

Discover the wonder  
of powerful sound



**Phonak Naída™ Paradise**

There's nothing like the sound of Paradise

A Sonova brand

**PHONAK**  
life is on

# Phonak Naída™ Paradise

Phonak Naída has a long history of groundbreaking innovation focused on helping persons with severe to profound hearing loss. The latest generation of hearing aids, Naída Paradise, offers an unrivaled powerful hearing experience to help you communicate, connect socially, and thrive emotionally. It features:

- Next level, powerful sound
- Connects to smartphones, TV and more
- Empowering smart apps



Naída P-PR

Mild to moderately-severe hearing loss



Naída P-UP

Severe to profound hearing loss

# Next level, powerful sound

Your hearing needs are as unique as you are, and you are interested in more than just power.

Naida Paradise goes beyond pure power to truly elevate the sound for each person. It allows for personalization and has attention to detail built into every aspect. Combining new hardware and software, it automatically responds to every listening situation.



## New features

Leveraging the audiological expertise of Phonak as well as artificial intelligence, Naida Paradise introduces a range of new features:

### Speech Enhancer

Understanding someone who is speaking softly or speaking from a distance in a quiet environment is often a challenge for persons with more severe hearing loss. This feature is designed to help you hear soft speech in quiet situations.

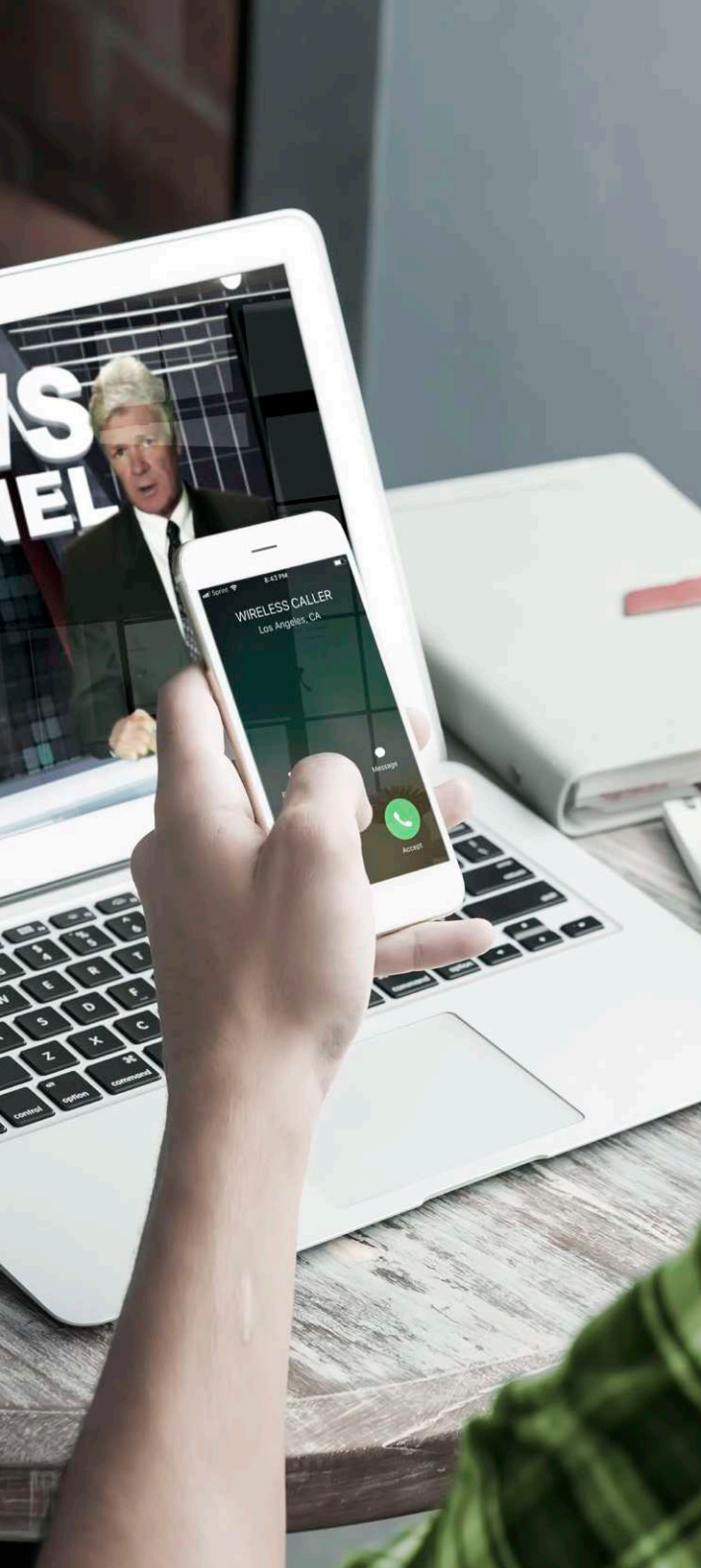
### Dynamic Noise Cancellation

Hearing in noisy situations is a challenge. This feature improves signal-to-noise ratio and can be adjusted to personal preference using the myPhonak app.

### Motion Sensor Hearing

Having a conversation with someone especially while walking can be difficult. When in a noisy environment, such as a busy street, it becomes even more challenging. Naida P-PR is equipped with a new motion sensor that can detect if you are moving. Motion Sensor Hearing leads to a better speech understanding and a better overall listening experience while on the go.<sup>1</sup>

<sup>1</sup> Appleton, J., & Voss S.C. (2020). Motion-based beamformer steering leads to better speech understanding and overall listening experience. Phonak Field Study News. Retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence). Accessed February 22nd, 2021.



## Connects to smartphones, TV and more

**Universal connectivity** means that Naída Paradise connects to your iOS®, Android™, or other Bluetooth®-enabled devices so you can stream audio directly to your hearing aids.

**Hands-free calls** let you answer or reject calls with the simple push of the multi-function button, even if your phone is across the room. When you speak, the hearing aids detect your voice and send it back to the phone.

**Multiple Bluetooth connections** offer you a seamless listening experience for example when listening to music and then switching to an incoming call. Up to eight Bluetooth-enabled devices can be paired and you can easily alternate between two simultaneously connected devices.

**Tap Control** is enabled through the motion sensor in Naída P-PR. You can accept phone calls, hang up, and even switch between devices — simply by double tapping your ear. You can also play or pause music, stop or resume streaming as well as activate Bluetooth-based voice assistant apps.

iOS is a trademark of Cisco Technology, Inc.

Android is a trademark of Google LLC.

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# Empowering smart apps

It's not just another app – it's the smart way to control your hearing aids, access useful features, and personalize your settings.

**myPhonak app** (App Store or Download the Google Play) and get the most out of your hearing aids.

**Remote Control** allows you to adjust and control your sound settings on the go. You can also switch between programs or create custom programs for specific listening **myPhonak Memory** situations. Thanks to the last used custom program can now be saved to the hearing aid and accessed using the multi-function button.

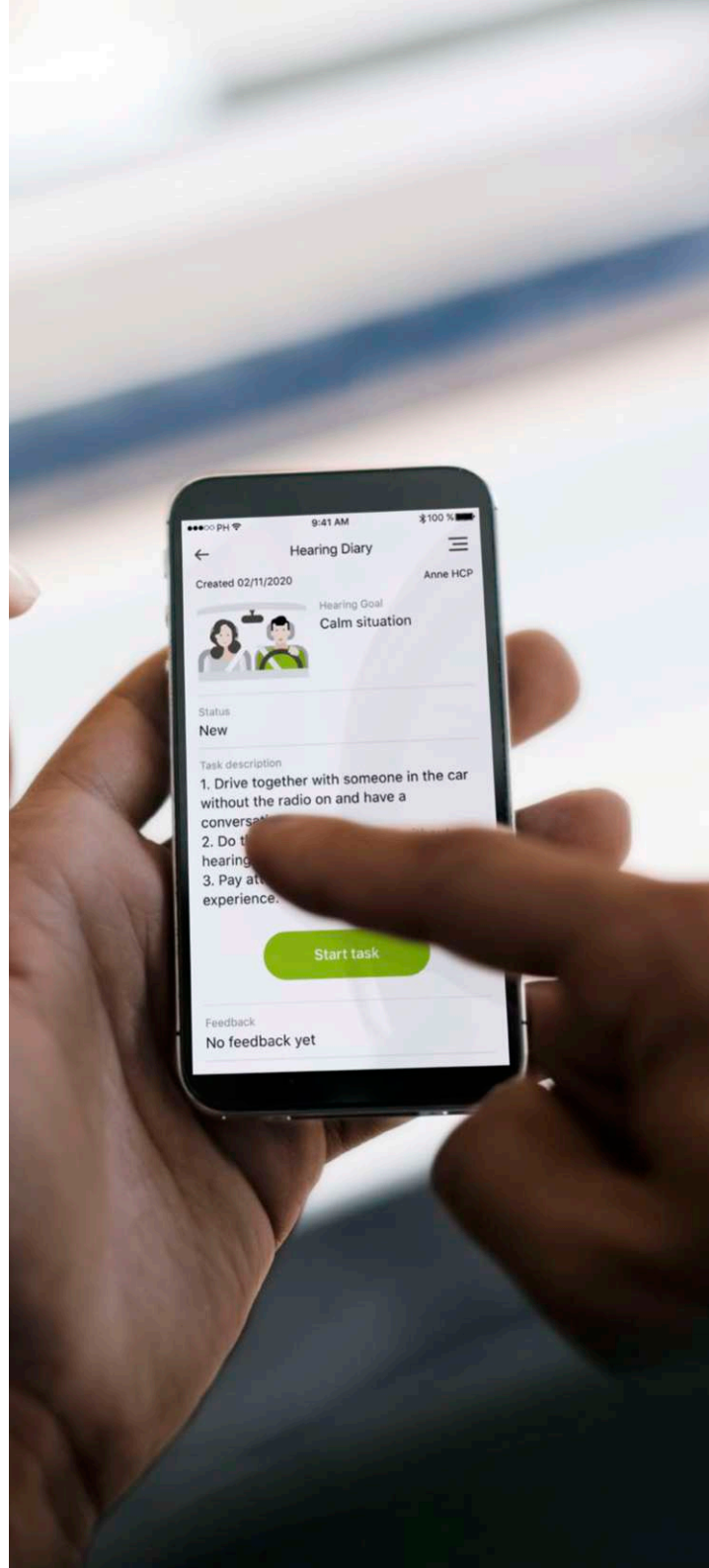
**Remote Support\*** allows your hearing care professional to adjust your hearing aids remotely in real-time. This is helpful in situations where you cannot make it for a personal consultation or when you want to optimize your hearing aid settings in real-life situations.

Finally, the myPhonak app helps you keep track of your hearing experience. It shows usage information, indicates battery level, allows you to share data\*\* and give feedback to your hearing care professional. You can also manage pairings with other devices and configure Bluetooth phone calls and the Tap Control feature.

\* Available in selected markets only.

Visit [www.phonak.com/myphonak-app](http://www.phonak.com/myphonak-app) to learn more.

\*\* Only applicable by a users own permission.



## Naída Paradise and Roger™ combine the best of two worlds for listening in noise and over distance

There will always be listening situations that are particularly challenging. This is especially true when combining a noisy situation with distance. Another example is when the speaker is wearing a face mask and you do not have the additional support from lip **Roger technology** reading. This is where can help.

Roger remote microphones from Phonak help you understand more speech in noise and over distance.<sup>2</sup> They can stream directly to Naída Paradise hearing aids without the need for attaching or wearing external receivers.\* If the surrounding noise level increases, Roger adapts accordingly, keeping the speaker's voice above the background noise.

For many people with hearing loss, the combination of hearing aids and Roger helps them to lead socially active and professionally fulfilling lives.

\* RogerDirect™ requires the installation of Roger receivers into the Phonak hearing aids, by means of a Roger X receiver or a Roger iN microphone.

<sup>2</sup> Thibodeau, L. (2014). Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids. *American Journal of Audiology*, 23(2), 201–210.



# Phonak Naída™ Paradise



# Take the first step to improve your overall well-being with Phonak Paradise

When you hear well, you are well equipped to embrace the life you want. Growing evidence shows that treating hearing loss can positively impact your social-emotional, cognitive and physical well-being.<sup>1</sup>



## **Social-emotional well-being**

Hearing well allows us to be socially active, connect with others, and communicate effectively without barriers.



## **Cognitive well-being**

The brain plays a crucial role in listening and speech understanding its important to keep it stimulated. That's where hearing aids come into play.



## **Physical well-being**

Hearing well provides you with greater environmental awareness fostering feelings of security and confidence.

## Theres nothing like the sound of Paradise

<sup>1</sup> Vercaemmen, C., Ferguson, M., Kramer, S.E., Meis, M., Singh, G., Timmer, B., Gagné, J.-P., Goy, H., Hickson, L., Holube, I., Launer, S., Lemke, U., Naylor, G., Picou, E., Scherpiet, S., Weinstein, B., & Pelosi, A. (2020). Well-Hearing is Well-Being: A Phonak Position Statement. *Hearing Review*, 27, 1822.



# life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where life is on for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

[www.phonak.com](http://www.phonak.com)

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