



NOW[®]

Wireless hearing solutions made for life.



NUEAR[®]

Hearing wellness for Life

It's been proven that hearing health is directly connected to overall health and well-being.

When you're able to hear and engage with the world around you, you live a better and healthier life.

Our pursuit to help people hear better and live better has led to our biggest breakthrough to date.

NuEar Sound has cutting edge technology that delivers true listening enjoyment.



NOW hearing aids are made for life.

Introducing NOW,[®] NuEar's most advanced technology that offers supreme sound quality and premium features. NOW is customized to fit your unique hearing needs and enhance your listening experiences.



Made for your day-to-day.



Listening in noise

Advanced noise reduction technology and precise directional microphones work together to help make speech easier to hear in today's complex listening environments.



Better connections

Stream TV, music and more to your hearing aids. SurfLink® Mobile 2, SurfLink Media 2 and SurfLink Remote offer carefree hands-free connectivity and control with no worn device.



Works with your phone

While other hearing aid manufacturers require you to wear a device around your neck, SurfLink accessories offer a direct wireless connection between your phone – or any other Bluetooth® device – and your hearing aids.



Made for your convenient connectivity.

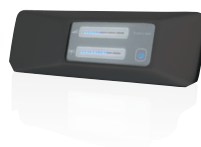
With more and more wireless products, making connections between devices can be challenging. To navigate listening environments with high wireless traffic, our 900sync™ Technology provides a powerful solution. It delivers high bit-rate streaming, allowing for ear-to-ear phone streaming and wireless capabilities for single-sided hearing loss.

SURFLINK®

Our NuEar wireless hearing aids wouldn't be complete without our popular SurfLink accessories.



Our compact cell phone transmitter, **SurfLink Mobile 2**, is an assistive listening device, media streamer and hearing aid remote all rolled into one.



SurfLink Media 2 is a set-and-forget media streaming solution that connects to TVs, MP3 players and more, to wirelessly stream audio directly to your hearing aids.



Our **SurfLink Remote** can be used to adjust volume, change memory modes, go in and out of streaming mode and much more — all with the push of a button.



Our discreet, lightweight **SurfLink Remote Microphone** is worn by a conversation partner to aid patients in one-on-one conversations in difficult listening environments.



Made for your music lovers.

"Life seems to go on without effort when I am filled with music."

- George Eliot



**Tastes in music may be unique,
but the power of music is
universally understood.**

Thanks to the processing power in NOW hearing aids, you can enjoy your favorite music in a whole new way with features that:

- Focus on music audibility, desired loudness and sound quality
- Make soft music sounds audible
- Allow on-demand and automatic control

The result is listening enjoyment for the way you want to hear music – automatically and in your control.



Made for **every type** of hearing loss.



If you have single-sided hearing loss, **NOW** has a solution for your hearing needs.

Our wireless **CROS** and **BiCROS** hearing aids bring audibility and speech understanding to those who struggle with single-sided hearing loss. 900sync Technology allows streaming to the good ear to provide quality, clarity and consistency of sound.



CROS/BiCROS functionality is available to you in RIC or BTE styles.

There are approximately 60,000 new cases of single-sided hearing loss in the U.S. each year.¹

¹ Williams, V. A., McArdle, R. A., & Chisolm, T. H. (2012). Subjective and objective outcomes from new BiCROS technology in a veteran sample. *Journal of the American Academy of Audiology*, 23(10), 789-806.



Made to deliver the very best.



You want

NOW delivers

*To hear comfortably in
challenging environments*

Acuity™ Directionality is designed to improve speech audibility in difficult listening situations along with **Speech Shift**.

To easily adapt to new sounds

NuEar's new feature speeds your transition to hearing aids by gradually adjusting settings to allow your brain to get used to new sounds.

Better wireless streaming

Technology that provides consistent wireless performance while streaming TV, music and other media with **SurfLink Mobile 2** and other **SurfLink** accessories.

*A comfortable, personalized
listening experience*

Sound comfort technology designed to provide distortion-free listening comfort for loud sounds while ensuring ultimate clarity for soft sounds.

No buzzing or whistling

NuEar's best-in-class feedback cancellation system providing feedback-free, comfortable listening all day long.

Durable, dependable hearing aids

Surface™ NanoShield, our pioneering water, wax and moisture repellant system, to protect and ensure durability and dependability.

*Music the way it was
meant to be heard*

NOW is designed to allow you to experience music in a whole new way. Now you can hear every note the way the artist intended - with pure, refined sound quality.

Customizable tinnitus relief

Advanced **Multiflex Tinnitus Technology** integrated into NOW to bring relief to those who suffer from ringing in the ears.

Features may vary by technology level.

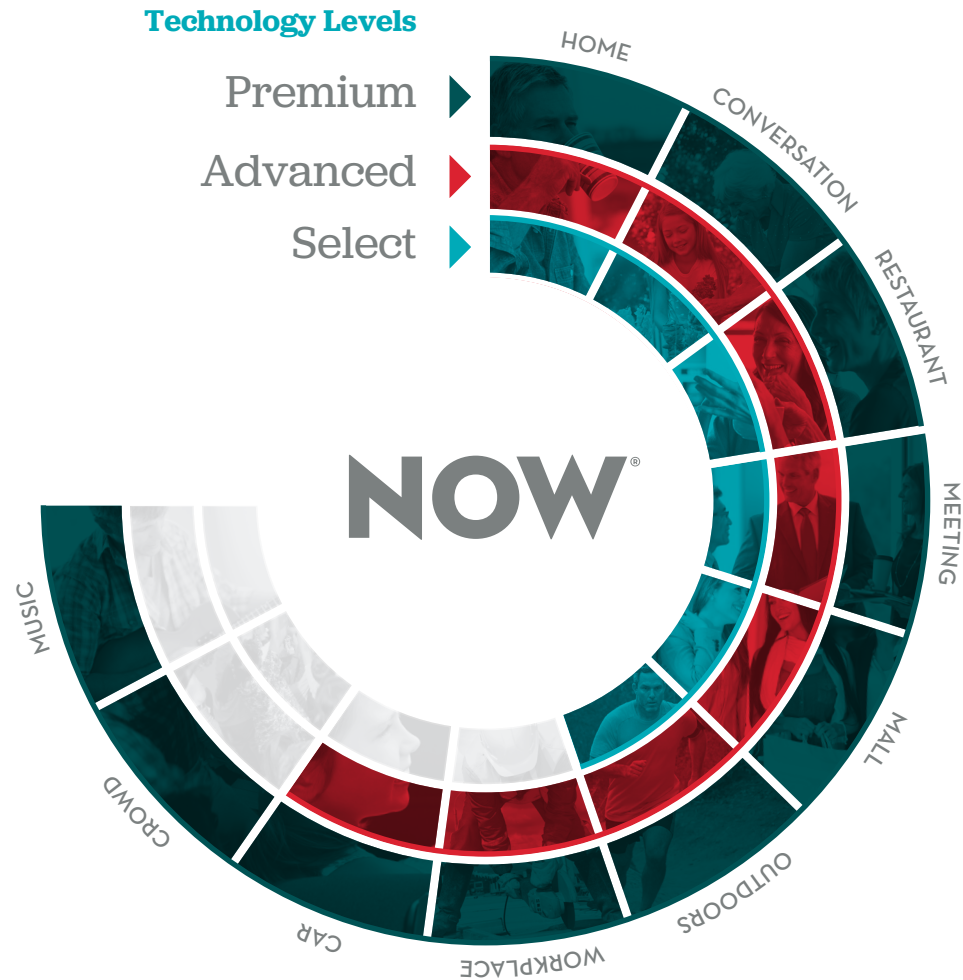
Made for
everywhere
you are.

From the beginning,
our hearing solutions
have enabled people
to hear better in
difficult environments
and live a better life.

You want to hear all the
subtleties of life: the
inflection in the voice of
a spouse or the nuances
in the notes of a favorite
song. Whether it's one-
on-one or in the most
crowded places, you'll
hear the world
around you.



Listening environments



**What is your
hearing
lifestyle?**

*Our lineup of products
enhances many different
listening environments.
What you need depends
on your lifestyle and how
active you are.*

*Compare the listening
environments on the
chart inside.*



Made for your style.

Styles and colors



Pick your favorite color among our new styles, which include our smallest devices and custom-fit options – both with tinnitus and wireless CROS and BiCROS solutions.

Consult your hearing care professional and start experiencing NOW's discreet, sleek styles for yourself.

Color guide



Black



Slate



Sterling



Bright White
with Sterling



Espresso



Bronze



Champagne

Custom products are available in skin tone colors.

Styles

Made for your preferred fit.



IIC

Invisible-In-Canal



ITE

In-The-Ear



CIC

Completely-In-Canal



RIC

Receiver-In-Canal



ITC

In-The-Canal



BTE

Behind-The-Ear

Made so
**the world
may hear.**



Our Founder and CEO,
Bill Austin, has always held
a strong belief that the gift
of better hearing results
in a fuller and better life.

We prove our dedication to this
philosophy daily, through our
support of Starkey Hearing Foundation.
And for every NuEar hearing aid
purchased, we help someone in need.

The gift of hearing opens up new
worlds of opportunity. It connects
individuals to life and helps them
realize they can accomplish more
than they ever thought possible.
Starkey Hearing Foundation uses
hearing as a vehicle to change
lives around the world.



100+
COUNTRIES



1.8 MILLION
HEARING AIDS



COUNTLESS
LIVES CHANGED

Made to help millions.

***The gift of hearing opens up
new worlds of opportunity.***

Spread hope from ear to ear. To learn more
or give the gift of hearing, visit
StarkeyHearingFoundation.org.

Made for a happy, healthy life.

Hearing loss isn't just an ear issue, it's a quality of life and health issue.

It can occur for natural reasons, but other causes might surprise you.



Older adults*

with impaired hearing may have a **shorter lifespan** than their peers without hearing problems.¹

*70 years and older



People* with a hearing loss experience a **30-40% faster decline in cognitive abilities** compared to peers without hearing loss.²

*75 years and older



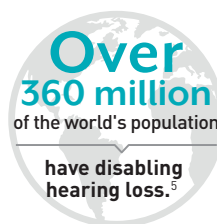
People with low-frequency hearing loss are considered **at risk** for cardiovascular events.³

NOW hearing aids are made so people with hearing loss won't have to miss a single sound that brings them joy. They are made knowing people who hear better live better.

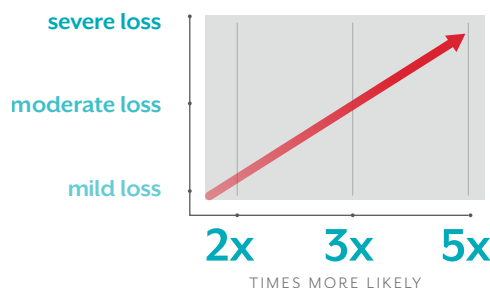
Adults with untreated hearing loss

were more likely to report depression, anxiety and paranoia than peers who wore hearing aids.⁴

*50 years and older



Adults with untreated hearing loss **are more likely to develop dementia.**⁶



There is a significant association between **high blood pressure** and untreated hearing loss.⁷



People with mild hearing loss **are 3x more likely** to have a history of falling.⁸



90-95%

of people with **hearing loss can be treated** with hearing aids.⁹

Simply put, NOW hearing aids are made for life.

¹ Norton, A. (2015). Older Adults' Hearing Loss May Be Tied to Earlier Death. Health-Day News. Retrieved from <http://health.usnews.com/health-news/articles/2015/09/24/older-adults-hearing-loss-may-be-tied-to-earlier-death> | ² Lin, F. R., Yaffe, K., Xia, J., Xue, Q., Harris, T. B., Purchase-Helzner, E., ... Simonsick, E. M. (2013). Hearing Loss and Cognitive Decline in Older Adults. *JAMA Internal Medicine*, 173(4), 293-299. doi:10.1001/jamainternmed.2013.1868 | ³ Friedland, D. R., Cederberg, C., & Tarima, S. (2009). Audiometric pattern as a predictor of cardiovascular status: Development of a model for assessment of risk. *The Laryngoscope*, 119:4733-486. Retrieved from: <http://onlinelibrary.wiley.com/doi/10.1002/lary.20130/abstract> | ⁴ Reinemer, M., & Hood, J. (1999). Untreated Hearing Loss Linked to Depression, Social Isolation in Seniors. *Audiology Today*, 11(4). Retrieved from: <http://www.audiology.org/publications-resources/document-library/untreated-hearing-loss-linked-depression-social-isolation> | ⁵ World Health Organization. (2015). Deafness and hearing loss. Retrieved from: <http://www.who.int/mediacentre/factsheets/fs300/en/> | ⁶ Johns Hopkins Medicine. (2011). Hearing Loss And Dementia Linked in Study. Retrieved from: http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_and_dementia_linked_in_study | ⁷ Agarwal, S., Mishra, A., Jagade, M., Kasbekar, V. & Nagle, S. K. (2013). Effects of Hypertension on Hearing. *Indian J Otolaryngol Head Neck Surg*. 2013 December; 65(Suppl 3): 614-618. Published online 2013 February 17. Retrieved from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3889339/> | ⁸ Johns Hopkins Medicine. (2012). Hearing Loss Linked to Three-Fold Risk of Falling. Retrieved from: http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_linked_to_three_fold_risk_of_falling | ⁹ Better Hearing Institute. (n.d.). Hearing Loss Treatment. Retrieved from: <http://www.betterhearing.org/hearingpedia/hearing-loss-treatment>

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Individual results may vary.

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