



Cochlear[®]

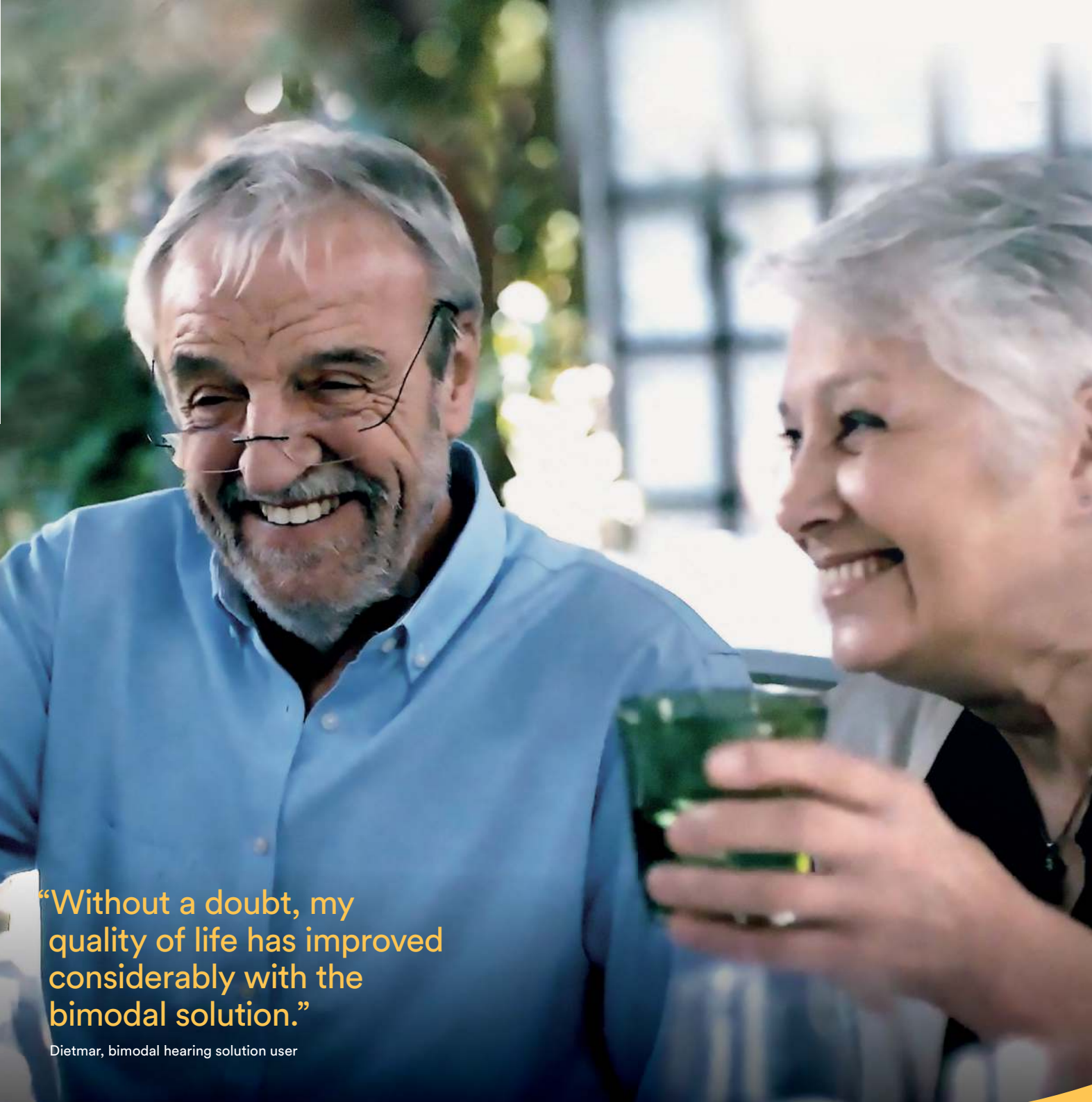
Hear now. And always



Discover the benefits of bimodal hearing

Made for
iPhone | iPad | iPod

Works with
android 



“Without a doubt, my quality of life has improved considerably with the bimodal solution.”

Dietmar, bimodal hearing solution user

Better hearing with both ears

Ears work as a team, and the brain needs both ears to effectively process sound.¹ From crossing the street with confidence to having conversations in noisy places, there are significant advantages to hearing well with both ears.¹

If you are missing conversations with family and friends, or finding music less enjoyable, even when using hearing aids, there may be a better hearing solution for you.

For many people, using a cochlear implant on one ear and a hearing aid on the other is the combination that provides them with their best hearing.²⁻⁸ This is called **bimodal hearing**.

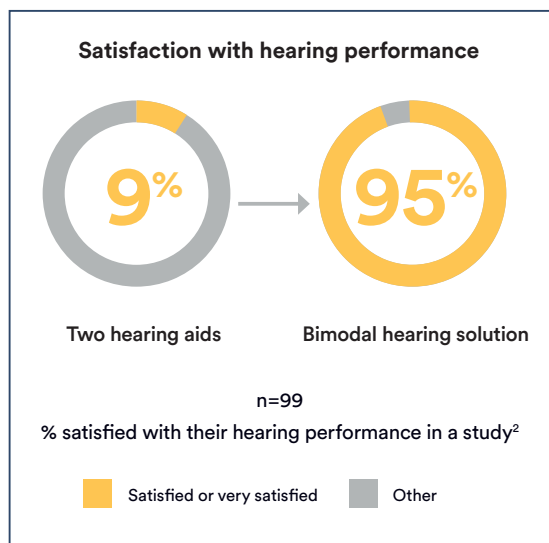
Two types of hearing working together

Bimodal hearing combines two types of hearing technology - acoustic amplification and electrical stimulation.

Hearing aids provide you with acoustic hearing and work by amplifying sound, so what you hear is louder. A hearing aid is designed to enhance your remaining natural hearing.

Cochlear implants bypass damaged parts of the ear and provide you with hearing through electrical stimulation of the hearing nerve.

By optimising the hearing in both ears, bimodal hearing solutions are designed to improve overall sound quality².



“The bimodal solution for me means that I can hear sound in stereo again.”

Andreas, bimodal hearing solution user



“I really enjoy catching up with my friends again, taking part in social activities.”

Stefanie, bimodal hearing solution user

The benefits of bimodal hearing

For some people, bimodal hearing may provide their best possible hearing experience. When compared to using a hearing aid or cochlear implant alone, users of bimodal hearing report:

- a more natural hearing experience⁴
- improved speech understanding in both quiet and noise⁴⁻⁷
- enhanced perception of music⁸
- hearing performance in noisy environments to mimic realistic situations (Versus booth / audiometric testing).⁴

In a study, users of bimodal hearing also reported much higher satisfaction with their hearing performance across a range of listening situations, compared to when they used two hearing aids.²

Self assessed hearing performance ² n=95, % satisfied or very satisfied	Two hearing aids	Bimodal hearing solution
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%

Bimodal hearing solutions

People often transition to a bimodal solution from using two hearing aids and will consult with their hearing health professional to select the right implant.

Choosing an implant is a big decision and you should feel confident that you are choosing a quality product from a company that will support your hearing experience over the long term.

When you choose a Cochlear[™] Implant you can experience the benefits of bimodal hearing with any hearing aid. You will also have the option to use bimodal solutions from the Smart Hearing Alliance, our collaboration with ReSound (a global leader in the hearing aid industry). These smart bimodal solutions provide additional audio streaming and connectivity advantages.

Could bimodal hearing be right for you?

The best way to determine if bimodal hearing could benefit you is to speak to your hearing health professional. Alternatively you can find more information at [cochlear.com](https://www.cochlear.com).

“It’s incredible how much quality of life it has provided me back.”

Mathias, Smart Hearing Alliance bimodal user





“I can stream the phone right into both ears and this makes things so much better”

Lennart, Smart Hearing Alliance bimodal user

The Smart Hearing Alliance

A bimodal hearing solution from the Smart Hearing Alliance provides all the benefits of bimodal hearing with additional advantages:



Outstanding hearing performance

When surveyed, users of Smart Hearing Alliance bimodal solutions were more likely than other bimodal users to say they find it easy to hear in noisy environments and easy to talk on the phone.¹⁰



Direct smartphone streaming

The Smart Hearing Alliance offers the world's only smart bimodal hearing solution with direct smartphone streaming. This means you can stream calls, music and entertainment from a compatible iOS or Android™ device directly to your compatible sound processor and hearing aid*. Direct streaming is designed to complement your lifestyle so you only need your smartphone to easily connect with loved ones and the world around you.



Streaming with wireless accessories

The Smart Hearing Alliance offers a range of wireless accessories to stream sound to your compatible sound processor and hearing aid.* Using Bluetooth® technology, our accessories provide stereo quality sound streamed to your device.



Smart Hearing Alliance

Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with moderate to profound hearing loss experience a life full of hearing. We have provided more than 600,000 implantable devices, helping people of all ages to hear and connect with life's opportunities.

We aim to give people the best lifelong hearing experience and access to innovative future technologies. We have the industry's best clinical, research and support networks.

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

References

1. Weaver, J. «Single-Sided Deafness: Causes, and Solutions, Take Many Forms.» *Hearing Journal* 68.3 (2015): 20-24. Web. 28 Apr. 2017. http://journals.lww.com/thehearingjournal/Fulltext/2015/03000/Single_Sided_Deafness___Causes,_and_Solutions,.1.aspx.
2. Lupo JE, Biever A, Kelsall DC. Comprehensive hearing aid assessment in adults with bilateral severe-profound sensorineural hearing loss who present for Cochlear implant evaluation. *Am J Otolaryngol*. 2020;41(2):102300. doi:10.1016/j.amjoto.2019.102300
3. Farinetti A, Roman S, Mancini J, et al. Quality of life in bimodal hearing users (unilateral cochlear implants and contralateral hearing aids). *Eur Arch Otorhinolaryngol* (2015 Nov); 272, 3209–3215.
4. Ching TY, Incerti P, Hill M. Binaural benefits for adults who use hearing aids and cochlear implants in opposite ears. *Ear Hear* (2004 Feb); 25, 9–21.
5. Potts LG, Skinner MW, Litovsky RA., et al. Recognition and localization of speech by adult cochlear implant recipients wearing a digital hearing aid in the nonimplanted ear (bimodal hearing). *J Am Acad Audiol* (2009 Jun); 20, 353–373.
6. Morera C, Cavalle L, Manrique M, et al. Contralateral hearing aid use in cochlear implanted patients: Multicenter study of bimodal benefit. *Acta Otolaryngol* (2012 Jun); 132, 1084–1094.
7. Gifford RH, Dorman MF, McKarns SA, Spahr AJ. Combined electric and contralateral acoustic hearing: Word and sentence recognition with bimodal hearing. *Journal of Speech, Language, and Hearing Research*. (2007 Aug) 1;50(4):835-43.
8. Sucher CM, McDermott HJ. Bimodal stimulation: benefits for music perception and sound quality. *Cochlear Implants International*. (2009 Jan); 1;10(S1):96-9.
9. Fitzpatrick EM, Leblanc S. Exploring the factors influencing discontinued hearing aid use in patients with unilateral cochlear implants. *Trends in Amplification*. 2010, 14; (4): 199–210.
10. Cochlear Limited. D1627134. Cochlear Bimodal Experience Survey - April 2019. 2019, Oct. Data on file.

* For compatibility information and devices visit cochlear.com/compatibility and resound.com/compatibility

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

 **Cochlear Ltd** (ABN 96 002 618 073) 1 University Avenue, Macquarie University, NSW 2109, Australia T: +61 2 9428 6555 F: +61 2 9428 6352

www.cochlear.com

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

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. Please contact your local Cochlear representative for product information.

Views expressed are those of the individual. Consult your health professional to determine if you are a candidate for Cochlear technology. Any testimonial featured is not intended for a New Zealand audience.

The Cochlear Nucleus Smart App is available on App Store and Google Play. The Cochlear Nucleus 7 Sound Processor is compatible with Apple and Android devices, for compatibility information visit www.cochlear.com/compatibility.

Cochlear, 科利耳, コクレア, 코클리어, Hear now. And always, Nucleus, Kanso, Advance Off-Stylet, AutoNRT, Contour Advance, Custom Sound, Freedom, NRT, SmartSound, the elliptical logo, and marks bearing an ® or ™ symbol, are either trademarks or registered trademarks of Cochlear Limited (unless otherwise noted).

ReSound is a trademark of GN Hearing A/S.

Android, Google Play and the Google Play logo are trademarks of Google LLC.

Apple, the Apple logo, FaceTime, Made for iPad logo, Made for iPhone logo, Made for iPod logo, iPhone, iPad Pro, iPad Air, iPad mini, iPad and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc., registered in the U.S. and other countries.

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Cochlear Limited is under license.

© Cochlear Limited 2021. D1826838 V1 2021-04