

North

Product portfolio 2.0

unitron[™] Hearing matters





We aim to please

As your patients become more engaged in their healthcare decisions it's opening up many opportunities to initiate meaningful conversations and shared decision making. The North platform achieves many amazing things, yet we believe the most important of these is that it creates new opportunities for you to engage with your patients, gain insight into how their hearing technology is working in the real world, remove barriers and, ultimately, build trust and loyalty. Because every successful relationship begins with a conversation that's worth continuing.

Unitron is committed to delivering the tools you need to build strong patient relationships that support your success. It all starts with our North platform, powering technologies like our seven-environment SoundNav automatic program that's getting patients back in the conversation. Log It All supports evidence-based counseling by providing clear insights into a patient's actual listening experience across SoundNav environments. And Flex™ lets you turn Log It All insights into action by changing hearing instrument technology levels right in your office. All of this technology is available on the North platform in our Stride™ and Moxi™ hearing instruments that are designed to precisely meet the needs of your patients.



Great conversations
start here

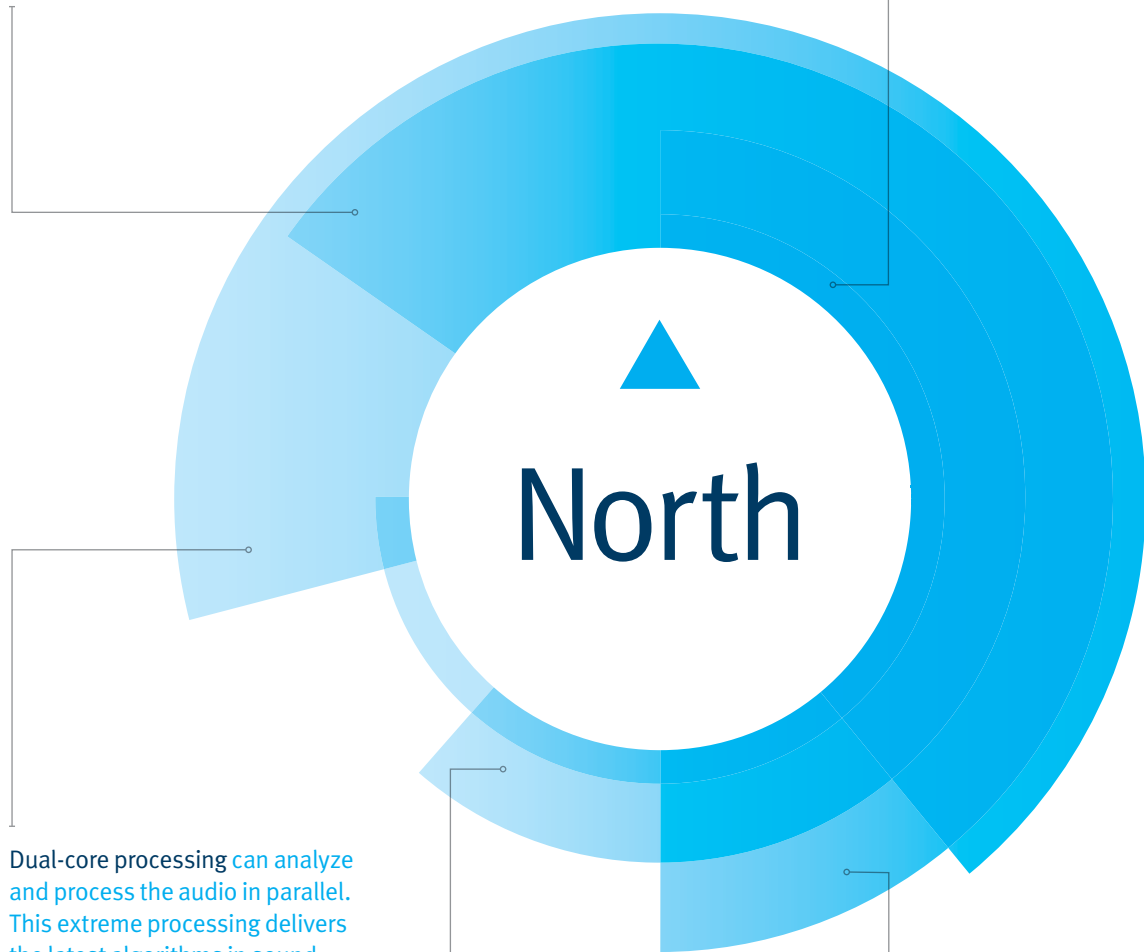
North pushes the boundaries

Based on the strong foundation of proven sound quality, the Unitron North platform sets a whole new direction for what's possible in natural sound. A greater dynamic range, clean handling of signals and tightly integrated algorithms shape the sound quality in a way that's totally unique to Unitron.

Bring your patients closer than ever
to natural hearing with North.

101 dB dynamic range is the best in the industry. It allows more sounds, including those with higher peaks, into the system without distortion. So even sounds like music remain pure and beautiful.

Audio comes in clean and stays that way, maintaining signal fidelity throughout processing, so everything sounds natural at the end.



Dual-core processing can analyze and process the audio in parallel. This extreme processing delivers the latest algorithms in sound technology advancements.

2x the memory of Era™ enables innovations like our new 7 environment automatic program SoundNav.

Seamless algorithm integration within the system provides individual benefit without sacrificing sound quality.



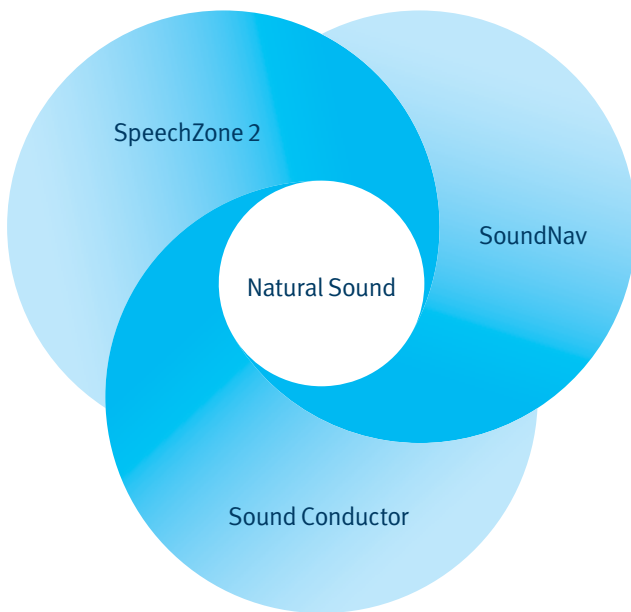
Not all conversations are created equal

Every conversation comes with its own unique set of background sounds. That's why we decided it's not enough to give patients one environment to target speech in noise. They need multiple environments designed to target different types of background noises in order to participate in all types of conversations without struggling to hear. This is the inspiration behind how we help patients hear their best in any situation.

It's a totally unique approach, only from Unitron.

It takes teamwork to make hearing this satisfying

The innovations in North make it possible for our SoundNav, Sound Conductor and SpeechZone 2 technologies to give patients the natural sound they love. The combined strength of these three features also automatically addresses the number one complaint of patients¹: understanding conversations.



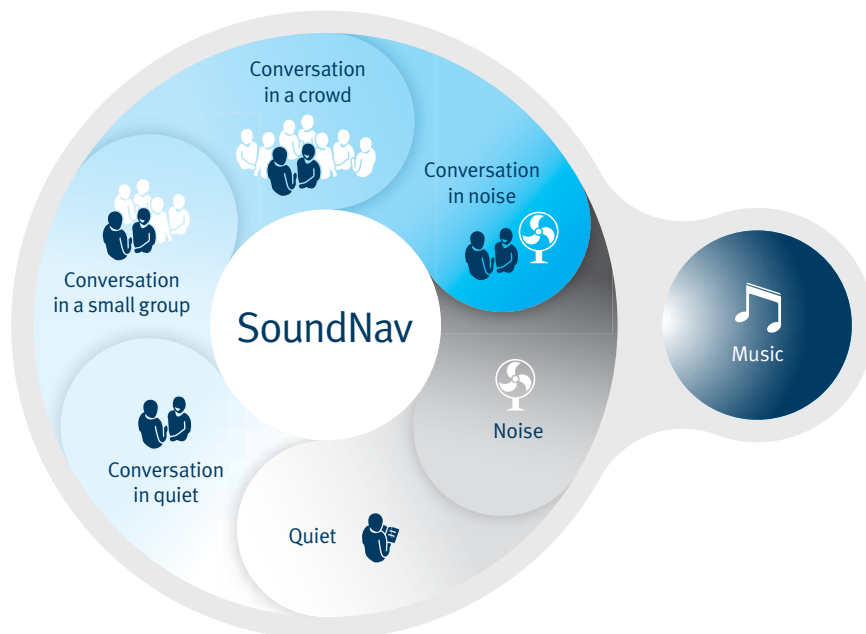
1. Kochkin S. MarkeTrak VIII: The key influencing factors in hearing aid purchase intent. Hearing Review. 2012; 19(3):12-25.

SoundNav

Since listening situations are made up of varying degrees of background noise, it doesn't make sense to treat them all the same. The SoundNav automatic program identifies and classifies signals into seven different environments, putting special focus on conversations, each with their own background noise. If there is no conversation, SoundNav determines whether it is a noisy or quiet environment. It also gives music binaural, exclusive treatment.

What does it mean to patients?

Patients seamlessly and automatically enjoy accurate adjustments and natural sound as SoundNav keeps up with their changing environments.

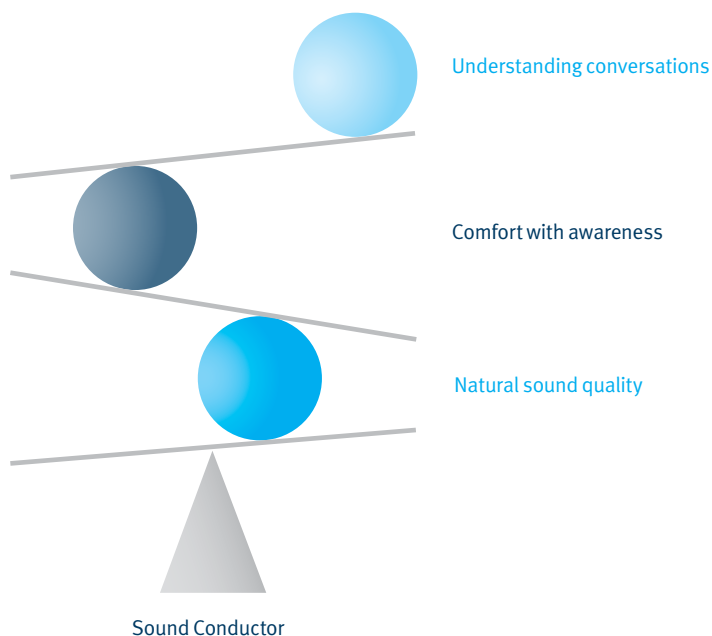


Sound Conductor

Sound Conductor knows that the goal in conversations is to understand speech. It builds on the precise and intelligent classification of SoundNav. It then dynamically balances adaptive features to address each unique listening scenario to make speech clearer, while maintaining natural sound quality. It also finds the right feature balance to provide listening comfort without sacrificing awareness and maintains the natural sound quality while enhancing the vocals in music.

What does it mean to patients?

Patients experience clearer speech in all types of conversations and more natural listening everywhere.

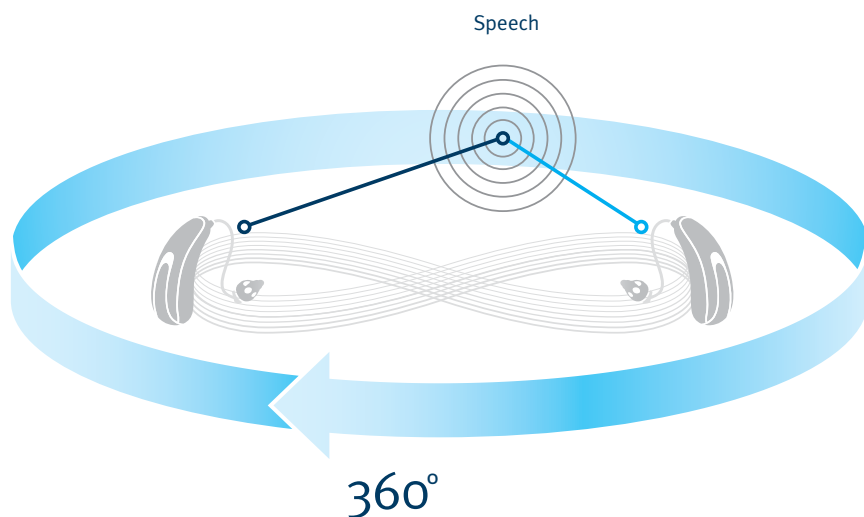


SpeechZone 2

SpeechZone 2 is optimized to work with the SoundNav automatic program and Sound Conductor to take focusing on conversations to the next level. It automatically engages in difficult background noise, pinpointing speech coming from 360 degrees around the patient so they can clearly hear the speech coming from any direction.

What does it mean to patients?

Patients clearly hear speech from any direction no matter what background noise is present.



We focus on conversations

Our new SoundNav automatic program offers precise classification of seven different environments, four of which are specifically focused on conversations. SoundNav works in harmony with other trailblazing technologies – Sound Conductor and SpeechZone™ 2 – to let patients seamlessly and automatically participate in conversations like never before, experience comfort with awareness in quiet and noisy environments, and enjoy the pure sound of music.



Impress them with Flex

Flex is the industry-first hearing instrument trial and upgrade solution that helps you improve in-clinic experience and build patient trust. This powerful tool for differentiating your practice is the only solution of its kind on the market. And it's only from Unitron.

Flex:trial

Flex:trial helps to reduce barriers associated with purchasing and wearing hearing instruments. Flex:trial gives you limitless options to provide quality patient interactions with the ability to easily program devices to different technology levels, over and over again.

Flex:upgrade

Flex:upgrade is a totally unique way to address evolving patient needs, while giving them the confidence that they have flexibility if things change again in the future. It does this by enabling you to provide a higher level of technology to your patients in the hearing instruments they are wearing right now.

Evidence-based patient counseling

When combined with Log It All, Flex creates new opportunities for you to use real-life data to grow trust, motivate patients to act, increase satisfaction and, ultimately, build your practice.

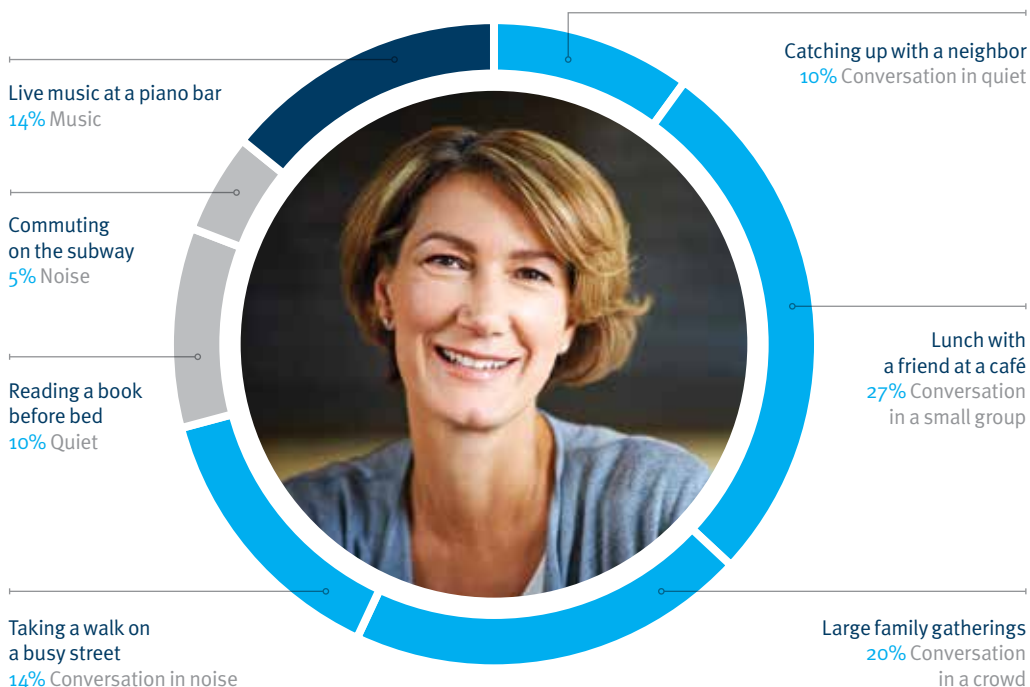
Convince them with Log It All

Log It All is an industry-first solution that enhances Flex by capturing real-life patient data that you can use to spark evidence-based conversations about their lifestyle and technology level choices.

Real life, real data, real conversations

Log It All gives you clear insights into areas you can focus on during patient counseling. It takes the guesswork out of deciding which technology level is the most appropriate for a patient by validating exactly where they spend their most important hours conversing with friends, family, co-workers and the other significant people in their lives. When Log It All helps you identify that a patient would benefit from an alternative technology level, you can use Flex to let them experience your recommendation immediately and in their own lives.

The Log It All data for the patient below reveals that she would benefit from a hearing instrument that keeps up with her active social life.



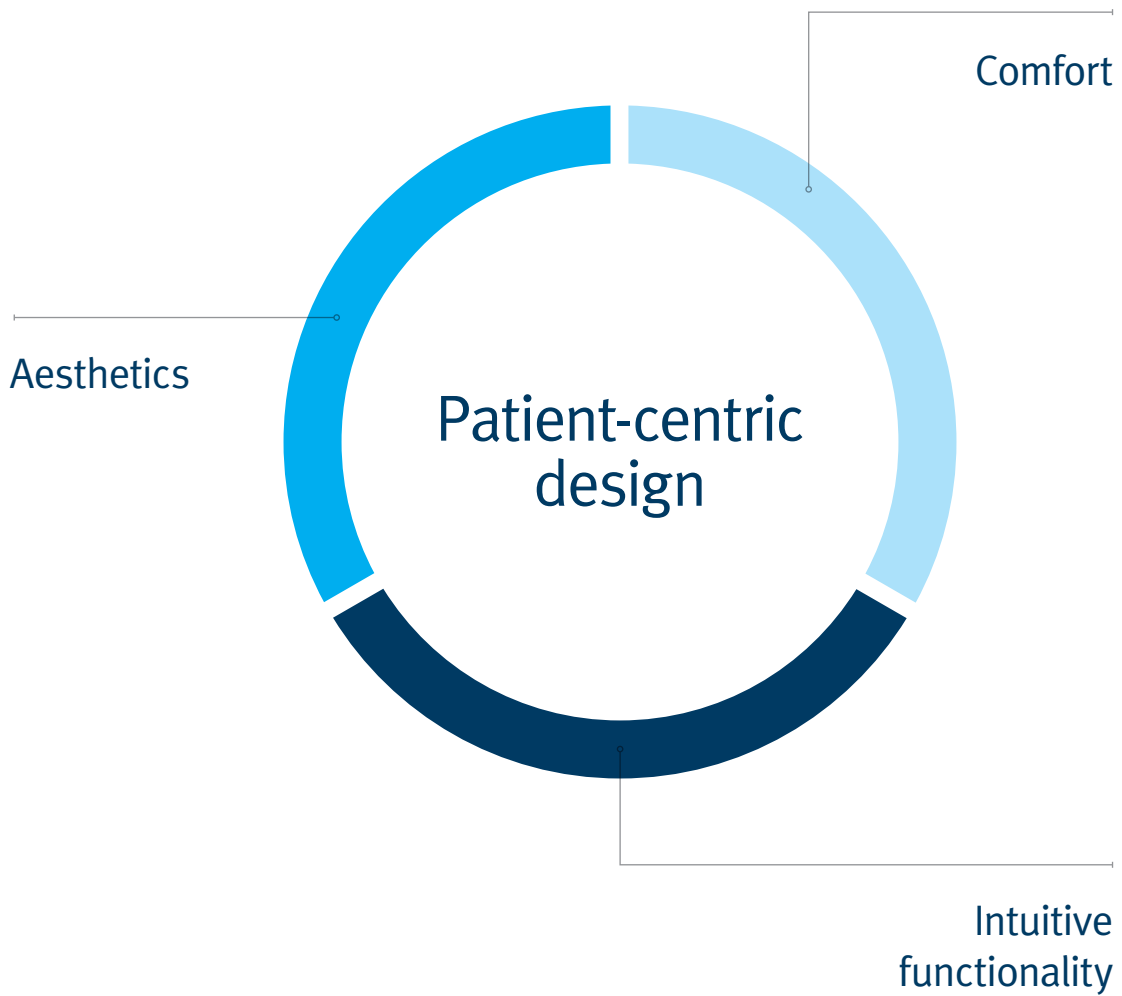
Patient-centric designs plus industry-first technologies

When Unitron designs hearing instruments we view every detail through the lens of the patient. While we're proud of the product design awards this approach has earned, we're more interested in the power it has to make patients comfortable with wearing their hearing instruments.

Finding just the right balance

All North platform hearing instruments are designed to achieve the perfect mix of enticing aesthetics, complete comfort and intuitive functionality. This means they not only look appealing to patients, but patients can imagine themselves wearing them all day, every day. They also deliver on the promise of comfort with soft, flowing lines, organic shapes and smooth finishes. Finally, they are simple to use with controls and features that immediately make sense to patients and fit seamlessly into their lives.

Getting all of this right takes down barriers so patients experience the true benefits of amplification and you experience greater in-clinic success.





Moxi powered by North



Our award-winning Moxi family has never looked better. It has never sounded better either. That's because the latest generation of Moxi hearing instruments are built on our North platform. And Moxi continues to lead the way in design excellence, while keeping choice front and center, with three receiver-in-canal (RIC) styles that give you even more options to offer your patients the one and only Moxi experience.

Style that gets their attention.
Sound that keeps them happy.

That's the Moxi family.



Moxi Kiss

This award-winning hearing instrument design features a 312 battery, enticing style and a fully automatic experience.



Moxi Dura

Patients get a reliable hearing instrument with a 13 battery offering longer battery life and durability that keeps up.

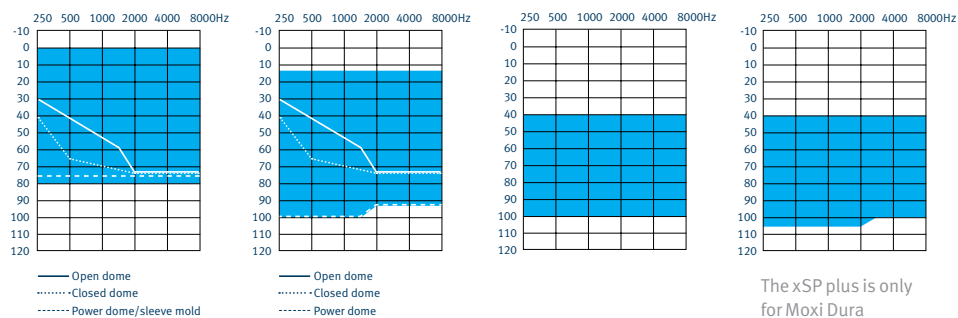
Meet their every need

You can see our patient-centric design philosophy shining through in our Moxi family of hearing instruments. These highly discreet and stylish RICs entice patients like never before. And with three distinct styles to choose from you have everything you need to exceed your patient’s expectations.

Ultimate fitting flexibility

Receiver type:	Standard (xS)	Power (xP)	Super power (xSP)	Super power plus (xSP plus)
Output / gain (2cc)	113/47	127/57	131/63	134/67
Open dome	•	•		
Closed dome	•	•		
Power dome	•	•		
Sleeve mold	•	•		
cShell	•	•	•	•

Fitting charts:





Teal blast (S7)



Sand storm (S6)



Platinum (P6)



Pewter shine (S5)



Pewter (P7)



Espresso boost (S3)



Espresso (P4)



Cinnamon (Q9)



Charcoal (P8)



Beige (01)



Amber suede (S2)



Amber (P2)

Bringing down barriers

All of our RIC styles are designed with ease of use in mind:

- Small size offers ultimate discretion
- Intuitive controls make it very easy for patients to use
- The push button and telecoil on Moxi Fit and Moxi Dura offer patients more choice and control
- Moxi Dura takes whatever comes its way with long battery life and extra durability



reddot award 2015
winner



Moxi Fit

This award-winning hearing instrument gives your patients the perfect combination of style and functionality with a 312 battery, push button and telecoil.



Stride powered by North



Stride leads the way in patient-centric design. This new family of behind-the-ear (BTE) and in-the-ear (ITE) styles offers the impressive aesthetics, comfortable fit and intuitive controls that patients find so appealing, with choices to satisfy every need. Since it's built on North, the platform that's powering a new direction in natural sound, Stride is packed with technology that truly allows your patients to focus on conversations in all of their listening environments. It's never been easier to help your patients find their Stride.

Behind the ear

Ahead of the curve

Unitron's award-winning design approach now extends to our Stride BTEs, engaging patients with comfort, great looks and controls that they will instinctively know how to use.



Products shown at actual size

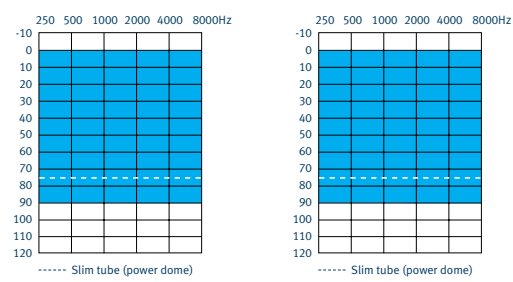
Leading the way in style

The Stride family of BTEs delivers the natural sound and enjoyable conversations patients love in two options to meet their needs. Stride P is a new wireless 13 battery BTE that pairs stylish design with dual controls. Stride P Dura offers moisture resistance and durability, without sacrificing style. Get ready to remove patient barriers with Stride BTEs.

Ultimate fitting flexibility

Style:	Stride P Dura	Stride P
Peak output / gain (2cc) filtered earhook	132/63	134/66
Peak output / gain (2cc) slim tube	126/55	129/58
Battery size	13	13

Fitting charts:





Teal blast (S7)



Sand storm (S6)



Platinum (P6)



Pewter shine (S5)



Pewter (P7)



Espresso boost (S3)



Espresso (P4)



Cinnamon (Q9)



Charcoal (P8)



Beige (01)



Amber suede (S2)



Amber (P2)

Bringing down barriers

Our Stride BTEs give patients what they want most:

- Smooth lines and integrated details increase appeal and comfort
- Stride P has dual controls for program and volume adjustments
- Telecoil and easy-t make phone conversations easier
- Stride P Dura delivers extra durability and moisture resistance
- Tamper resistance on Stride P and Stride P Dura meet specialized needs
- A DAI boot option in Stride P Dura provides more choices for connecting to devices



Introducing the new **Stride P**

Your patients are going to love Stride P. The inspired design of this wireless BTE puts control at their fingertips with an integrated and intuitive push button and volume control.

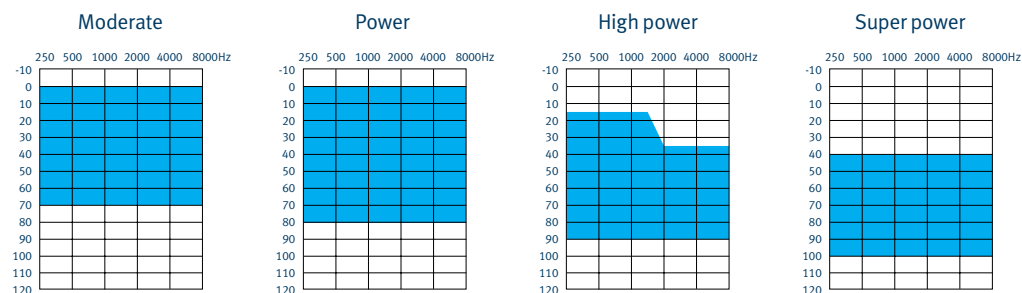
Expand their possibilities

Stride ITE hearing instruments are freshly designed, inside and out, and customized for comfort. A full range of styles gives patients choice, usability and durability. New volume control, push button, plasma coating and microphone ports that reduce moisture and debris ingress improve the patient experience. Add in the joy of natural sound and more satisfying conversations and it's clear why we say that big innovations come in small packages.

Ultimate fitting flexibility

Battery size:	13	312	10A	10A IIC
Peak output / gain (2cc)				
M (moderate)	112/40	112/40	112/40	112/40
P (power)	118/50	118/50	118/50	
HP (high power)	122/60	122/60	122/60	
SP (super power)	130/70	130/70		
Wireless	•	•	Optional	
Directional microphone	•	•	Optional	

Fitting charts:





Bringing down barriers

The new Stride ITEs are our best ever:

- Redesigned volume control and push buttons are highly intuitive for patients
- Plasma coating and microphone ports reduce moisture and debris ingress for enhanced durability
- Precise fit and optimal venting let patients listen in comfort
- Wireless available down to a CIC expands fitting options
- Wireless, directional available down to a mini-canal provides full functionality in a very small instrument



(Yes, it really is this tiny)

Naturally simple accessories

The natural sound of Unitron hearing instruments carries on through to our range of practical accessories. All are fully compatible with the North platform's new energy-conscious wireless chip and offer intuitive access to key features.



Remote



Streamers/remotes



Remote control 2

Patients can discreetly and easily adjust volume and switch programs for customized listening in the moment.

Where is it used?

Anywhere

uStream

Patients experience stereo sound through easy, more discreet connectivity to wireless devices.

Where is it used?

Mobile phones, TVs and Bluetooth® MP3 players

uDirect™ 3

Patients enjoy, direct connections to the devices they rely on for communication and entertainment, in stereo sound and with maximum battery life.

Where is it used?

Mobile phones, TVs, FM receivers and MP3 players



uControl™ app

Patients have control of programs and volume through the smartphone or smart device that they already carry around in their pocket.

Where is it used?

Anywhere



Additional accessories requiring a streamer to function

uMic™

Patients can hear a single sound source more clearly in a challenging listening environment.

Where is it used?

Lectures, presentations, noisy restaurants, in the car

uTV™ 3

Patients get sound delivered to both hearing instruments, making TV more enjoyable and entertaining.

Where is it used?

Watching television

IIC remote

Patients can conveniently adjust volume or switch between programs.

Where is it used?

Anywhere



Give every patient a fit that satisfies

We continue to enhance our [Unitron TrueFit™ software](#) with tools that promote open communication. At the same time, we stay focused on making every part of the fitting very easy for you, freeing up your time to spend on quality one-on-one patient counseling that builds confidence and differentiates your clinic.

Bringing down barriers

Unitron TrueFit software is more than just fitting software:

- Patient screens in Unitron TrueFit make it easy to engage more fully with your patient during the fitting process
- Log It All captures and displays a patient's experiences with their hearing instruments across seven environments, helping you to discuss the benefits of different technology levels
- iCube II allows for quick and easy wireless fittings

At a glance

Channels

Signature features

Glossary

SpeechZone 2	In noisy situations, adjusts to an optimal microphone strategy to focus on speech from any direction
Binaural spatial processing	Hearing instruments work together to determine the direction of speech
SoundNav	Automatic program that identifies and smoothly transitions across environments, with a special focus on conversations
Sound Conductor	Dynamically balances the appropriate features providing speech understanding and comfort while maintaining natural sound quality
Log It All	Captures the time patient's log across all seven SoundNav environments to help support technology level recommendations
MyMusic	Specialized fitter-controlled settings to enhance music enjoyment
Binaural Phone	Streams conversation from phone ear to opposite ear, no accessory required
Automatic Adaptation Manager	Intelligently and gently transitions clients to the amplification required for long-term optimal speech understanding from first fit acceptance

Features

Adaptive directional	Directional strategy that tracks and suppresses multiple background noise sources
Frequency compression	Compresses and shifts inaudible high-frequency sounds into a more audible lower frequency region
AntiShock	Eliminates discomfort from sudden impulse noises

In all technology levels:

- Pinna Effect
- Natural Sound Balance
- Data logging
- Feedback manager
- Wind control
- Tinnitus masker
- Manual programs
- Streaming programs
- DuoLink
- Easy-t
- Easy-DAI
- IntelliVent technology for custom ear pieces
- Plasma coating
- IP67 for Stride P, Stride P Dura and Moxi Dura
- IP57 for Moxi Fit and Moxi Kiss
- Telecoil
- WDRC processing with NAL-NL1, NAL-NL2 and DSL v5
- Linear processing with DSL v5

Compatibility may be limited by product style

Pro	800	700	600	500
20 channels	20 channels	16 channels	10 channels	6 channels
SpeechZone 2	SpeechZone			
•	•			
7 environments	6 environments	5 environments	2 environments	AutoMic
•	•	•	•	•
•	•	•	•	•
Automatic binaural	Automatic binaural	•	•	•
•	•	•	•	•
•	•	•	•	•
Multiband	Multiband	Multiband	Multiband	•
•	•	•	•	•
•	•	•	•	•
Pro	800	700	600	500
Premium has it all, plus a focus on speech from any direction	Binaural approach to address speech in noise	Separation of speech in noise backgrounds	Automatic	Manual

Products shown at actual size



At Unitron, we care deeply about people with hearing loss. We work closely with hearing healthcare professionals to provide hearing solutions that improve lives in meaningful ways. Because hearing matters.

© 2015 Unitron. All rights reserved

unitron.com

15-024 028-6189-02