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Two experts  
are better than one



Smart Hearing Alliance



## Composing the future of hearing

Cochlear and ReSound – two global leaders in pioneering hearing solutions – are collaborating in the Smart Hearing Alliance.

Together we provide hearing solutions for people with all types of hearing loss. Whether the need is for hearing aids, hearing implants, or a combination of the two, our solutions work together seamlessly.

Becoming an industry leader requires dedication, determination and a desire to challenge the status quo. Hearing implants and hearing aids represent different fields of specialty, so by bringing together the expertise of Cochlear and ReSound, the Smart Hearing Alliance ensures that the user receives the optimal hearing solution.

Because when it comes to treating both ears, **two experts are better than one.**

### Connecting with sound

We see a significant opportunity to improve people's lives through better hearing, enabled by access to the best possible hearing solution.

over **460** million people globally experience disabling hearing loss.<sup>1</sup>

**73%** of people with moderate to profound hearing loss are unaware of cochlear implants as a potential treatment option.<sup>2</sup>

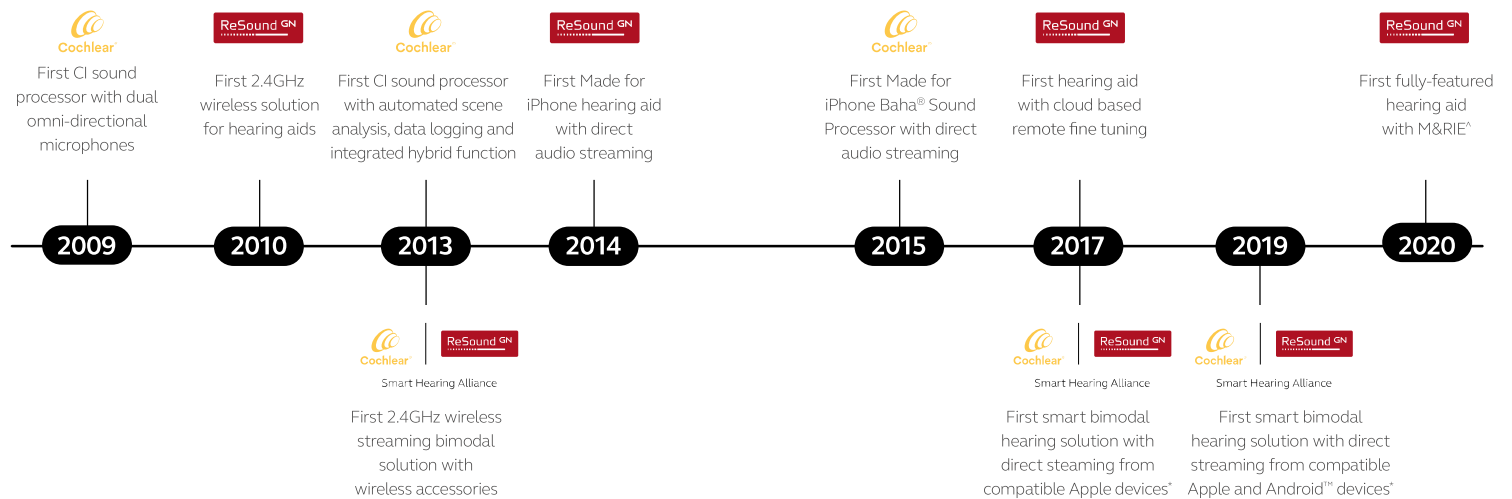
only **5%** of adults who could benefit from a cochlear implant have one, based on Cochlear estimates.<sup>3</sup>

# Heritage in harmony

Cochlear and ReSound share an impressive heritage and are proven partners for hearing professionals. Cochlear has been the global leader in implantable hearing solutions for 40 years, with the most chosen and most reliable<sup>1-8</sup> implants in the industry. ReSound is a premium brand in the GN Group that has been making intelligent audio solutions for over 150 years.

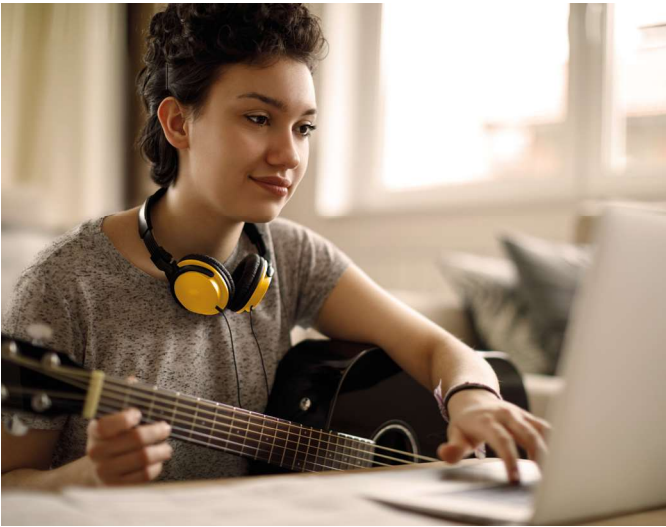
Cochlear and ReSound have delivered many innovations and firsts in the hearing industry. Since 2011, we have been collaborating on product design and technology integration between hearing aids and hearing implants. We are determined to continue delivering innovations in hearing technology, connectivity and fitting software to improve outcomes for those with hearing loss and the professionals who support them.

## Hearing industry innovations



For more information visit [cochlear.com/intl/about/company-information/history-of-innovation\\_re\\_soundpro.com/hearing-aids-and-gn.com/About/Heritage](http://cochlear.com/intl/about/company-information/history-of-innovation_re_soundpro.com/hearing-aids-and-gn.com/About/Heritage)  
 \* For compatibility information and devices visit [cochlear.com/compatibility](http://cochlear.com/compatibility) and [re\\_sound.com/compatibility](http://re_sound.com/compatibility)  
<sup>†</sup>M&RIE = Microphone and receiver in ear. Fully featured = microphone in ear and two standard directional microphones, directionality features, and wireless audio streaming.

## The ultimate duet



**Cochlear** leads the hearing implant industry with direct streaming technology built-in to the smallest behind-the-ear and off-the-ear sound processors in the market.<sup>9</sup> Cochlear offers the most reliable implants<sup>4</sup> and a range of sound processor features to help improve speech understanding and control background noise.<sup>10-12</sup> That's why more people choose Cochlear than any other hearing implant company.<sup>8</sup>

"I feel a lot more confident because the clarity of the sound is fantastic."

*Karl K., Cochlear™ Nucleus® System recipient*



**ReSound** delivers hearing solutions designed to work with the individual ear anatomy to mimic how sounds in the environment are naturally picked up and delivered to the brain. This helps deliver the whole sound picture to the user, who can then select the sounds they want to listen to - and tone down the ones they don't.

"It's not like wearing hearing aids. It's like being able to hear."

*ReSound ONE™ experienced user*

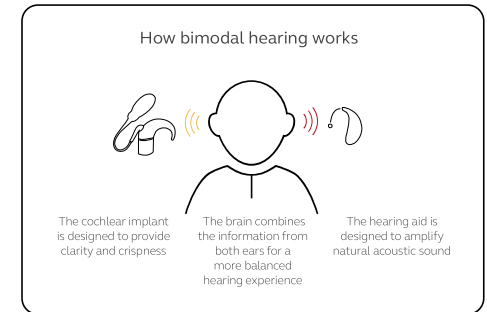


## Staying in tune

For the right candidate, a bimodal hearing solution can provide many benefits. A systematic literature review found that where appropriate, individuals should use hearing aids with their cochlear implant in order to achieve bilateral benefits and the best possible speech recognition and quality of life outcomes.<sup>14</sup>

When compared to using a hearing aid or cochlear implant alone, users of bimodal hearing report:

- A more natural hearing experience<sup>15</sup>
- Improved speech understanding in both quiet and noise<sup>16-18</sup>
- Enhanced perception of music<sup>19</sup>
- Improved sound localization<sup>16-17</sup>
- Better overall performance in real-life environments<sup>16</sup>



“It has changed my life completely. For the better. It’s not just the improved hearing. It’s the freedom and independence that comes with it.”

*Charlotte O., bimodal hearing solution user*



## Striking the right chord

The Smart Hearing Alliance offers a smart bimodal hearing solution with binaural direct streaming from compatible Apple and Android devices. Users of our smart bimodal hearing solution can stream phone calls, music and other audio direct from their mobile device to their compatible ReSound hearing aid and Cochlear Sound Processor, without an intermediary device.\*

In addition to advanced connectivity, we provide a premium hearing experience. In a recent study, people who were no longer benefiting from hearing aids were significantly more satisfied with their hearing performance when they switched to our smart bimodal hearing solution.<sup>20</sup>

### Self-assessed hearing performance<sup>20</sup>

% satisfied or very satisfied (n=95)

	Bilateral hearing aids	Smart bimodal hearing solution <small>Nucleus 7 Sound Processor &amp; compatible ReSound hearing aid</small>
Hearing performance	9%	95%
Hearing performance in background noise	2%	58%
Ability to understand conversations in a small group	8%	79%
Ability to understand people on the phone	6%	71%
Ability to listen to and appreciate music	13%	68%
Ability to understand what is said on TV	13%	76%

\* For compatibility information and devices visit [cochlear.com/compatibility](https://cochlear.com/compatibility) and [resound.com/compatibility](https://resound.com/compatibility)



## Building a symphony of sound

We are committed to improving overall care for those with hearing loss by partnering with hearing care professionals to provide the evidence-based information and solutions you need to effectively treat both ears over time.

In collaboration with the Smart Hearing Alliance, you can provide the highest level of care for each ear, whether that is with a hearing aid, a hearing implant or a combination of the two.

### With the Smart Hearing Alliance, you can:

- Access a wide range of hearing implant and hearing aid solutions.
- Access professional training centered around our solutions and candidacy.
- Differentiate your business by expanding the breadth of hearing solutions you offer.
- Increase leads to your practice by growing your network of local hearing professionals with our help.
- Create opportunities to help more patients.

“My bimodal hearing technology from Cochlear and ReSound has helped me regain the life I thought I had lost. I will be forever grateful for this amazing gift of sound.”

*Christopher J., Smart Hearing Alliance bimodal user*

\* For compatibility information and devices visit [cochlear.com/compatibility](http://cochlear.com/compatibility) and [resound.com/compatibility](http://resound.com/compatibility)



## An uplifting performance

Through the Smart Hearing Alliance, we are committed to helping those with hearing loss and partnering with the hearing care professionals who support them.

You can trust in the experience, knowledge and support we provide. In turn, each of your clients can enjoy a personalized hearing experience through our range of innovative and intuitive hearing solutions that are in tune with their individual needs.

Together we can build towards the ultimate finale: **improving people's lives.**

For more information about the Smart Hearing Alliance  
please contact your local ReSound or Cochlear  
representative or visit  
**[pro.resound.com](https://pro.resound.com) or [cochlear.com](https://cochlear.com)**



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## Cochlear and ReSound collaborate in the Smart Hearing Alliance to develop advanced and innovative hearing solutions for you.



Cochlear Americas  
10350 Park Meadows Drive  
Lone Tree, CO 80124 USA  
Telephone: 1 303 790 9010  
Support: 1 800 483 3123

Cochlear Canada Inc.  
2500-120 Adelaide Street West  
Toronto, ON M5H 1T1 Canada  
Support: 1 800 483 3123



**resound.com**

ReSound North America  
8001 East Bloomington Freeway,  
Bloomington, MN 55420 USA  
Telephone: 1 800 737 4327

ReSound Canada  
2 East Beaver Creek Road, Building 3,  
Richmond Hill, ON L4B 2N3 Canada  
Telephone: 1 888 737 6863

## Hear now. And always

**GN** Making Life Sound Better

### ReSound is part of the GN group. GN makes life sound better through intelligent audio solutions.

This material is intended for health professionals. If you are a consumer, please seek advice from your health professional about treatments for hearing loss. Outcomes may vary, and your health professional will advise you about the factors which could affect your outcome. Always read the instructions for use. Not all products are available in all countries.

Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for this technology.

The Cochlear Nucleus 7 and Kanso 2 Sound Processors are compatible with iPhone, iPad and iPod touch. The Cochlear Nucleus Smart App is available on App Store and Google Play. For compatibility information visit [www.cochlear.com/compatibility](http://www.cochlear.com/compatibility).

ReSound is a trademark of GN Hearing A/S.

Selected ReSound hearing aids are compatible with iPhone, iPad and iPod touch. The ReSound Smart app and ReSound Smart 3D app are available on App Store and Google Play. For compatibility information visit [www.resound.com/compatibility](http://www.resound.com/compatibility).

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