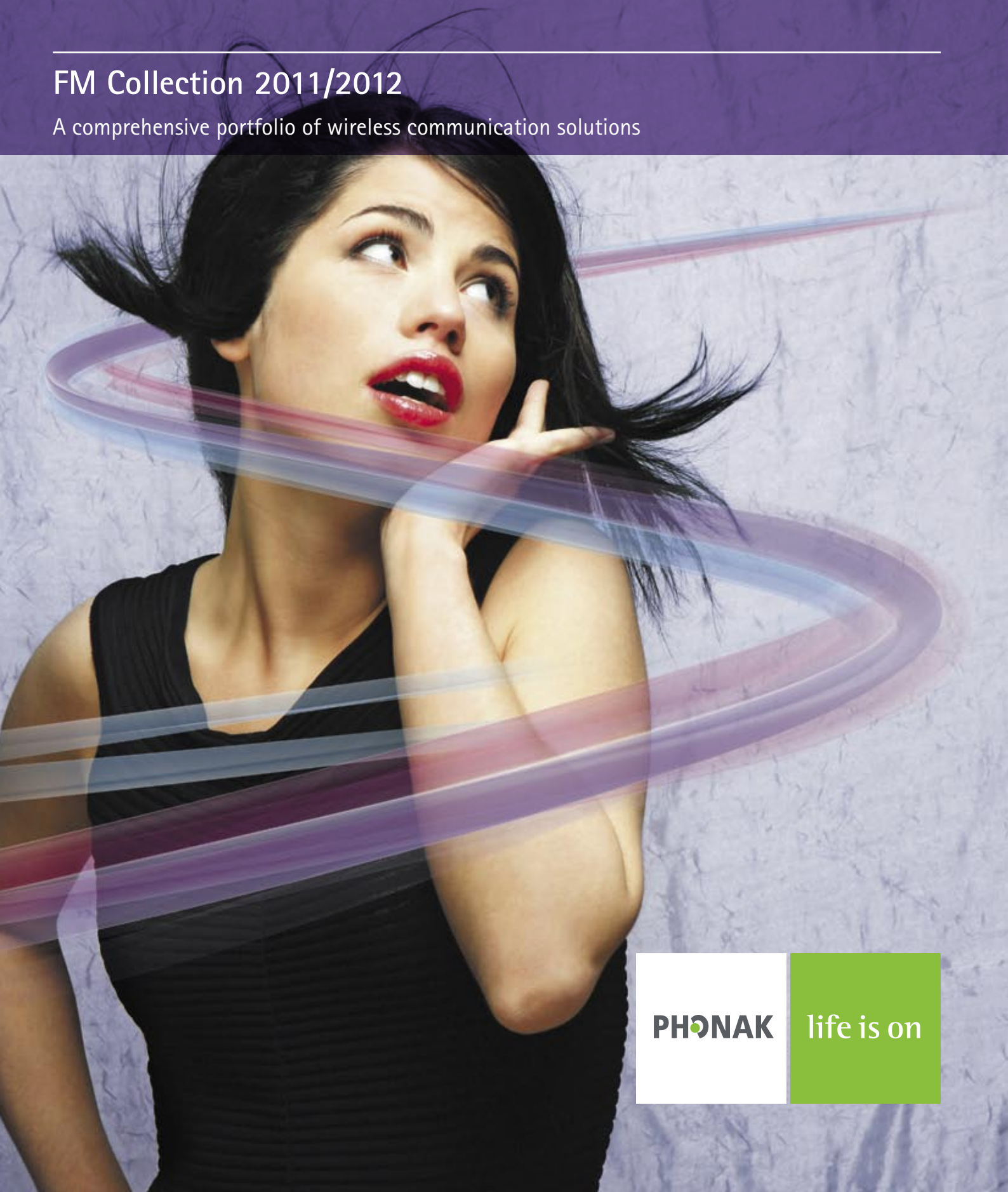


FM Collection 2011/2012

A comprehensive portfolio of wireless communication solutions



PHONAK

life is on





FM Collection

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20 reasons to choose Dynamic FM

- 1 Significantly better SNR's than any other FM system, including digital FM systems
- 2 Widest choice of transmitters for all ages, lifestyles, communication needs and budgets
- 3 Design-integrated ear-level Dynamic FM receivers offer sleek æsthetic appeal
- 4 Compatibility with hearing instruments, all cochlear implants and Baha's
- 5 Compatible with custom products, either via MyLink+ or iCom & MLxi
- 6 Solutions for listeners with normal hearing thresholds (iSense)
- 7 Unique MultiTalker Network for hassle-free no-noise group discussions with passaround microphone
- 8 Unique Voice Activity Detector for optimized listening comfort
- 9 Full connectivity via Bluetooth and/or audio input
- 10 DataLogging FM for enhanced user support
- 11 Receivers can be automatically synchronized with WallPilot
- 12 Unique FM SuccessWare with optional fitting and equipment database
- 13 Remote programming and troubleshooting with WebFit FM function
- 14 Fully compatible with Dynamic SoundField
- 15 Peer-reviewed scientific publications document Dynamic FM's benefits
- 16 Access to the world's most experienced support and service team
- 17 Dynamic FM is today's global standard in FM systems
- 18 Over 15 years of experience in developing miniaturized ear-level FM solutions
- 19 Miniaturized Dynamic FM receivers are by far the smallest on the market
- 20 But most of all: intelligibility, intelligibility, intelligibility!

FM online

Check out our movies at
www.YouTube.com/PhonakFM



Like us at
www.facebook.com/PhonakPediatric



Follow us on
www.twitter.com/PhonakFM



Learn more about Dynamic SoundField
www.DynamicSoundField.com

Your online comprehensive FM support tool for schools
www.eSchoolDesk.com

Learn how to configure Phonak FM systems with
different hearing instruments and/or cochlear implants
www.phonak.com/FM_configurator

Your online FM knowledge base
www.FMeLibrary.com

Your online FM counseling support tool
www.FMCounselWare.com

Learn more about iSense
www.iSense.Phonak.com



Dynamic FM transmitters

- 1 **inspiro** is an award-winning Dynamic FM transmitter that is ideally suited to the needs of both regular and special school teachers.
- 2 **DynaMic** Designed to enable every listener to enjoy every classroom discussion, DynaMic is a durable handheld microphone that incorporates Dynamic FM technology. It is designed exclusively for MultiTalker Network use with **inspiro**, including as part of the Dynamic SoundField system.
- 3 **SmartLink+** This sleek and easy-to-use Dynamic FM transmitter is the ultimate wireless microphone. Designed for users who demand nothing but the best, SmartLink+ features Bluetooth connectivity for effective mobile phone and MP3 player use, a hearing instrument remote control, three intelligent microphone beam settings (SuperZoom, Zoom and Omni) Phonak's SoftLanding technology and a useful audio input that allows users to plug in and enjoy TV, PC and other media devices wirelessly.
- 4 **ZoomLink+** This versatile Dynamic FM wireless microphone features adaptive FM advantage (AFMA) technology for listening in noisy environments, three microphone beam settings, SoftLanding technology, an audio input for wireless multimedia use, and a quick-charging battery.
- 5 **EasyLink+** Ultra-simple to understand and use, the EasyLink+ is an effective, single-button Dynamic FM microphone that is suitable for users of every age. With just one press for On/Off switching and a fixed microphone setting (configurable by a hearing professional), EasyLink+ offers all the crystal-clear performance benefits of Dynamic FM.



Dynamic FM transmitter features

	SmartLink+	ZoomLink+	EasyLink+	inspiro DISCOVER DYNAMIC FM	DynaMic
					
	SmartLink+ is the FM transmitter for those who want nothing less than the very best.	ZoomLink+ is the FM transmitter for those who know what they want.	EasyLink+ is the FM transmitter that is easiest to operate.	inspiro a Dynamic FM transmitter for teachers and suitable for use in both regular and special schools.	DynaMic is the passaround microphone for the Multi-Talker Network with inspiro.
Dynamic Speech Extractor*	■	■	■	■	■
Monitoring*				■	
DataLogging FM				■	
ChannelFinder*				■	
SoundCheck				■	
MultiTalker Network				■	■
Automatic Scan	■			■	
Direct Frequency Synchronization	■	■	■	■	■
Frequency change	■	■	■	■	■
Fast battery charging	■	■	■	■	■
Connect to TV, radio, computer (audio input)	■	■	■	■	■
Connect to analog telephone network	■	■	■		
KeyPad lock	■			■	
Choice of microphone settings (Omni, Zoom, SuperZoom)	■	■	■**		
Remote control for selected Phonak hearing instruments	■				
Bluetooth for use with cellphones and MP3 players	■				
iLapel				■	
EasyBoom microphone				■	
MM8	■	■	■		

* In combination with Dynamic FM receiver.

** Configuration carried out by hearing professional.

Choose the right Dynamic FM transmitter

	SmartLink+	ZoomLink+	EasyLink+	inspiro DISCOVER DYNAMIC FM	DynaMic
					
	SmartLink+ is the FM transmitter for those who want nothing less than the very best.	ZoomLink+ is the FM transmitter for those who know what they want.	EasyLink+ is the FM transmitter that is easiest to operate.	inspiro a Dynamic FM transmitter for teachers and suitable for use in both regular and special schools.	DynaMic is the passaround microphone for the Multi-Talker Network with inspiro.
Target groups					
Teenagers	■	■			
Students	■	■			
Business people	■				
Elderly people	■	■	■		
Children in school				■	■
Children at home	■			■	
Suitable for					
Remote controlling selected Phonak hearing instruments	■				
Bluetooth mobile phone use	■				
Bluetooth MP3 use (A2DP*)	■				
Other Bluetooth devices using headset profile or A2DP	■				
Situations that require multiple microphone settings	■	■	**		
Meeting and conferences	■	■			
Face-to-face conversation	■	■	■	■	
Watching TV	■	■	■	■	
Listening to music	■	■	■	■	
GPS analog audio signal pick-up	■	■	■	■	
Notebook audio signal pick-up	■	■	■	■	
Classroom use				■	■
Multiple speakers in a classroom				■	■
Dynamic SoundField				■	■

* A2DP is a Bluetooth profile for streaming audio, such as from a MP3 player to headphones. SmartLink+ supports the A2DP profile.

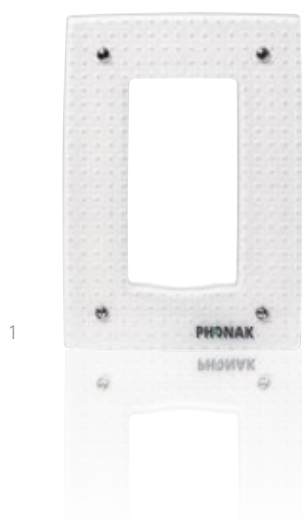
** Configuration carried out by hearing professional.

FM accessories

- 1 **WallPilot** This picture frame style device performs Automatic Frequency Synchronization (AFS) to ensure that the FM receivers of students entering the room are automatically set to the correct frequency. WallPilot is compatible with all Phonak's multi-frequency and Dynamic FM receivers.
- 2 **FM SuccessWare** is Phonak's proprietary FM software. Designed for use with Phonak's FM transmitters and receivers, this software is PC-compatible and offers frequency management, the fine-tuning of FM products, equipment management and reporting. It also includes a DataLogging FM analyzer and WebFitFM for remote programming and troubleshooting. FM SuccessWare is free and automatically updated via the internet.

3 **iLapel** A lapel-worn microphone featuring directional multi-microphone technology. Specially developed to complement **inspiro's** advanced audiological features, iLapel is a universal microphone for everybody.

4 **EasyBoom** An ultra-light and comfortable directional boom microphone. EasyBoom can be worn on either ear and adjusts easily to fit all ear and head sizes.



Dynamic FM receivers

Universal receivers



MLxi is a universal Dynamic FM receiver. Compatible with virtually all hearing instrument brands and types, it offers unparalleled ease of operation and is simply a case of plug and listen. Featuring totally automatic DPAI management, it also eliminates the need for any form of verification.



MyLink+ is a cost-effective body-worn Dynamic FM receiver featuring an inductive neckloop. Recommended for teenagers and adults, it is also now available with a shorter neckloop for younger users.

Design-integrated receivers for Phonak hearing instruments



ML13i is a tiny Dynamic FM receiver for Phonak BTE hearing instruments that use a 13 battery. It offers all the benefits of Dynamic FM technology and can be attached or removed with just a single pin.



ML12i is a miniature Dynamic FM receiver for use with Phonak micro BTE hearing instruments that use a 13 battery.



ML11i is a miniature Dynamic FM receiver for SuperPower hearing instruments that use a 13 battery.



ML10i is a tiny Dynamic FM receiver for Phonak UltraPower hearing instruments that use a 675 battery.



ML9i is an attractive Dynamic FM receiver that is compatible with many Phonak BTE hearing instruments that use a 13 battery.

Hearing from all directions



CROSLink enables significantly improved communication when one ear is unaidable. It satisfies CROS needs when the other ear is normal, or BiCROS needs when the better ear is impaired. CROSLink is universally compatible with all BTE's that feature an audio input.

Receiver for (near to) normal hearing users



iSense Micro is a beautiful, sleek, state-of-the-art FM receiver based on Dynamic FM, the new global FM standard from Phonak. Its miniaturized and high-tech design makes the iSense Micro the ideal product for customers who demand a discreet but stylish solution.



iSense Classic is a flexible, state-of-the-art FM receiver which also includes Dynamic FM, the new global FM standard from Phonak. iSense Classic can be worn in several ways: like an MP3 player, lavalier style or in-the-pocket. A thin cable brings the signal directly to the listener's ears.

Receivers for CI users



ML14i The ML14i is a miniature, design-integrated Dynamic FM receiver for use with Cochlear's Nucleus 5 Sound processor.



MicroLink Freedom is a Classic FM receiver that connects users of Cochlear's Nucleus Freedom to wireless excellence. MicroLink Freedom can be synchronized either automatically or manually and is compatible with all Phonak transmitters.



MicroLink CI S with MLxi has a plug-in connection for the MLxi receiver. This enables universal FM use with all compatible speech processors.



Designed to offer the ultimate in performance, **MLxi Baha** has the same functionalities as MLxi, but incorporates a small connector for Cochlear's Intenso, Divino and Compact Baha instruments.

Choose the right Dynamic FM receiver



Hearing Instrument	MLxi*	ML13i	ML12i	ML11i	ML10i	ML9i	MyLink+**	Audio Shoe	iCom***
Phonak Spice Generation	Naida S SuperPower	■		■			■	AS11	■
	Naida S UltraPower	■			■		■	AS10	■
	Phonak Ambra microM							–	■
	Phonak Ambra microP	■	■				■	AS13	■
	Phonak Ambra SP	■	■				■	AS13	■
	Phonak Solana microM							–	■
	Phonak Solana microP	■	■				■	AS13	■
	Phonak Solana SP	■	■				■	AS13	■
	Phonak Cassia microM							–	■
	Phonak Cassia microP	■	■				■	AS13	■
	Phonak Cassia SP	■	■				■	AS13	■
	Audéo S Smart							–	■
	Audéo S Yes							–	■
CORE Generation	Nios micro	■	■				■	AS12	■
	Naida SP	■			■		■	AS11	■
	Naida SP Junior	■			■		■	AS11	■
	Naida UP	■			■		■	AS10	■
	Naida UP Junior	■			■		■	AS10	■
	Exélia Art micro	■	■				■	AS12	■
	Exélia Art M/P/SP	■				■	■	AS9	■
	Versáta Art micro	■	■				■	AS12	■
	Versáta Art M/P/SP	■				■	■	AS9	■
	Certéna Art micro	■	■				■	AS12	■
	Certéna Art M/P/SP	■				■	■	AS9	■
	Milo Plus SP	■			■		■	AS11	
	Milo Plus UP	■			■		■	AS10	
	Milo SP	■			■		■	AS11	
	Milo UP	■			■		■	AS10	
	OK! Plus M	■			■		■	AS11	
	OK! Plus SP	■			■		■	AS11	
	OK! Plus UP	■			■		■	AS10	
	Audéo Smart							–	■
	Audéo Yes							–	■

* MLxi can also be used with the majority of BTE hearing instruments produced by other manufacturers.

** MyLink+ can also be used with BTE and ITE hearing instruments produced by other manufacturers, provided these feature a T-Coil.
MyLink+ is now also available with a short loop.

*** MLxi required.

Choose the right Dynamic FM receiver for cochlear implant and Baha models



Cochlear Implant / Baha Model	MLxi	ML14i	MicroLink Freedom****	MicroLink CI S with MLxi or MicroMLxS	MyLink+**	MLxi Baha
Advanced Bionics						
Harmony / Auria	■*				■	
Clarion CII BTE / S serie / 1.2***				■		
Platinum BTE / Bodyworn***				■		
Cochlear / Nucleus*						
Nucleus® 5	■*	■			■	
Nucleus® Freedom™ (BTE)			■		■	
Nucleus® Freedom™ (body-worn controller)	■*				■	
ESPrnt 3G BTE	■*				■	
ESPrnt / SPrint				■		
Cochlear / Baha***						
Baha BP100	■				■	
Baha Divino / Intenso / Compact						■
Med-EL						
Opus 2	■*				■	
DUET 2***				■	■	
TEMPO+ / Opus 1 / DUET 1***				■		
MXM						
Saphyr®	■				■	
digisonic Digi SP 'K, bodyworn / Digi SP BTE	■					

* FM adaptor needed

** The orientation of the T-Coil in the speech processor, and interference from electrical appliances nearby, may compromise the excellent sound quality of MyLink+.

*** Special cables with color tags are needed to connect the MicroLink CI S to the various CI models – please check on www.phonak.com/fm_configurator.

**** Design-integrated Classic FM receiver.

Dynamic FM

Superior performance over non-dynamic FM systems confirmed by scientific studies

- Various studies have been published comparing Dynamic FM with non-dynamic FM systems
- Studies involved listeners with hearing instruments, cochlear implants or listeners with normal hearing thresholds and without amplification
- Most studies involved both children and adults
- All comparative studies showed a huge and significant improvement for Dynamic FM over non-dynamic FM systems
- A study comparing a non-dynamic non-Phonak digital FM system with Phonak's Dynamic FM system also showed much better speech understanding in noise with Dynamic FM

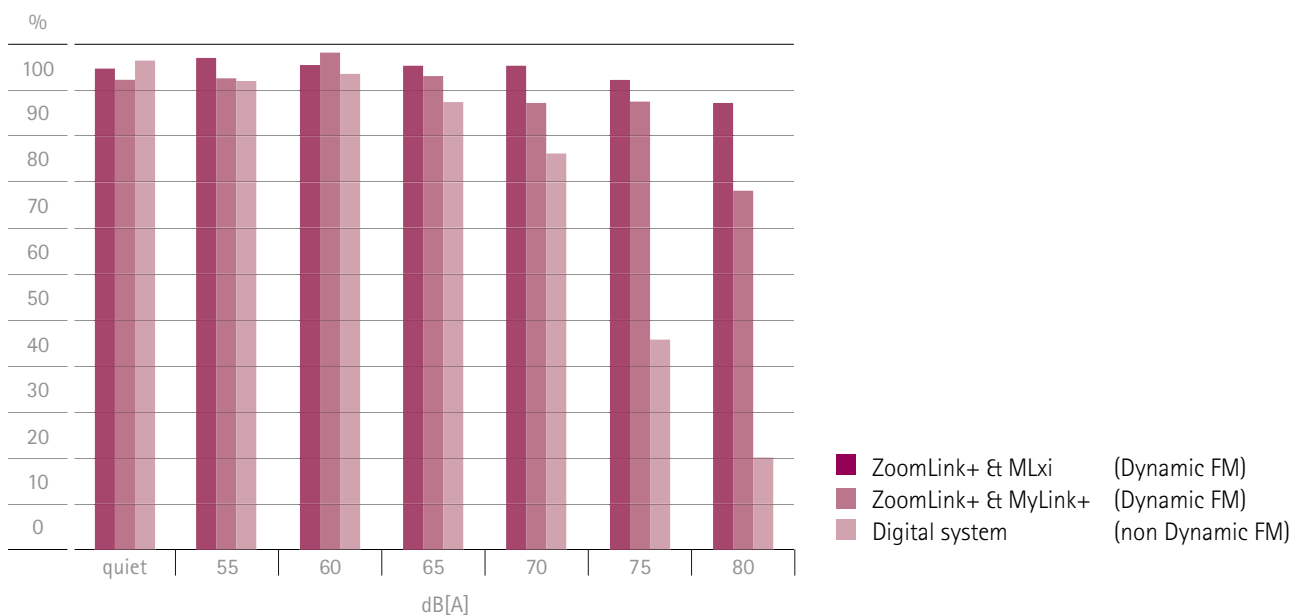


Figure 1. Speech recognition results using different technology options. Different background noise levels are indicated on the horizontal axis (in dB[A]). Dynamic FM (dark red bars for MLxi and red bars for MyLink+) gives better performance in increasing background noise than the non-Phonak digital FM system (light red bars).

References Field Study News. "Digital or Dynamic FM? Which gives better speech understanding in noise?" Downloadable from www.phonakpro.com | Linda Thibodeau. Benefits of Adaptive FM Systems on Speech Recognition in Noise for Listeners Who Use Hearing Aids. American Journal of Audiology, Vol. 19, 36–45, 2010. | Jace Wolfe, Erin C. Schafer, Benjamin Heldner, Hans Milder, Emily Ward, Brandon Vincent. Evaluation of Speech Recognition in Noise with Cochlear Implants and Dynamic FM. J Am Acad Audiol 20:409–421, 2009. | G. Rance, L. A. Corben, E. Du Bourg, A. King And M. B. Delatycki. Successful Treatment of Auditory Perceptual Disorder in Individuals with Friedreich Ataxia. Neuroscience 171, 552–555, 2010.

Ensuring FM fitting success: tips for the hearing professional

The process of fitting FM systems is slightly different to that of fitting hearing instruments. The following tips should ensure your patients receive the maximum benefit from FM technology.

Identify

Asymmetric losses in the pure tone audiogram, poor speech discrimination in the speech audiogram, and poor speech in noise results are all signs that suggest FM could help a patient. Dissatisfaction with hearing instruments in situations where FM may help (such as conversation in noise or over distance) and a willingness to try out other solutions characterize the adult FM candidate.

Introduce

Following the intake, if it seems FM technology may be a suitable "fit" then be sure to discuss this from the start, alongside your discussion of hearing instruments.

Explain

It helps to explain to an FM candidate what problems can be solved with hearing instruments and which problems only FM can remedy. Make a direct link between your patient's daily communication problems and the benefits FM offers.

Involve

Involve your patient's partner, children and/or significant others as much as possible when introducing FM. Explain to everyone how the system works and demonstrate how it can be a helpful family solution. Give communication advice; for instance, explain to the partner that the restrictions the hearing loss brings can only be solved with FM and that cooperation and support is required from them.

Demonstrate

Demonstrate FM systems in an easy to understand manner. Give the end-user and their partner the chance to familiarize themselves with the equipment. Run a live demonstration in which the partner talks into the FM microphone; create some distance between the couple, prevent lip-reading and switch between FM and no FM for clear and immediate understanding of FM's effect.

Assign

Give the new FM user and their partner homework assignments, in which their FM usage is developed step-by-step, then intensified and expanded. Use Phonak's "Step by Step FM Workbook" for this.



FM marketing tools

The following range of targeted marketing tools is available from your nearest Phonak representative.

- 1 **"SmartLink+/MyLink+ display unit"** This counter-top display is designed to showcase a working version of Phonak's top-of-the-range SmartLink+ Dynamic FM transmitter and accompanying MyLink+ neck-worn receiver. Includes space for one end-user leaflet.
- 2 **"Introducing FM brochures"** These two introductory guides are designed for customers who are new to FM technology and describe the situations in which FM can help. "Children hear better with FM" (left) is aimed at parents and teachers, while "Hear Better With FM" is targeted towards teenagers and adults.
- 3 **"SmartLink+ movie"** This short marketing film promotes Phonak's top-of-the-range SmartLink+ Dynamic FM transmitter.
- 4 **"End-user leaflets"** These succinct pre-sales leaflets for end users detail the benefits offered by Dynamic FM products such as MyLink+, SmartLink+, ZoomLink+ and EasyLink+.
- 5 **"iSense brochures"** These promote Phonak's iSense product, which is designed for people with normal hearing who have difficulty identifying and understanding speech in noise (such as those with ADHD, APD, Autism Spectrum Disorder etc.).
- 6 **"FM for CI recipients"** This brochure introduces the benefits of Dynamic FM technology to recipients of cochlear implants made by Advanced Bionics.
- 7 **"After-sales/trial"** Our popular "Step by Step FM Workbook" is designed to help new users learn their way around their personal FM systems. It is also useful when trialing FM technology.



2



3



7



4



5



6



Dynamic SoundField

A new era in classroom amplification

Why soundfield matters

For the best possible learning experience children must be able to hear the teacher's voice clearly in class, but unfortunately this is not always possible. Factors such as classroom noise, the distance between teacher and students, and challenging classroom acoustics can make understanding the teacher difficult, even for children with normal hearing.

For teachers meanwhile, noisy classrooms mean raising the voice to be heard, which in turn often leads to vocal strain, hoarseness and in the case of temporary voice loss, time off work.

These reasons are why soundfield technology was born; to clearly amplify the teacher's voice and, in doing so, help students to hear and understand directions more easily.

This amplification approach has been scientifically proven to improve student performance and the vocal health of the teacher, meaning less teacher sick days as a result.

Proven soundfield benefits*



- Children's listening and learning skills improve
- Less teacher repetition required
- Enhanced class instruction and management
- Less vocal strain for teachers

* The MARRS Project: Mainstream Amplification Resource Room Study – <http://www.classroomhearing.org/research/marrsStudy.html>

The Dynamic Difference

Phonak's scientists, engineers and audiologists designed our Dynamic SoundField system to address each of today's problem issues and to be 100% future-proof. The outcome is a digital system that helps students hear the teacher's voice more easily than ever before, that teachers love due to its ease of use, and that audiologists appreciate for its outstanding sound quality and instant FM compatibility.

Dynamic SoundField features

Unique "line source" loudspeaker unit

A multiple loudspeaker "array" offers high directionality and creates far less problematic reverberation than any other existing soundfield system. It covers the classroom area with a clean, high-quality signal, using just one loudspeaker per class, to help students hear the teacher comfortably wherever they are sat.



Fully automated settings

With Dynamic SoundField teachers do not need to monitor or adjust frequency settings and volume levels. The system automatically measures the room's actual noise level and optimizes its own settings to provide optimal signal-to-noise ratios (SNRs) – integrating the acoustical expertise previously found only in textbooks into the world's first intelligent soundfield product anyone can use. Just plug in, turn on and teach.

Exclusive built-in FM compatibility

Dynamic SoundField's **inspiro** transmitter can be used to broadcast in one of three modes: Dynamic SoundField mode, Dynamic FM mode, or Phonak's exclusive Dynamic SoundField & Dynamic FM mode.

Intelligent frequency hopping

An ingenious new way of automatic hopping frequencies eliminates interference issues, allowing Dynamic Soundfield to happily coexist alongside a school's WiFi and Bluetooth networks. Classrooms do not need a specific allocated channel, pairing is easy, and there is usually no limit to the number of Dynamic SoundField systems that can be installed in one school building.

Reassuringly future-ready

Dynamic SoundField is 100% future-proof. Both the **inspiro** transmitter and loudspeaker unit feature USB connectors, through which firmware updates can be downloaded via an internet connected computer. This ensures users benefit from new features as soon as they are released.





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.**