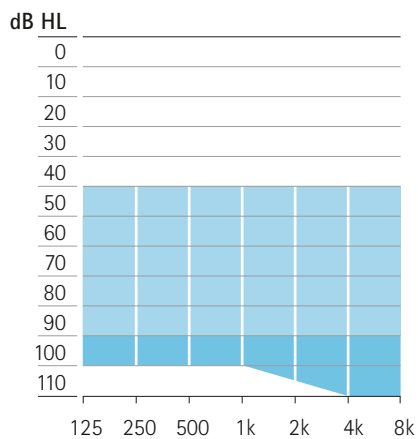
Children being children means that reliability and looks are high on the list. While robustness is always important, for teenagers looks can become a higher priority. Taking this need into account Naída S can now be enhanced with a new acoustic coupling option.

Power SlimTube - cosmetics teenagers will appreciate

Until now power wearers have not benefited from advances in acoustic coupling design, such as the slim tube.

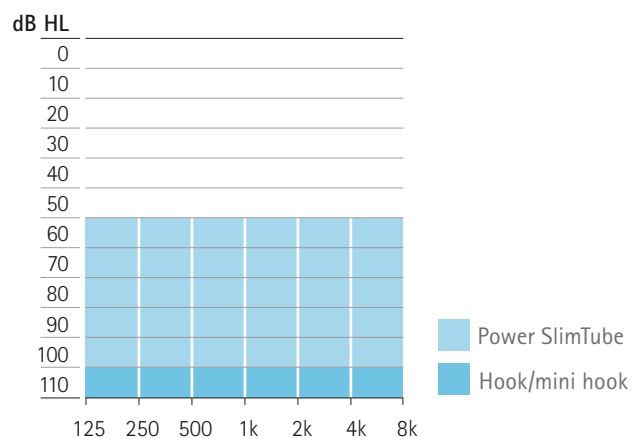
For teenagers with a moderately-severe to severe hearing loss we offer the new Power SlimTube. Fitted with a standard earmold it provides cosmetic advantages while minimizing gain and output loss.

SuperPower Naída S SP



Moderately-severe to profound hearing loss, all audiometric configurations

UltraPower Naída S UP



Severe to profound hearing loss, all audiometric configurations

WaterResistant for dependability, no matter what, where or when

The best test of dependability is in the day-to-day wearing of an instrument and Naída S has the advantage of a housing that has proven it can withstand the test of time. In recent years countless children have enjoyed the dependability and freedom provided by the robust WaterResistant design. The resistance to water and dirt means children can participate in fun activities without compromising their hearing abilities.

IN BRIEF: Naída S combines performance with cosmetics and water resistance for unbeatable levels of dependability.



More wireless freedom with Phonak AccessLine

Enjoying life to the full means having the freedom to connect to the world of communication. Naída S, with its wireless and hands-free solutions, lets a child explore new horizons. Dynamic FM and Bluetooth connectivity are all part of this powerful communication palette.

Dynamic FM bridges the gap

Dynamic FM delivers unrivalled performance at home, in day care or classroom situations, from kindergarten right through to college. The key innovation of Dynamic FM is the Adaptive FM Advantage (AFMA), an algorithm that automatically adjusts the output of the FM receiver to take into account any surrounding ambient noise. A host of user-friendly transmitters are available. While the design-integrated receivers offer optimal cosmetics and water resistance, a universal solution is also available.



Phonak TVLink

The ideal TV experience

Children love TV and this dedicated Phonak TV solution offers an exceptional listening experience. True plug and play and a one-step set-up make it ready to go in less than 60 seconds.



iCom



Full access to the world of communication

Keeping in touch with their environment and leading an active social life means being able to interface with communication and entertainment systems. iCom offers seamless StereoSound connectivity to audio sources such as mobile phones, TV, MP3 players and computers. It can receive input via Bluetooth, audio jack or FM.

IN BRIEF: Together with Naída S, Phonak AccessLine opens up the world of communication and entertainment to children.



One power portfolio that has it all. For everyone.

		Technical Information						Phonak AccessLine																									
		Models	Battery	Ear Simulator		2 cc		Acoustic Coupling			Categories of Hearing Impairment				Accessories			FM Receiver			FM Transmitter												
				Max. Gain	Max. MPO	Max. Gain	Max. MPO	Hook	Mini hook	Power SlimTube	Mild hearing loss	Moderate hearing loss	Severe hearing loss	Profound hearing loss	Phonak PilotOne	myPilot	iCorn	Click'nTalk	Phonak TVLink	iCube	MyLink+	MLxS or MLxi	ML10i	ML11i	AS10	AS11	inspiro	SmartLink+	ZoomLink+	EasyLink+			
	Naída S	SP	13	80	141	75	140	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
	Naída S	UP	675	85	144	82	142	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
	Age Groups*	0-4						Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
	Age Groups*	5-8						Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Age Groups*	9-18						Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes

*Recommended Junior defaults

Naída S Color Overview



		Features																				Phonak CROS							
		Binaural Directionality					Adaptive Intelligence					A Phonak has it all										CROS/BICROS							
		StereoZoom	auto ZoomControl	ZoomControl	DuoPhone	UltraZoom Premium	UltraZoom Advanced	UltraZoom Standard	QuickSync	FlexControl	FlexVolume	SoundFlow Premium 4 programs	SoundFlow Advanced 3 programs	SoundFlow Standard 2 programs	User Preference Learning	SoundRecover	Real Ear Sound	WhistleBlock	NoiseBlock Premium	NoiseBlock Advanced	NoiseBlock Standard	WindBlock	EchoBlock	SoundRelax	WaterResistant	Acoustically Optimized Vent (AOV)	Channels	Manual Programs	Compatibility
Naida S	SP + UP IX	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	20	5	✓	
	SP + UP V		✓			✓					✓		✓			✓			✓							16	4	✓	
	SP + UP III						✓							✓												6	3	✓	
Age Groups*	0-4															✓		✓	✓	✓	✓	✓	✓	✓		✓	✓		
	5-8															✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		
	9-18					✓	✓	✓				✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓



Light Pink

Light Blue

Savannah Beauty

Safari Stripes

Red Transparent

Blue Transparent

Purple Transparent

Pure Transparent

Phonak Target™

More features for your pediatric fittings

Junior Mode was the first dedicated pediatric fitting mode. Junior Mode empowers you to realize the full pediatric potential of Naída S.

Phonak Target™ Junior Mode highlights:

- **Enhanced Junior defaults for teenagers** – A manual telephone program has been added. In addition within the SoundFlow automatic, when in noise, the directional mode is activated.
- **Junior Quick Overview** – At the touch of a button an “at-a-glance” view of the key aspects of the child’s fitting is shown.
- **Audiogram View** – It is now possible to change the audiogram to either SPL or HL, making it ideal for counseling purposes.
- **Junior Mode Reminder** – An information alert prompts the professional to switch to the age appropriate Junior Mode as the child grows older.
- **Fully Customizable** – The junior defaults can be customized to suit individual fitting philosophies.
- **Easy access to the Junior Reports** – A broad selection of customizable, printable Junior Reports are accessible with just one click. Reports are tailored to the specific needs of various readers, including the child, parent, teacher or other caregiver.



IN BRIEF: Phonak Target™ Junior Mode facilitates the fitting and counseling process for a truly child-friendly fitting.

Naída S, empowering children
to achieve their full potential

More choice to meet individual hearing needs

More hearing with the highest levels of audibility

More flexibility for the future

More dependability in an appealing design

More wireless freedom

More features for your pediatric fitting

Naída S, the portfolio of power hearing delight



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.phonakpro.com

See what others say:
www.1000reasonsfornaida.com