

# adesso

The digital hearing aid  
with instant appeal.



 **SONIC**  
innovations



## adesso

SONIC innovations introduces **adesso**<sup>™</sup>—the latest digital technology in a fast, affordable package.

The digital hearing device many of your patients have been looking for is here now. It's called **adesso**, and it offers all of the following:

- Innovative instant-fit/custom-fit design
- Simplified software for faster fitting and dispensing
- More affordable than other digital hearing devices
- A choice of two configurations:
  - Disposable soft shell that maximizes comfort and minimizes cleaning
  - Custom shell that is molded to the shape of your patient's ear canal
- Premium digital sound processing including:
  - Noise reduction that truly works
  - Nine independent compression channels for more natural sound
- Low battery warning



## Ready when your patients need it. Now.

Traditional digital hearing aids and the process involved in fitting and dispensing them doesn't appeal to all patients. That's why **adesso** was designed to provide the benefits of improved hearing in a single office visit. This way, patients can decide on the spot if **adesso** is right for them, and walk out the door with dramatically improved hearing the same day.

## Advanced compact design with a price to match.

We developed **adesso** by drawing on our experience as a manufacturer of some of the smallest CIC hearing devices in the world. This was critical to creating a hearing aid that would instantly fit most patients.

An ultra-small, instant-fit design wasn't the only innovative idea behind **adesso**. Affordability is as built-in to this tiny hearing aid as our patented digital signal processing. The result is an economical alternative to traditional custom hearing devices—especially for those with a mild to moderate hearing loss who want the best performance but don't believe they have a \$5,000 problem.

So instead of fitting them with a traditional or programmable analog device, **adesso** allows you to offer a digital device at a comparable price. Helping you to capture the 20% (or more) of patients who normally would refuse to purchase any device.

Whether your patients choose to wear it full-time or on an as-needed basis, **adesso** gives them options that didn't exist before. Options that could change many patients from skeptical window shoppers to satisfied customers.

## Instant-fit innovation meets custom-fit personalization.

An instant-fit hearing aid that truly works could revolutionize the industry. Still, the advantages of custom-fit shells will always be a preference with many patients. With **adesso**, they can experience the best of both worlds, or choose which fits their lifestyle.

Here's how it works: After a standard evaluation, you select the appropriate soft shell for your patient's ear canal and customize **adesso's** digital sound processing with our new simplified software. If your patient desires, an ear impression can also be taken at this time for a custom shell.

During the approximately two-week period required to manufacture and deliver the custom shells, your patient continues to benefit from **adesso** using the disposable soft shells. When they return for their check-up, any adjustments can be made. When you're finished, they walk out the door with either **adesso** custom-fit digital hearing aids, or **adesso** and a supply of disposable soft shells—it's up to them.

## Your patients will notice **adesso**. But no one else will.

We developed **adesso** on the premise that a good hearing aid should be heard and not seen. So applying the same design and engineering principles used to miniaturize personal electronics, we created an extremely small, CIC device that fits most people's ears instantly.

In many cases, **adesso** will even hide in the shadow of the ear, making it virtually undetectable. In fact, the only thing your patients are likely to notice about it is improved hearing.



## Instant-fit/custom-fit comfort.

Whether patients choose to stay with disposable soft shells or opt for custom shells, their comfort is assured. The disposable shells mold to each patient's ears for a custom-like fit that securely holds them in place. And as their ear canals move with common activities, like talking or eating, the soft shells change with them.

If your patients choose custom shells, there couldn't be a more perfect fit because they are molded specifically for the size and shape of their ear canal.

Either option gives patients the flexibility to choose the shells that maximize their comfort and fit their lifestyle.



## Noise reduction that truly works.

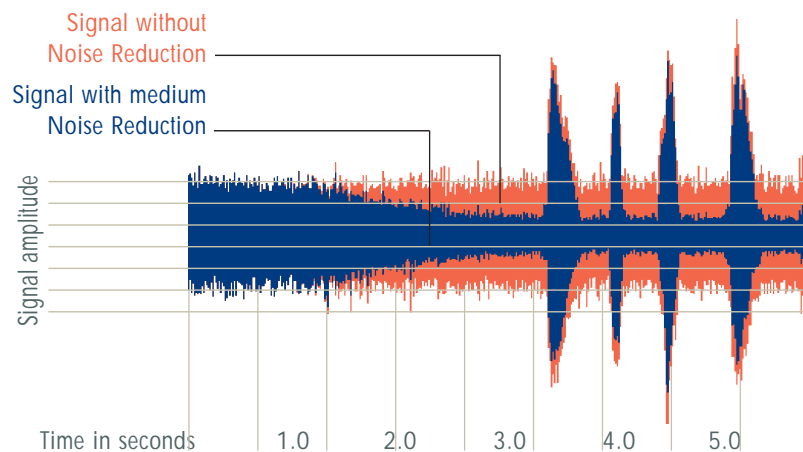
Our exclusive Personalized Noise Reduction™ technology is built-in to **adesso**. This patented technology was designed to detect and reduce most background noises and provides a more pleasing listening and communication experience.

### How our Personalized Noise Reduction works.

With most hearing devices, certain listening environments are not conducive to understanding speech—particularly those where loud or distracting noise surrounds the hearing impaired patient.

On the other hand, **adesso's** advanced, second generation microchip uses our proprietary noise reduction technology to identify speech and noise signals in real time. Basically, it applies gain only to speech-like inputs in each of its nine channels and reduces many unwanted background noises.

The illustration below shows how our Noise Reduction technology naturally improves signal-to-noise ratio by reducing the amplitude of the noise without altering the amplitude of the speech.



*Male speech against white noise.*

### Nine independent channels.

Like the human cochlea, **adesso** processes sound within narrow frequency bands. Specifically, our microchip contains nine independent compression channels, allowing **adesso** to be personalized for each patient's specific hearing loss.

### Fast-acting, narrow-band compression.

**adesso** responds to speech cues and other sounds in real time, without delay. It has the only microchip sophisticated enough to provide virtually symmetrical attack and release times operating in narrow bands.

Many other digital hearing aids use wide-band compression, where complex sounds of the real world are processed in a highly simplified manner, resulting in less accurate reproduction of the original sounds to the wearer. With its nine-channel, narrow-band, fast-acting compression, **adesso** can process these complex sounds separately and distinctly.

### Simplified programming.

Our simplified programming software makes fitting **adesso** faster and easier. The EXPRESSfit™ Simplified Fitting System for **adesso** guides you through the process quickly to provide the Best Fit Fast™

### Automatic low battery alerting tones.

When the battery is low, **adesso** uses a distinct four-tone sequence to alert users. The volume of these tones is set to a fixed level that is based on the gain program in the aid.

### Keep the dialogue going.

SONIC innovations is a technological leader in the hearing health industry. We are committed to continually research and create products that provide a more natural sound quality and life-like communication experience for your patients.

Please feel free to contact us with any questions or suggestions about how to improve our products to help your patients.





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