

Hearing aids assist.
Hearing implants empower.



Reconnect to a world of sound.



When you live with hearing loss, you're not simply missing out on sounds. You're missing out on life.

Conversations become difficult. Music becomes less enjoyable. And belly laughs blend into background noise. It's time to get back the sounds you've been missing. A hearing implant may not only help you hear again, it can reconnect you to the life you love.

Hearing implants are different than hearing aids.

While hearing aids help many people, they simply amplify sounds. Unfortunately, as hearing loss progresses, sounds need to not only be made louder, they need to be made clearer. *Hearing implants can give you that clarity.*

With Cochlear, there are even more possibilities for a lifetime of hearing. Cochlear has hearing implant solutions for many types of hearing loss, including high frequency hearing loss, moderate to profound sensorineural hearing loss, conductive hearing loss, mixed hearing loss and single-sided deafness. As you learn more about the Hybrid™ Hearing System, Nucleus® Cochlear™ Implant System, and Baha® Systems, keep in mind your Hearing Implant Specialist will identify which hearing implant is right for you.

Over the years, hearing implants have helped thousands of people like you hear again. Once more, you may be able to hear your children's laughter, engage with friends at a dinner party and participate in meetings at work.

Is a hearing implant right for you?



Right now you're probably feeling hope. Hope that a hearing implant may finally be the solution you've been waiting for. And hope that you may finally be able to hear more clearly again.

Ask yourself the following questions to determine if a hearing implant may be right for you.

Do you struggle to hearing conversations, ask people to repeat themselves in a noisy restaurant, or even in a quiet room?

Do you depend on your spouse or lip-reading to understand a conversation?

Do you avoid social activities because you don't know what's being said?

Are you exhausted at the end of the day from trying to communicate?

Do you only hear from one ear?

Do you have malformed or chronically draining ears?

Are you having a hard time keeping up at work?

Is it hard for you to talk on the phone?

If you answered yes to any of these questions, don't wait to start living your life to the fullest again. Schedule an appointment with a Hearing Implant Specialist and learn if a hearing implant is right for you.

Are you struggling with high-frequency hearing loss?

High-frequency sounds are important because they allow you to distinguish words and detect emotion. Without them, the low sounds merge together, making what you actually do hear jumbled and difficult to comprehend.

Cochlear Hybrid™ Hearing restores access to the high-frequency hearing you are missing and enhances the low-frequency hearing you have. The result is a more complete and fulfilling hearing experience allowing you to hear better in noisy environments and understand speech more clearly. With Hybrid Hearing you can engage in conversations and enjoy the company of friends and family without straining to hear them speak.



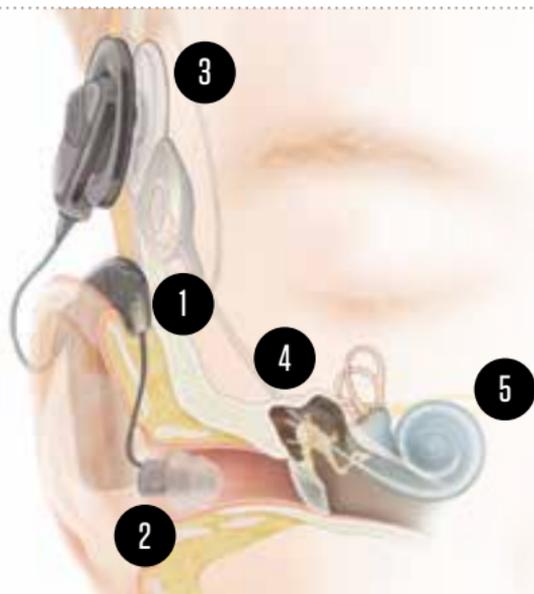
Cochlear Implants

Hearing Aids

Cochlear Nucleus Hybrid Implant System

*Combining the sophistication of a cochlear implant
with the amplification benefits of a hearing aid.*

How Hybrid Hearing works



-
- [1] Microphones on the Nucleus 6 Sound Processor pick up the sounds you're missing and convert them into digital information.
 - [2] At the same time, when using Hybrid Hearing, the acoustic component amplifies the sounds you do hear and sends them through the ear canal in the normal pathway of hearing.
 - [3] The missing sound information is transferred through the coil to the Nucleus Hybrid Implant just under the skin.
 - [4] The Nucleus Hybrid Implant sends electrical signals down the electrode into the cochlea.
 - [5] The hearing nerve fibers in the cochlea pick up the signals, combine with the amplified sounds and send them to the brain, which is translated as the sound you hear.

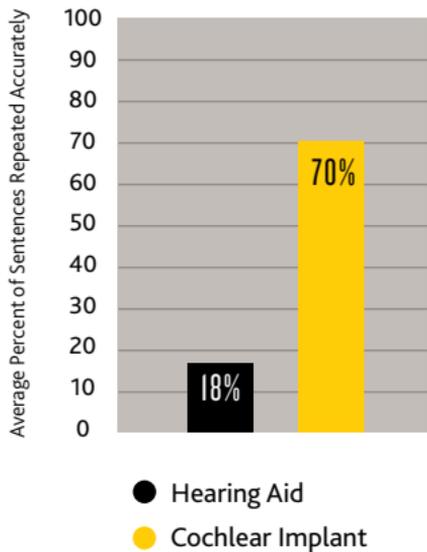
It's been called a life changer.
It's been called a miracle.
We call it a cochlear implant.

When a crucial part of your inner ear isn't working properly, you may need more than a hearing aid – you may need a cochlear implant to treat your moderate to profound sensorineural hearing loss. The Cochlear Nucleus System mimics the natural hearing function of the inner ear to make sounds louder and clearer. A cochlear implant bypasses the damaged part of the ear so sounds are better understood in both noisy and quiet environments, enabling you to hear everything from conversations in noisy restaurants to leaves rustling in the wind.

**HEARING IN NOISE
COCHLEAR IMPLANTS VS. HEARING AIDS**

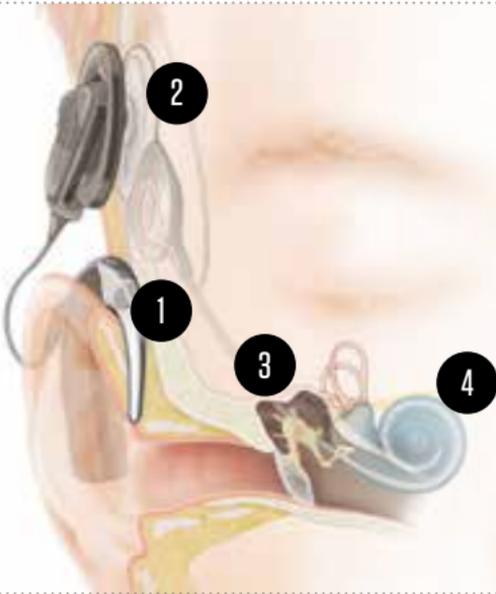
Hearing in Noise Test (HINT) at 60 dB

**IN NOISE
COCHLEAR IMPLANTS
ARE BETTER THAN
HEARING AIDS ¹**



FDA post-market surveillance study of Nucleus Freedom® recipients.¹

How a cochlear implant system works



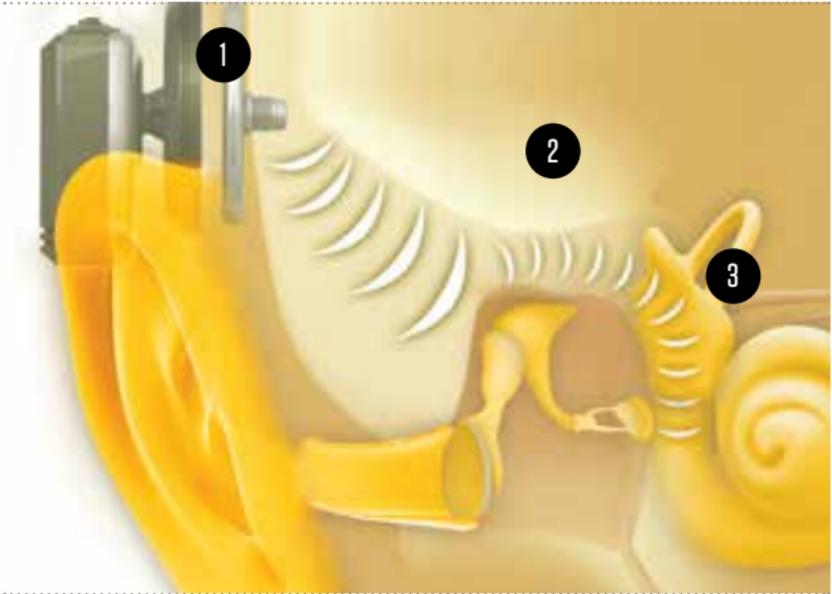
-
- [1] The sound processor microphones pick up sounds from the surrounding environment and converts the sound into digital information.
 - [2] The digital information is transferred through the sound processor coil and received by the implant located just under the skin.
 - [3] Electrical impulses are created and sent to the electrode implanted within the cochlea, bypassing the damaged hair cells, communicating with the auditory nerve.
 - [4] The signals from the auditory nerve are received by the brain, giving the sensation of sound.

Your connection to a lifetime of better hearing

The Baha® bone conduction system can be a natural pathway to better hearing if you are living with single-sided deafness, conductive or mixed hearing loss. While most hearing comes from sound waves traveling through the air, you also hear from vibrations that pass through the bones in your head. That's the route the Baha Systems take. And you have options – the Baha Connect System maximizes hearing performance using an abutment to connect the implant and the sound processor, or the Baha Attract System gives you an invisible connection to hearing using a magnet.



How a Baha system works



- [1] The sound processor picks up sound vibrations and transfers them through either an abutment or a magnetic attachment to a titanium implant.
- [2] The sound vibrations are sent directly through the bone to the inner ear (cochlea) where they are converted into electrical impulses by tiny hair cells inside the cochlea.
- [3] These impulses travel to the brain, allowing you to perceive sound naturally.

Every moment matters. Why wait?



A hearing implant can make a big difference in your life. Take these easy steps to join the more than 250,000 people benefitting from a hearing implant.

/ 01 Hearing Evaluation

Unlike most hearing aids, hearing implants are covered by most insurance plans, Medicare and typically Medicaid. Schedule an evaluation with a Hearing Implant Specialist today to determine if hearing implants could benefit you.

Cochlear.com/US/ScheduleAppointment

/ 02 Implant Procedure

A hearing implant is a low risk outpatient procedure usually done under general anesthesia. In a few days, most people are back to their normal activities.

/ 03 Activation/Fitting

The day you have been waiting for, when you start to enjoy your rediscovered ability to hear.

/ 04 Getting the Most Out of Your Hearing Implant

Before long, you'll be hearing better than you ever thought possible. Our Customer Support Services can help make sure of it.

Connect with us.

Cochlear Community

Get questions answered and connect with people in the Cochlear Community who have hearing implants.

Cochlear.com/US/Community

Chat with a Cochlear Concierge

Talk with an audiologist who also is a hearing implant recipient or the parent of one. Here's how:

.....
Email

Concierge@Cochlear.com
.....

Chat

Cochlear.com/US/Concierge
.....

Call

1 (800) 483-3123
.....

You should talk to your physician to see if you are a candidate for cochlear implantation, hybrid implantation, or a Cochlear Baha System, and to understand the associated risks and benefits, and CDC recommendations for vaccination. Implantation with a hybrid Implant, cochlear implant or Baha System is a surgical procedure, and carries with it the risks typical for surgery, and outcomes cannot be guaranteed. For additional information please refer to the applicable package insert available at www.Cochlear.com/US/NucleusIndications or www.Cochlear.com/US/BahaIndications

Hear now. And always

As the leading global expert in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people all over the world. For thirty years, Cochlear has pioneered this technology, helping more than a quarter of a million people reconnect to their families and friends.

Along with the industry's largest investment in research and development, we continue to partner with leading international researchers and hearing professionals, ensuring that we are at the forefront of hearing science.

For our customers, that means access to our latest technologies throughout their lives, and the ongoing support they need.

That is why seven out of ten people worldwide who choose a cochlear implant choose Cochlear as their hearing partner.*

*Cochlear Americas [Data on file] 2012 March.

www.Cochlear.com/US

Follow us on



Cochlear Americas

13059 East Peakview Avenue
Centennial, CO 80111 USA
Telephone: 1 303 790 9010
Support: 1 800 483 3123

Cochlear Canada Inc.

2500-120 Adelaide Street West
Toronto, ON M5H 1T1 Canada
Telephone: 1 416 972 5082
Fax: 1 416 972 5083

¹Balkany T, Hodges A, Menapace C, Hazard L, Driscoll C, Gantz B, et al. Nucleus Freedom North American clinical trial. *Otolaryngol Head Neck Surg* 2007, 36(5): 757-762.

©Cochlear Limited 2014. All rights reserved. Hear now. And always and other trademarks and registered trademarks are the property of Cochlear Limited or Cochlear Bone Anchored Solutions AB. The names of actual companies and products mentioned herein may be the trademarks of their respective owners.



FUN2001 ISS1 FEB14