

With Cochlear™ Baha® Sound Processor, you get more than just a product:

Technical Services and Support

- Cochlear provides extensive troubleshooting on the telephone or via web chat with recipients; reducing travel time to the clinic to solve product issues.
- Cochlear provides direct repair services for recipients; returning their processor directly to them which can reduce the time they are off-the-air.

Insurance and Reimbursement Support

- Cochlear's OMS department offers recipients assistance with commercial insurance approvals and appeals. The Reimbursement department assists with the purchase of parts and accessories for those with Medicare and Medicaid.

Online Community Support

- The Cochlear Community connects candidates and recipients as well as Cochlear social networking sites to meet others who may share similar experiences. Get real life answers to questions while navigating the journey to a world of sound.

Recipient Services Department

- Cochlear has an entire department dedicated to serving people who use our technology. We provide programs to support and enhance our recipient's experiences such as: online product support, assistance with sound processor upgrades, monthly newsletters for recipients, and an online store.

Brilliance speaks for itself



DOUG

"The Baha 3 Power has the same excellent quality sound that I have come to experience in the previous generation of sound processors but with additional power and volume. The volume can be precisely controlled for each listening environment."



ANNIE'S MOTHER

"Annie loves her Baha. It is the first thing she brings us in the morning to put on and the last thing she wants to take off before bedtime. Annie doesn't want to spend one minute without her Baha."



ANNE-MARIE

"The Baha 3 makes it effortless to hear at work. I often missed important information in meetings and felt out of touch because I couldn't keep up with my co-workers' conversations. Now, since I have no 'bad side,' I'm able to be more active and involved in the discussions. And I never miss a joke!"



DANIEL

"I can hear more sound with the Baha which has helped a lot with my piano playing. I can now hear soft sounds and lower frequency sounds much better and the quality is far superior to the bone conduction hearing aid I was wearing."

Hear now. And always

This is the Cochlear™ promise to you. As the global leader in hearing solutions, Cochlear is dedicated to bringing the gift of sound to people all over the world. With our hearing solutions, Cochlear has reconnected over 250,000 cochlear implant and Baha® users to their families, friends and communities in more than 100 countries.

Along with the industry's largest investment in research and development, we continue to partner with leading international researchers and hearing professionals, ensuring that we are at the forefront in the science of hearing.

For patients receiving any Cochlear hearing system, our commitment is that for the rest of your life we will be here to support you.

ACT NOW!

Visit your hearing care professional today and ask how upgrading to a Cochlear Baha 3 Sound Processor could potentially benefit you!

You should talk to your physician to see if you are a candidate for a Baha® System, and to understand the associated risks and benefits, and CDC recommendations for vaccination. Implantation with a Baha System is a surgical procedure, and carries with it the risks typical for surgery, and outcomes cannot be guaranteed. For additional information please refer to the package insert available at www.CochlearAmericas.com/BahaIndications

References

1. Davison, T. "Pediatric BAHAs Experience" presented at the 13th British Academic Conference in Otolaryngology, July 8, 2009, Liverpool, UK
2. Wilson, et al., "An Evaluation of BKB-SIN, HINT, Quick SIN, and WIN Materials on Listeners with Normal Hearing and Listeners with Hearing Loss" JSLHR, Vol. 50, Aug. 2007; 844-856

www.CochlearAmericas.com

Cochlear Americas
13059 East Peakview Avenue
Centennial CO 80111
USA

Tel: 1 303 790 9010
Fax: 1 303 792 9025



Please Recycle

Baha is a registered trademark of Cochlear Bone Anchored Solutions AB, a Cochlear Group Company. Baha Divino and Baha Intenso are trademarks of Cochlear Bone Anchored Solutions AB, a Cochlear Group Company. Cochlear and the elliptical logo are trademarks of Cochlear Limited. © 2011 Cochlear Bone Anchored Solutions. All rights reserved.

BUN055 ISS1 SEP11

Cochlear Canada Inc
2500-120 Adelaide Street West
Toronto, ON M5H 1T1
Canada

Tel: 1 416 972 5082
Fax: 1 416 972 5083



Cochlear™

Hear now. And always



Sound Processors

NEW!

Baha® 3 Power – The Thinnest and Most Powerful Head-Worn Programmable Power Processor.

Baha® 3 – The World's First Fully Programmable Bone Conduction Sound Processor.



Cochlear™

Hear now. And always

The Cochlear™ Baha® 3 Family of Sound Processors Has a New Member

Introducing the New Baha 3 Power Sound Processor (BP110)

Cochlear's newest sound processor is the world's thinnest and most powerful head-worn sound processor for patients with substantial mixed hearing loss.

If you are currently using an Intenso™ processor, it is time to upgrade to the **NEW** Baha 3 Power Sound Processor.

Offering Premium Performance with Baha 3 Sound Processor (BP100), World's First Programmable Sound Processor

For patients with pure conductive hearing loss, moderate mixed hearing loss, or single sided deafness who are currently using Baha Compact, Divino™ or similar sound processors, Cochlear offers the Baha 3 Sound Processor featuring the latest technological advances in bone conduction.

Both Cochlear Baha 3 Sound Processors offer:

- **Excellent Clarity in Sound**
- **Brilliance in Design**
- **Simplicity in Use in Changing Environments**



Baha 3 Sound Processor (BP100)

Baha 3 Power Sound Processor (BP110)

With over 30 years of experience developing bone conduction solutions, along with input from Baha users, parents, and professionals, Cochlear continues to provide the only bone conduction solution developed specifically for our unique users.



Baha 3 vs. Divino

In a recent clinical study, patients showed better hearing in noise using a Baha BP100.¹ The average improvement was equivalent to about 25% better performance than with their Divino when listening with both ears.^{1,2}

Baha 3 Power vs. Intenso

Initial feedback from users who switched to Baha 3 Power (BP110) Sound Processor indicates the Baha 3 Power may offer better sound quality over Intenso. Multi-channel digital signal processing, automatic directional microphone, automatic noise cancellation and other advanced features are all intended to improve performance of Baha 3 Power over the previous generation sound processors.

Clarity in Sound

The Baha 3 Sound Processors contain advanced signal processing features such as multi-channel digital signal processing, automatic directional microphone, and automatic noise cancellation that are designed to deliver a cleaner signal, providing you with easier listening throughout your day.

Say hello to better sound

With a Baha 3 Sound Processors, you can say goodbye to bulky earmolds, and say hello to a sleeker, advanced device that sends sound straight to your inner ear. That's the beauty of direct bone conduction. The improvement in sound quality can be significant — not to mention the potential improvements in speech understanding.

Listen comfortably in noisy places

Even when it's noisy, the new Baha 3 Sound Processors may help you get more out of a conversation than you do today.

Brilliance in Design

Active individuals place high demands on their hearing solution. The Baha 3 Sound Processors have been designed from top to bottom to better meet your expectations.

Features for your active life

The Baha 3 Sound Processors use multi-layer membranes to cover the microphone ports, and are designed to reduce the amount of perspiration and dust that enters the device.* So you can benefit from amplification all day long — even when you are lounging by the pool, exercising, or riding a dirt bike in the desert.

* Use and maintain the Baha 3 Sound Processors as described in the User Manual. Baha 3 Sound Processors are not designed for immersion in water. Never wear the sound processor in heavy rain, in the shower or when bathing.

LARGE SELECTION OF STANDARD COLORS

Baha 3 Sound Processor (BP100)

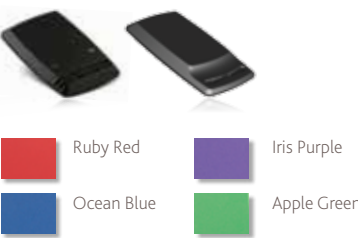


Baha 3 Power Sound Processor (BP110)



BATTERY DOORS FUN COLORS

Baha 3 (BP100) and Baha 3 Power (BP110) Battery Doors Choices



Baha 3 (BP100) and Baha 3 Power (BP110) Tamper-Proof Battery Door Color Choices



GET CONNECTED

the universal Europin connector links you to popular accessories such as MP3 players and telecoil.



SIMPLE OPERATION

three easy-to-use buttons make volume adjustments and program switching simple.



COMPLETE CONFIDENCE

The world's only sound processor built on a strong, titanium base with tamper-proof features for the active children



VISIBLE ALERTS

LED indicators combined with audible status signals confirm the settings of the processor and warn when the battery is running low.

Images not to scale.

Simplicity in Use

Wherever you go, the Baha 3 Sound Processor helps you get the most out of your hearing. No matter where you are, it automatically selects the optimal combination of sound processing settings. This means you can enjoy clear and comfortable sound quality without having to lift a finger!

7:25 am

On the way to work

Even on a noisy city street, the Baha 3 Sound Processor's Noise Management System helps make listening more comfortable.

6:15 pm

At home

Soft sounds — like babies' soft giggles — become easier to hear, while louder sounds don't become overwhelming.

1:40 pm

In a meeting

A Baha 3 Sound Processor has two microphones for enhanced directional hearing, which helps you focus on the person or group of people you want to hear.

9:05 pm

At a party

The Baha 3 Sound Processor helps keep noise in the background and speech in the foreground, so you can socialize with confidence.

