

CONNECT WITH THE MOMENTS  
YOU LOVE WITH MARVEL



NAÍDA CI MARVEL



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 30 years, **Advanced Bionics** has been the cochlear implant innovation leader. In partnership with **Phonak**, one of the world's leading providers of hearing aid solutions, we present our most advanced system yet—**Naída™ CI Marvel**.

Leveraging the power of Phonak's **Marvel Platform**, Naída CI Marvel 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 Marvel, we welcome you to a world of powerful connections, today and into the future.

NAÍDA CI MARVEL



# THE NAÍDA CI MARVEL 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

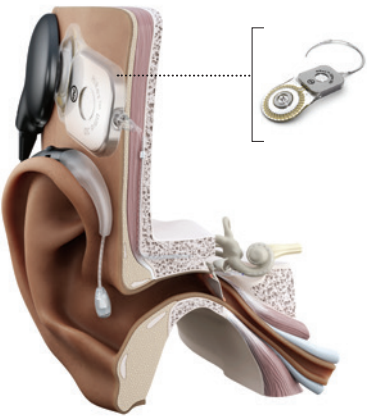
Our cochlear implant system collects sound with one or more microphones, helping you hear the full range of sound. Even as low as a whisper!

## Sound processor

Our sound processors filter sound signals to make hearing easier.

## Headpiece

The headpiece sends the sound signal from the sound processor to the implant underneath the skin. It is designed to be lightweight and comfortable.



## Implant

The HiRes Ultra 3D cochlear implant and electrode array sends filtered sound signals to your hearing nerve; to help you understand speech and enjoy music.<sup>1</sup>

*Did you know:* Our implant is compatible with an MRI. This means that should you ever need an MRI scan, our implant makes this process hassle free.

## 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.



1. Osberger MJ, Quick A, Arnold L, Boyle P. (2010) Music benefits with HiRes Fidelity 120 sound processing. Cochlea Implants International 11(S1): 351-354.

# MARVEL AT THE POSSIBILITIES

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 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.



## Meeting with your audiologist

Hard to find time for a trip to your hearing care professional? Remote Programming allows you to have virtual appointments from your smartphone or tablet. You can even get your CI settings adjusted without a visit to the clinic.



## 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, as well as 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 WITH MARVEL

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 Marvel is designed for the moments that matter most. It offers:

-  **POWERFUL HEARING EXPERIENCES**
-  **UNIVERSAL BLUETOOTH CONNECTIVITY**
-  **MARVEL FROM EAR TO EAR**



## POWERFUL HEARING EXPERIENCES

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.

### 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.



### Integrated Roger.

Marvel CI is the only sound processor with integrated Phonak Roger technology. Our RogerDirect boosts your hearing performance in challenging listening situations, without extra devices attached to the sound processor. This means you can be at the centre of the conversation in noisy social settings or meetings at work, and directly connect to your favourite entertainment at home or on the go.

### Go ahead, dive in.

So many of our favourite activities take place in active settings—swimming, gardening, sports, and exercise classes. Marvel is rated as the most rugged and most waterproof CI sound processor.<sup>1</sup> 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, while remaining a part of the conversation in either setting.



1. Data on file: D000033020



## UNIVERSAL BLUETOOTH CONNECTIVITY

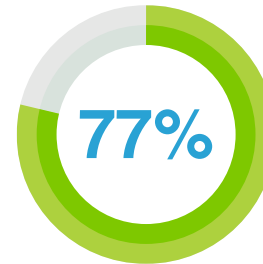
Bluetooth-enabled devices are everywhere and with them comes effortless joy and convenience. At work or at play, a seamless, real-time wireless Bluetooth connection is more than just freedom from your hearing loss.

From streaming from your smart TV to playing music on your smartphone and countless applications in between, Marvel is your ability to connect with the people, places, and things in your world without limitations.

### Marvel is the only universally connected CI processor.

Unlike any other cochlear implant platform, Naída CI Marvel offers the ability to stream calls and audio directly from virtually every smartphone and Bluetooth-enabled device.

Marvel CI's unique on-board mic feature uses the microphones on your Marvel to pick up your voice during phone calls. The combination of integrated Bluetooth streaming and on-board mics turns your Marvel CI into a headset.



#### 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 programmes on their tablets

### Virtually meet your hearing care professionals.

You've got things to do and places to be. To make taking care of your hearing health easier, AB Remote Support app lets you virtually meet your hearing care professionals from the comfort and convenience of your own home.

Through the video chat, you can discuss your progress and get your questions answered. Your hearing care provider can even adjust your Marvel CI programme settings, virtually, and in real time. Only Marvel CI offers the ability for you to receive full CI programming without a trip to the clinic, bringing a new way for you to hear better sooner.



\*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>

# MARVEL FROM EAR TO EAR

Whether you're hearing in stereo again, or for the first time, the right solution can be life-changing. Each moment feels more complete with two devices that let you hear from both sides. Marvel offers the only linked two-ear CI solutions, and the only CI solution with a CROS. These provide richer and clearer sound quality and a more natural 360-degree hearing experience. Ask your hearing care professional which solution is right for you.

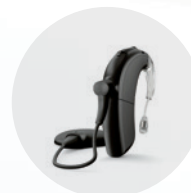
## Three reasons to go with AB two-ear hearing

- 1 Superior speech understanding**  
with AB's two-ear technology<sup>1,2</sup>
- 2 Reduced listening effort and fatigue**  
with AB's linked two-ear technology<sup>1,3</sup>
- 3 Better hearing with CROS + AB CI**  
no matter where sound is coming from<sup>4,5</sup>



## Introducing linked two-ear solutions for all.

No matter what your level of hearing loss, Marvel has a flexible solution to help you thrive in a world of sound. AB partners with our sister company Phonak to offer three options for hearing from both sides, including Marvel CI + CROS.



### Marvel CI + Marvel CI

The ultimate stereo solution for those with severe to profound hearing loss in both ears.



### Marvel CI + Link M Hearing Aid

This linked solution may be right for those with some hearing in one ear.



### Marvel CI + CROS

For those who can only use one CI and need more support, this is the newest surround sound solution that seamlessly transfers all sounds to the Marvel CI.

- Findlen, U. & Agrawal, S. (2023, June). Classifier-based Noise Management Technology Helps Children with Cochlear Implants Listen in Noise. Podium and poster presentation at the American Cochlear Implant Alliance Annual Meeting, Dallas, TX.
- Buechner, A., Bardt, M., Kliesch, S., & Brendel, M. (2022, May). Influence of Automatic Scene Classification Systems in Hearing Devices on Speech Perception in Real-life Situations. Poster presented at the American Cochlear Implant Alliance Annual Meeting, Washington, DC.
- Hornsby, B., Huang, H., Sohail, H., Gifford, R., Ricketts, T.A. & Picou, E.M. (2023, March). Effort and fatigue while listening: sustained speech-processing with cochlear implants. Poster presented at the American Auditory Society Annual Meeting, Scottsdale, AZ.
- Dorman, M. F., Cook Natale, S., & Agrawal, S. (2018). The Value of Unilateral CIs, CI-CROS and Bilateral CIs, with and without Beamformer Microphones, for Speech Understanding in a Simulation of a Restaurant Environment. *Audiology & neuro-otology*, 23(5), 270–276. <https://doi.org/10.1159/000493844>
- Dwyer, R.T., Kessler, D., Butera, I. M., & Gifford, R. H. (2019). Contralateral Routing of Signal Yields Significant Speech in Noise Benefit for Unilateral Cochlear Implant Recipients. *Journal of the American Academy of Audiology*, 30(3), 235–242. <https://doi.org/10.3766/jaaa.17117>

## 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 an intelligent processor that is intuitive to use.

Marvel CI is rated as the most flexible cochlear implant system.<sup>1</sup> 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, programme, 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.



## 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.



1. Data on file: D000033020

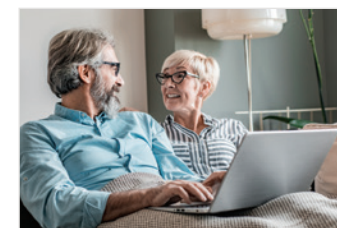
## A PARTNER FOR YOUR HEARING SUCCESS

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**, 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 hearing success.



Learn



Practice



Connect

Visit [HearingSuccess.com](https://www.hearingsuccess.com) to access and discover 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.



### Connect with us.

Your AB Support and Community team are friendly and knowledgeable and are available to talk to anyone or any families who are considering a cochlear implant, or who need advice on technology, accessories, features, or listening practice resources. To book a one to one meeting with one of the Support and Community team at a time that's convenient for you, email [hear-uk@advancedbionics.com](mailto:hear-uk@advancedbionics.com) or visit [AdvancedBionics.com/CWS121](https://www.advancedbionics.com/CWS121) to check availability and book your own meeting.

We also host regular online Communicate with Success (CWS) group events to support anyone considering a cochlear implant and cochlear implant wearers and their families/ caregivers. To find out when the next online event is, visit [AdvancedBionics.com/uk-events](https://www.advancedbionics.com/uk-events) or email [hear-uk@advancedbionics.com](mailto:hear-uk@advancedbionics.com)

### Talk to someone who's been there.

Our friendly community of volunteers create warm, inviting spaces where you feel accepted and understood. Our AB community mentors are here to support you throughout your hearing journey – in person, online or by text. Email us today at [hear-uk@advancedbionics.com](mailto:hear-uk@advancedbionics.com) to be connected to people with lived experience of hearing loss and life with cochlear implants.

# WHATEVER REACHES YOUR HEART CAN ALSO REACH YOUR EARS

For over 30 years, Advanced Bionics has been innovating hearing healthcare, and we stay inspired by outcomes that get better year after year. We provide life-changing hearing results because we believe that well-hearing is well-being.

When partnering with AB, your whole life experience matters, not just how well you can hear. Our goal is to remove the limitations of hearing loss so you can connect with others, and your environment, on a deeper level, and experience every moment more completely.

Our innovative Marvel family of products for two-ear hearing includes the most effortless, convenient, and effective cochlear implant solutions available today. By combining the best Advanced Bionics and Phonak technologies, accessories, and services, we can meet your hearing needs and how you live your life.

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



## 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.



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