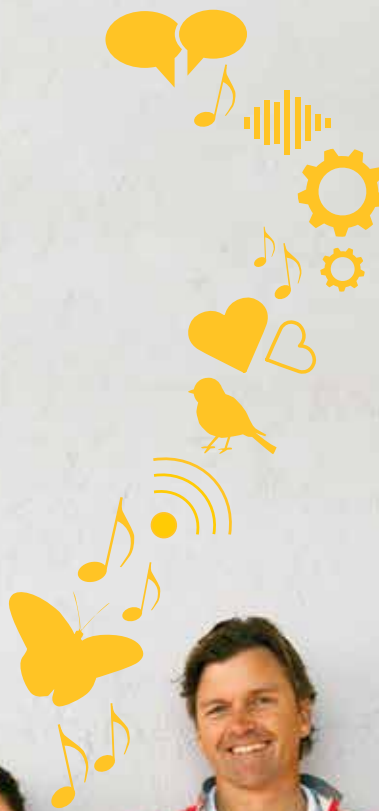


Cochlear™ Baha® 5 Systems

Surround Yourself With the Sounds You Love



Hear now. And always



Cochlear®

IT'S TIME TO HEAR WHAT YOU'VE BEEN MISSING.



2



Meryl B. – Baha recipient

Your lifetime of better hearing starts today.

Everyone has a different story. Perhaps you woke up one morning and found that you couldn't hear on one side. Maybe you went through childhood struggling to hear even though you tried hearing aid after hearing aid. Or, you simply learned to cope with your hearing loss, rather than doing everything you really wanted to do.

Can you relate to one of these stories? If so, you are not alone. These are real stories from people who today benefit from a Baha® bone conduction system from Cochlear. And, they share one other thing in common; they say: "I wish I had gotten one sooner."

The Cochlear™ Baha® System uses the body's natural ability to conduct sound through bone conduction. It has the potential to make an immediate and positive impact on how well you hear and communicate. If you are deaf in one ear, or you have conductive or mixed hearing losses, then the Baha System may be a good solution for you. Visit your Hearing Implant Specialist to try the Baha System and immediately hear the difference. Your life could change today.

"People don't even notice I have hearing loss. The Baha System has given me the ability to live my life and do the things I have always loved."

Cyndi M. – Baha recipient



Experience clearer sound with the industry's smallest sound processor.

Life has so much more to offer with the Baha System. It has the potential to give you the freedom and confidence to listen to music, enjoy a movie, eat out in a noisy restaurant, go to a concert and socialize with your friends – without worrying about missing out. Now, with the new Cochlear Baha 5 Sound Processor, you can experience clearer, more crisp sound and most people won't even know you have it on.

EASY TO HIDE

You want to hear better but don't necessarily want everyone to know about it. With the world's smallest sound processor, they don't have to. The Baha 5 Sound Processor is not only small, it is full of advanced hearing technologies designed to help you hear better than ever before. You'll have an amazing hearing experience without calling attention to your hearing loss. Good things really do come in small packages.



HARD NOT TO LOVE

The great thing about such a small sound processor is that it is easy to hide. But size isn't everything. The Baha 5 Sound Processor also comes in a range of hair-matching colors so you can choose the option that is the best match for your lifestyle.

AWARD WINNING INNOVATION

We're not the only ones who think the Baha 5 Sound Processor is something special. Everyone else does too. In fact, it was awarded the world's most prestigious design award, the Red Dot Award: Product Design 2015, which is only given to outstandingly creative, innovative and high quality products.



reddot award 2015
winner





SOMETIMES THE BIGGEST MIRACLES
COME IN THE SMALLEST PACKAGES.



THE POWER OF MUSIC IN RICH, STEREO SOUND.



Enjoy great sound quality no matter where you are.

The reason why so many people choose to hear through the Baha System is quite simple. They hear better and get a rich, fulfilling sound experience; and you might too.

The key to your new sound experience is our revolutionary SmartSound® iQ technology, which automatically selects the appropriate program based on where you are and optimizes the sound to enhance your hearing in that listening environment. In the office, it may enhance speech and help you hear what's being said. Then, when you go to lunch at a busy restaurant, it may tune down the background noise so you can confidently join the conversation.

THE SEVEN SMARTSOUND® IQ ENVIRONMENTS HELP YOU HEAR BETTER IN ALL SITUATIONS:



SPEECH IN LOUD NOISE

Have a conversation in noisy surroundings like a busy café



SPEECH IN SOFT NOISE

Chat after dinner while the dishwasher is running



LOUD SPEECH

Make lively conversations more comfortable



SOFT SPEECH

Enjoy a child's soft whispers



SOFT NOISE

Reduce the hum of background noise



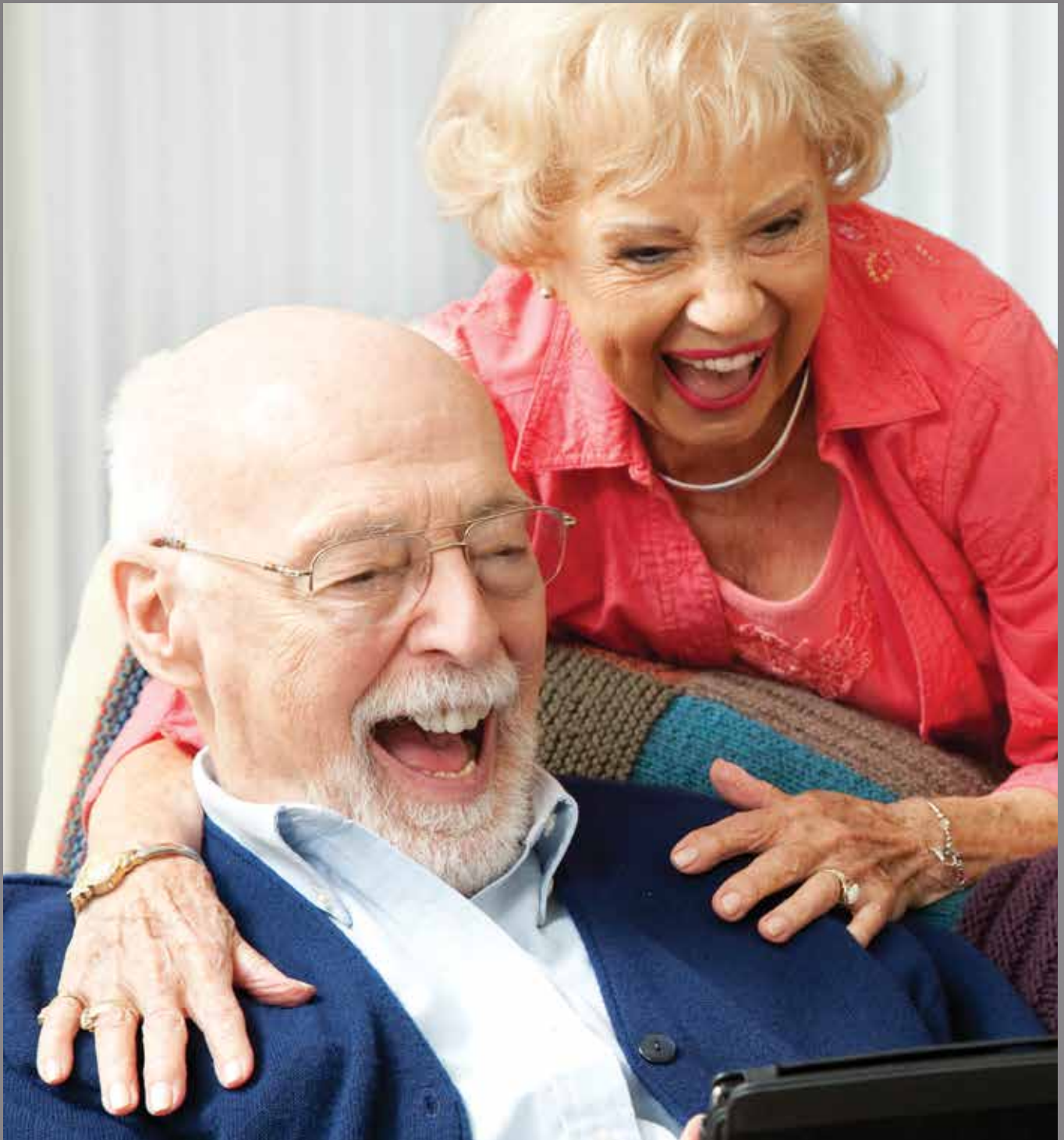
LOUD NOISE

Hear comfortably in noisy situations



QUIET

Appreciate soft sounds in quiet environments



THE SOUND PROCESSOR TALKS TO YOUR MOBILE DEVICE.
ALL YOU HAVE TO DO IS LISTEN.



A smart connection to the people and devices you love.

The Baha 5 Sound Processor is the first sound processor that can stream sound directly from an iPhone,[®] iPad[®] and iPod touch.[®] You can enjoy your favorite movies, TV shows, apps, music... even a FaceTime[®] call from family on the other side of the world with audio streamed directly to your sound processor. Every sound, every song, every word – clearer and crisper than ever before.



THE BAH 5 SMART APP LETS YOU PERSONALIZE YOUR HEARING EXPERIENCE. YOU CAN QUICKLY AND EASILY:

- Change programs
- Start wireless streaming
- Adjust the volume, treble and base
- Link custom settings to your favorite locations
- Get help finding your sound processor if you misplace it

If you don't have an iPhone, you can still control your sound processor through a Cochlear Baha Remote Control, Baha Control App or other wireless accessories.

Baha 5 Smart App



The Cochlear Baha 5 Sound Processor is compatible with iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, iPad Air 2, iPad Air, iPad (4th generation), iPad mini 3, iPad mini 2, iPad mini and iPod touch (5th generation) using iOS 7. or later.*



"My family thinks it is great technology, but otherwise we don't really think about it at all. Isn't that the point really? You get to live life, and people around you don't have to think about your hearing challenges."

Brian M. – Baha recipient





Brian M. & Reilly M. – Baha recipients

A photograph of a young girl with long, wavy red hair, seen from behind, raising her right hand in a classroom. She is wearing a green sweater over a colorful, striped patterned shirt. Her hand is pointing upwards. In the background, a chalkboard is visible with some faint writing, and another person is partially seen. The scene is lit with soft, natural light.

EVERY IMPORTANT FACT. EVERY IMPORTANT FIGURE.
LOUDER AND CLEARER.



Don't miss a beat with our true wireless freedom.

The Baha 5 Sound Processor lets you connect to a range of wireless accessories that can extend your hearing experience, improve your ability to hear and help you enjoy your hearing everyday.

Cochlear Wireless Accessories let you watch TV without disturbing others, help you hear speech in noisy or crowded environments and can connect you to all types of electronic devices. The direct-to-device connections between each accessory and your sound processor have one thing in common – there are no strings attached.



COCHLEAR WIRELESS PHONE CLIP

The Phone Clip gives you a hands-free connection to your smartphone for more comfortable phone conversations, even in noisy environments.



COCHLEAR WIRELESS TV STREAMER

The TV Streamer lets you enjoy stereo sound directly from the TV while still being able to take part in conversations around you.

COCHLEAR WIRELESS MINI MICROPHONE

The Mini Microphone is a portable audio streamer that helps you hear speech more clearly, no matter where you are. From large lecture halls to noisy restaurants, it helps bring you closer to the source.



With Cochlear, there are more possibilities for a lifetime of hearing.

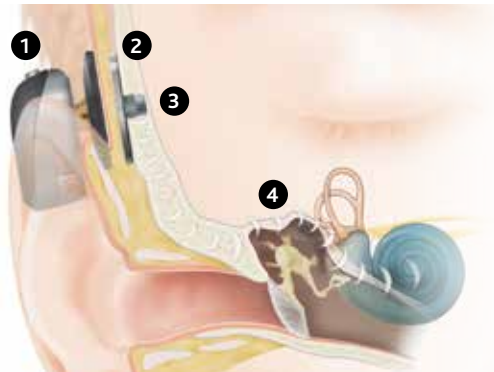
Baha bone conduction hearing implants have been helping people hear for more than thirty five years. It all began in Sweden, thanks to the pioneering work of Dr. Anders Tjellström who helped our first recipient hear all those years ago. Since that very first life was changed, Cochlear has continued to build upon that legacy of innovation in an effort to bring hope for better hearing to those who need it most.

While a hearing aid tries to push sound through the damaged part of the ear, a Baha System uses the beauty of bone conduction to send sound directly to your inner ear. Today, there are two types of Baha Systems. Both offer unique Cochlear technology designed to help you hear and communicate with confidence.

INVISIBLE CONNECTION

The Baha Attract System uses a magnetic connection to attach the sound processor to the implant.

Baha Attract System

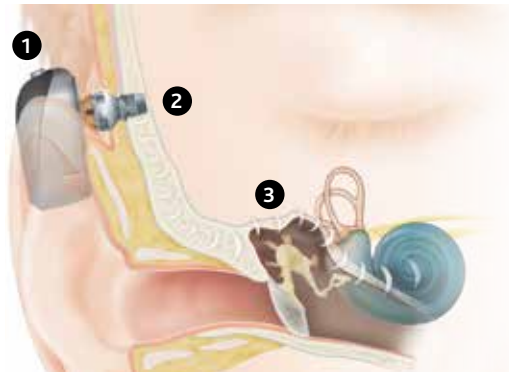


- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound processor passes the sound vibrations to the attached external magnet that attracts to the internal magnet.
- 3 The sound vibrations are transferred through the magnetic attachment to the small titanium implant inserted in the bone behind the ear.
- 4 The sound vibrations are then sent directly through the bone to the inner ear (cochlea) where they are converted into electrical impulses by tiny hair cells inside the cochlea. These impulses travel to the brain, allowing you to perceive sound naturally.

MAXIMUM PERFORMANCE

The Baha Connect System uses a small abutment to attach the sound processor directly to the implant.

Baha Connect System



- 1 The sound processor picks up sound vibrations from the environment.
- 2 The sound vibrations are transferred through an abutment to a small titanium implant inserted in the bone behind the ear.
- 3 The sound vibrations are then sent directly through the bone to the inner ear (cochlea) where they are converted into electrical impulses by tiny hair cells inside the cochlea. These impulses travel to the brain, allowing you to perceive sound naturally.

Your Hearing Implant Specialist will recommend which system is best suited to your individual needs.

EXPERIENCE REALLY IS THE BEST TEACHER.



The only thing between you and a lifetime of better hearing are a few short steps.

For more than thirty five years we've helped people hear better, and no one's ever said, "I wish I would have waited." In fact, the opposite is true. And once you make this life-changing decision, there are just a few steps to get you well on your way to hearing your best.

/ 01

HEARING EVALUATION

If you haven't already met with a Hearing Implant Specialist, then now's the time. You'll complete a hearing test to find out if you can benefit from a Baha System. If it's determined you are a good candidate, you'll get to test the sound processor on a Baha Softband and hear the difference for yourself. That's one of the best things about a Baha System—you can try it first before deciding to move forward. Unlike hearing aids, the Baha System is covered by most insurance plans, Medicare and typically Medicaid.

/ 02

GETTING AN IMPLANT

This outpatient surgery is usually done under general anesthesia and typically lasts less than an hour. In a few days, most people are back to their normal activities.

/ 03

FITTING

This is definitely the best part. Shortly after you've completed the surgery, you'll visit your Hearing Implant Specialist and receive your new sound processor. They'll adjust the settings to match your needs and show you how it all works. And that's it, you'll be ready to get out there and start hearing.

/ 04

GETTING THE MOST OUT OF YOUR SYSTEM

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

TODAY IS THE BEST DAY TO TAKE CONTROL OF YOUR HEARING.



Jo G. – Baha recipient





Baha recipients from around the world

You're not alone in your journey—we're with you every step.

We know firsthand what a wonderful, life-changing decision you're about to make. Many of us have a hearing implant ourselves. **And, since Cochlear is trusted by more people than all the other hearing implant companies combined,**^{2,3} there are many people that have been where you are and are ready to help.

As part of our promise to help you "Hear now. And always", we are committed to supporting you or your child throughout your entire journey to better hearing. Below are ways you can connect to our anytime, anywhere resources.

INSURANCE COVERAGE

The Baha System is covered by most insurance plans, Medicare and typically Medicaid. We have an Insurance Support Team that can help you seek insurance coverage or help you navigate through the appeals process if you have been denied.

1 800 633 4667

[Cochlear.com/US/MyInsurance](https://www.cochlear.com/US/MyInsurance)

COCHLEAR CONCIERGE

A unique group of people who have firsthand experience, either as an implant recipient or a parent of one. They are also audiologists, so they can answer all your questions.

Email: Concierge@Cochlear.com

Chat: [Cochlear.com/US/Concierge](https://www.cochlear.com/US/Concierge)

Phone: 1 800 216 0228

COCHLEAR COMMUNITY

The largest community of its kind. Read story after story from people who faced a turning point just like you and made this life-changing decision.

[Cochlear.com/US/Community](https://www.cochlear.com/US/Community)

MYCOCHLEAR.COM

Secure, online resource that gives you access to personalized information about your Baha System including online rehabilitation tools and tips, how-to videos and support to help you make the most of your hearing life with Cochlear.



Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people with moderate to profound hearing loss. We have helped over 350,000 people of all ages live full and active lives by reconnecting them with family, friends and community.

We give our recipients the best lifelong hearing experience and access to innovative future technologies. For our professional partners, we offer the industry's largest clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

As your partner in hearing for life, Cochlear believes it is important that you understand not only the benefits, but also the potential risks associated with a Baha procedure.

You should talk to your hearing healthcare provider about who is a candidate for a Baha. Before any surgery, it is important to talk to your doctor about CDC guidelines for pre-surgical vaccinations. Baha is contraindicated for patients with inadequate bone quality or quantity to provide stability and support for the implant, or in patients who will be unable to maintain and clean the skin around the abutment. In the U.S., use of the implanted fixture is also contraindicated in children under age 5 years.

Baha implantation is a surgical procedure that carries with it the risks typical of surgery. All surgical procedures include an element of risk, and it is impossible to guarantee success. The device may fail to osseointegrate for a number of reasons, including physiological and surgical issues as well as traumatic impact to the implant site. On rare occasions the skin around the abutment may become inflamed from a mild infection or the skin may grow back towards its original thickness.

For complete information regarding the risks and benefits of a Baha procedure, please refer to the Instructions for use for the Baha implant available at www.Cochlear.com/US/Bahaindications

REFERENCES

- [1] Measured as a height comparison between the Baha 5 Sound Processor (26 mm) and the smallest available competing product (34 mm).
- [2] Cochlear Americas [Data on file] 2012 March.
- [3] Cochlear Annual Report, 2012 September. Income statement. [Cited 2013 July] [Internet: pdf document, 80 p.] Available at: www.Cochlear.com.

www.Cochlear.com/US

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