

CONNECT WITH THE  
MOMENTS YOU LOVE



NAÍDA CI M



ADVANCED  
BIONICS

POWERFUL CONNECTIONS



# POWERFUL CONNECTIONS START HERE

Life is full of amazing moments. Moments that inspire, exhilarate, and connect, and you want to actively enjoy all of life's moments. For over 25 years, **Advanced Bionics** has been the cochlear implant innovation leader. Now, in partnership with **Phonak**, one of the world's leading providers of hearing aid solutions, we are introducing our most advanced cochlear implant yet—**Naída™ CI M sound processor**.

Leveraging the power of Phonak's **Marvel Platform**, Naída CI M offers you a customisable hearing solution that is designed specifically for your unique needs, whether that's at work, at play, or while travelling.

With Naída CI M, we welcome you to a world of powerful connections, today and into the future.

NAÍDA CI M



# THE NAÍDA CI M SOUND PROCESSOR DESIGNED WITH YOU IN MIND

Naída CI M is a part of an innovative, advanced cochlear implant system that delivers a brilliant hearing experience. This means powerful sound and excellent hearing in any environment, along with flexibility and durability that allows you to meet all of life's adventures head-on.

Naída CI M offers a wide variety of features designed to improve hearing across all listening situations using AutoSense OS™ 3.0 operating system and direct streaming from a multitude of devices. Rest assured—every aspect of the system is designed to be seamlessly operated, providing you the ultimate ease of use.



## Microphones

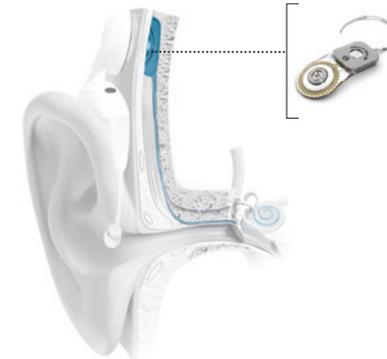
A series of microphones on the headpiece and processor capture sounds and deliver them to the sound processor.

## Sound processor

Sitting on the ear, the sound processor analyses sounds and sends them on to the implant, via the headpiece.

## Headpiece

The headpiece magnetically connects to the internal cochlear implant and is fully removable.



## Implant

Internally, the HiRes™ Ultra 3D cochlear implant and electrode array receive the processed signal and stimulate the cochlear nerve. These signals travel to the brain where they will be interpreted as sound. The implant is compatible with an MRI, which means that, should you ever need an MRI scan, the implant will not need to be removed.

## Accessories

For unique environments such as the swimming pool, noisy restaurants, or meetings, there are a variety of accessories designed to help you hear your best and be at the center of the conversation.



## DESIGNED FOR LIFE. DESIGNED FOR YOU.

With work, family time, exercise and a packed social calendar, your days often fill up fast. Many of the things you love most involve demanding listening situations. And regardless of where you are or what you're doing, you always want to hear your best.

Naída CI M is designed around you and your busy lifestyle. Its diverse feature set gives you peace of mind, so that in any situation, you'll get the effortless, powerful hearing experience you desire. So fill up your calendar. Pursue your passions. And allow Naída CI M to help you enjoy life to the fullest.

### Working out

Whether you get your workout at the pool or at the park, our waterproof features ensure that you hear your best without having to worry about moisture or sweat damaging your devices. So you can listen to your favourite workout playlist while getting your morning laps in.



### On the go

Taking public transport, going for a drive, or taking a flight? Our advanced sound processing features keep challenging background noises at a comfortable level, so you can be a part of the conversation while on the go.



### Staying connected

Staying connected with friends and family today means lots of voice and/or video calls. Regardless of the phone you use, our built-in Bluetooth® connectivity means you can take the calls hands-free, and stream the conversation directly to your ears.

### At work or in social settings

Group meetings and conference calls at work, and busy social gatherings can make for challenging listening environments. RogerDirect™ feature means there's no need for extra equipment attached to your sound processor. You can use your favourite Roger transmitter to place you at the center of the conversation.



### A night out on the town

Naída CI M's advanced directional microphone technology, coupled with the M T-Mic™ microphone, allows you to hear the conversation with the people in front of you while suppressing annoying background noise from beside and behind you.



### Relaxing at home

When you're ready to wind down the night with your favourite TV show, Naída CI M's compatibility with Airstream technology means you have the option to stream TV audio to your ears at your preferred volume, without bothering those watching with you.



# CONNECT WITH THE MOMENTS YOU LOVE

Sound connects us. It helps immerse us in our world and lets us build strong relationships with the ones we love. Our connections inspire us, enliven us.

Live for these moments with Naída CI M, a user-friendly, advanced sound processor that is integrated with the latest advancements from Phonak, the Marvel platform. Designed for the way you live, any way you live, so hearing is effortless and uniquely yours.

Naída CI M is designed for the moments that matter most. It offers:

-  **POWERFUL HEARING EXPERIENCE**
-  **EFFORTLESS COMFORT AND CONVENIENCE**
-  **ULTIMATE EASE OF USE**



## POWERFUL HEARING EXPERIENCE

Immersing yourself in the sounds of a day at the beach. Catching up with friends and family at a lively dinner table. Enjoying a relaxed moment reading a book with your child or grandchild. These are the moments we live for; these are the moments that keep us connected to our world.

To make the most of life's amazing moments, you want your best hearing experience, all day everyday—at home, at work, with friends or family, or when enjoying your favourite activities. Naída CI M offers you a powerful hearing experience with excellent sound quality in a variety of situations and with built-in connectivity solutions.

### Designed for all your listening needs.

The acoustics and sounds in the office differ greatly from a walk in the park or dinner at a restaurant. To get the most out of every setting, you need a hearing solution that is built to deliver clear, rich sound in any listening situation.

**AutoSense OS 3.0** gives you a powerful hearing experience by providing automatic access to a variety of features which customise sound based on your environment. This means you're hearing your best every moment, every day, no matter where life takes you.



### Integration with Phonak Marvel delivers powerful performance.

Phonak Marvel is the breakthrough technology platform from the industry leader in hearing technologies. In Naída CI M, the exciting benefits of Marvel and trusted Advanced Bionics sound processing are integrated as one, delivering excellent sound quality and performance like never before.

### Built-in connectivity means living in the moment.

Connections play an important part in our lives. We're always looking for ways to stay connected—to our family and friends, our favourite music and shows, and to the sounds around us.

Unlike any other cochlear implant platform, Naída CI M offers the ability to stream calls and audio directly from virtually every smartphone and Bluetooth-enabled device. Our Phonak RogerDirect technology boosts your hearing performance in challenging listening situations, without extra devices attached to the sound processor. This means you can be at the center of the conversation in noisy social settings or meetings at work, and directly connect to your favourite entertainment at home or on the go.



#### Roger™ Technology

Use Roger in challenging listening situations such as busy restaurants or video conferences to boost your hearing performance.



## EFFORTLESS COMFORT AND CONVENIENCE

For all your adventures, you should have a hearing solution that fits seamlessly into your life, allowing you to pursue your passions and live life to the fullest.

Our sound processor and headpiece are designed for a comfortable, secure, and discreet fit. Because the last thing you should be focused on when getting ready for laps in the pool, or lacing up your shoes for a walk, is the comfort and security of your device. With Naída CI M, you can focus on what matters most—enjoying the activities you love.

### A comfortable and secure fit.

You'll be wearing your device nearly around the clock. This calls for both a sound processor and headpiece that are comfortable, discreet, and which won't interfere with your favourite activities. This allows you to enjoy what you're hearing, without worrying about your device.



#### Contoured Design

The unique design of the battery at the bottom of the processor curves against the contour of the ear, keeping the device secure and conveniently tucked away.



#### Slim Headpiece

Naída CI M features an all-new, slim headpiece which offers comfort and convenience. With a low profile, it stays out of the way so you can enjoy an active lifestyle.

### Go ahead, dive in.

So many of our favourite activities take place in active settings—swimming, gardening, sports, and exercise classes. Our **waterproof battery** gives you the same great hearing while you enjoy even the most rugged activities, all while providing secure, worry-free wearing. And AB's **AquaMic™** headpieces are the world's only waterproof sound processor microphones. This lets you enjoy an intense workout or pool party, keeping you a part of the conversation in either setting.



## ULTIMATE EASE OF USE

You should be able to wake up, put on your sound processor and get right into your day, knowing that you'll be hearing your best without having to make adjustments to your processor. To meet your needs, Naída CI M is a sophisticated, technologically advanced processor that is intuitive to use.

Our AutoSense OS 3.0 is designed to handle adjustments as you move from one listening environment to another, and the AB Remote app allows you to ensure your volume, program, and more, are just the way you like them.

### Automatically senses and adapts to every situation.

Your daily schedule can get busy. And the last thing you want is to be worried about adjusting your processor when you move from a meeting to a social setting or workout.

To get the most out of every situation, **AutoSense OS 3.0** uses artificial intelligence (AI) to sense the sound and setting you are in and makes the appropriate adjustments instantly. This is designed for better performance in noise, and also to eliminate the need for manual adjustments, allowing you to move throughout your day without worrying about your sound processor.

### Fully integrated wireless connectivity.

Life today is about connections, and that's only becoming more important as technology advances. With Naída CI M, you can enjoy simple, effortless wireless connectivity to all your favourite devices.

Once connected, you can experience excellent hearing in the workplace, enhanced sound of your favourite shows and music, and direct connections with family and friends over the phone or on video chat. The integration of Bluetooth and Phonak Roger accessories means that navigating these connections is easy and intuitive.



#### Increase in smartphone adoption\*

77% of adults 50+ use their smartphone to stay connected



#### Streaming content on tablets is becoming widespread\*

70% of adults 50+ stream video and/or programming on their tablets

### AB Remote app: For better control.

Being able to easily control your sound processor means you'll always get the best sound possible. Our **AB Remote app** makes this easy and discreet by providing you convenient management of all your hearing devices on one smartphone.



\*AARP Research 2020. Older Adults Keep Pace on Tech Usage. Retrieved from <https://www.aarp.org/research/topics/technology/info-2019/2020-technology-trends-older-americans.html>

## CUSTOMISABLE CONFIGURATIONS TO MEET YOUR EVERY NEED.

At Advanced Bionics, we're working every day to ensure that your unique hearing needs are met. Together with Phonak, we're part of the largest and most innovative hearing company dedicated to delivering solutions for patients with every type and degree of hearing loss.

If you use a cochlear implant and a hearing aid, you can have a **Naída CI M** on one ear and a **Phonak Naída™ Link M** hearing aid on the other. This customised approach is designed to ensure both devices will process sounds in the same way. Together, they provide consistent sound experiences and excellent speech understanding, unlike having a hearing aid and a cochlear implant that are not designed to work together.

For a hearing solution designed around your unique needs, make the clear choice. Choose the power of Advanced Bionics and Phonak.



## The two-ear solution designed to work together

For individuals with some hearing in one ear, wearing the right hearing aid helps them to hear even better than with a CI alone. Wearing a Naída Link M together with Naída CI M gives you a consistent sound impression between ears, and allows you to adjust both devices with a single control.



## A PARTNER FOR YOUR HEARING SUCCESS

Advanced Bionics recognises that this is a life-long journey—one on which we'll accompany you every step of the way. That's why choosing AB and Phonak means you'll have a hearing partner that will never stop looking for ways to ensure you can enjoy a life filled with sound.

**HearingSuccess resources** can help you identify your hearing needs, set goals, and get support. Stay up to date on the latest developments in technology by utilising powerful tools and resources that can assist with your HearingSuccess.

## SoundSuccess Rehabilitation Resource

Communicating with confidence takes practice. **SoundSuccess™ rehabilitation resource** is an online, interactive program where you can practice listening to everyday language and conversations in the comfort of your own home. It is designed to improve:

- Confidence using your hearing technology
- Ease of understanding different speakers
- Ease of listening in noisy environments

Visit [HearingSuccess.com](https://www.hearingsuccess.com) to access *SoundSuccess* and discover other resources to help you achieve your hearing goals.

Visit [AdvancedBionics.com/blog](https://www.advancedbionics.com/blog) to read stories written by CI wearers about their hearing journeys, and helpful articles on hearing loss and cochlear implant technology.



## Talk to someone who's been there

You are not alone. There's a vibrant community of individuals who are thriving with cochlear implants from AB. You can directly connect with another cochlear implant wearer. Contact us if you are interested in connecting to a mentor to learn more about their hearing journey, who can assist you in navigating the process of choosing and living with cochlear implants. For more information email, [hear-uk@AdvancedBionics.com](mailto:hear-uk@AdvancedBionics.com).

# IMPROVING HEARING CONNECTING LIVES

At Advanced Bionics, we believe everyone can live without the limitations of hearing loss. That's why we're excited to offer Naída CI M, the most flexible, innovative, and patient-centric cochlear implant sound processor available today.

Naída CI M matches the best Advanced Bionics and Phonak technology and services with your specific needs to best improve your hearing. Because when you hear your best, you can fully connect with the world of sound around you. It's as simple—and life changing—as that.

All around the world, tens of thousands have already benefited from our cochlear implants.

Visit us at [AdvancedBionics.com](https://www.advancedbionics.com) and start your journey to better hearing today.



## ABOUT ADVANCED BIONICS

From the beginning, Advanced Bionics was founded on the principle of innovation for better hearing. Our commitment to putting patients first and providing the best possible hearing performance remains at the forefront of what we do.

AB main offices, including research, engineering and manufacturing facilities, are located near Los Angeles, California, while our international headquarters are based near Zurich, Switzerland. Our local AB office and Customer Services team are based in Cambridge whilst our logistics team is based in Warrington. Since 2009 we are part of Sonova, the world leader of hearing care solutions: with origins in 1947, the Sonova group is present in over 100 countries over the globe and has more than 14,000 dedicated employees.

We are driven by the success of the people who choose Advanced Bionics, and are honoured to have the opportunity to help those with hearing loss enjoy a life without limitations.

### Connect with us.

Join us at an event near you, AB hosts regular **Communicate with Success** events across the country and online. This is your opportunity to meet with an Advanced Bionics Consumer Specialist and find out if cochlear implants are right for you, learn more about AB technology and accessories with hands-on demonstrations, understand how to get the most from your AB processor, and discuss what resources and support is available to you. To find an event near you or find out when the next online event is, visit [AdvancedBionics.com/uk-events](https://AdvancedBionics.com/uk-events) or email [hear-uk@advancedbionics.com](mailto:hear-uk@advancedbionics.com)



Scan the QR code to learn more about our new products or visit us at [AdvancedBionics.com/NaídaCIM](https://AdvancedBionics.com/NaídaCIM)



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\*Not all colours and sizes are available in all markets.

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