

Discover the wonder
of powerful sound



Phonak Naída™ Paradise

There's nothing like the sound of Paradise

Phonak Naída Paradise

Phonak Naída Paradise offers an unrivaled powerful hearing experience.

Naída has a long history of groundbreaking innovation to benefit clients with severe to profound hearing loss. With its latest generation, Naída Paradise, it combines next level, powerful sound, universal connectivity and personalized digital solutions. The result is an unrivaled powerful hearing experience, enabling clients to connect socially and thrive emotionally, which is fundamental for overall well-being.¹



¹ Vercammen, C., Ferguson, M., Kramer, S.E., Meis, M., Singh, G., Timmer, B., Gagné, J-P, Goy, H., Hickson, L., Holube, I., Launer, S., Lemke, U., Naylor, G., Picou, E., Scherpiet, S., Weinstein, B., & Pelosi, A. (2020). Well-Hearing is Well-Being: A Phonak Position Statement. *Hearing Review*, 27(3):18-22. Accessed June 1st, 2020.

Next level, powerful sound

Naída P goes beyond pure power to truly elevate the sound quality for each individual with attention to detail built into every aspect. With new hardware and enhanced software, Naída responds to the hearing needs of power users in countless different listening situations. It is also designed to make it easy to perform more precise customizations.

New hardware

- **PRISM™:** Enables next level sound quality features
- **Powerful double-receiver:** Delivers an MPO of 141 dB in Naída P-UP and 130 dB in the Naída P-PR
- **Motion sensor:** Supports Motion Sensor Hearing and Tap Control*

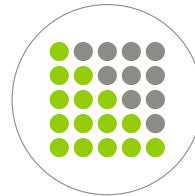
New software



Adaptive Phonak Digital 2.0:

The new gain processing algorithm with the advantages of adaptive compression

- More fitting flexibility for precise customization
- Designed to balance audibility, loudness and sound quality
- Designed to provide naturalness of sound



AutoSense OS™ 4.0:

Perfect orchestration of features for the optimal personalized setting

- **Speech Enhancer** – Designed to enhance the peaks of a speech signal in quiet situations
- **Dynamic Noise Cancellation** – Working in combination with a directional beamformer to improve signal-to-noise ratio in challenging situations
- **Motion Sensor Hearing*** – Seamlessly steers the microphone mode and Dynamic Noise Cancellation settings when on the go

* Only Naída P-PR comes with motion sensor technology, including Tap Control.

Universal connectivity

Phonak Naída Paradise breaks down technology barriers for power wearers. It provides direct connectivity to multiple Bluetooth® devices.

In today's world, connectivity is more important than ever. Phonak Naída Paradise helps clients stay fully connected throughout their day, as it enables direct streaming from virtually any Bluetooth device.

- Connects to smartphones, TV and more
- Made For All
- Hands-free calls
- RogerDirect™*
- Multiple Bluetooth connections
- Tap Control**

Universal connectivity for all

Naída Paradise connects directly to iOS®, Android™ or other Bluetooth-enabled devices so your clients can stream audio in excellent quality directly to their hearing aids. The hearing aids can be used for hands-free calls, listening to TV, music, ebooks, podcasts and more.

Switch between devices seamlessly

The multifunctional capabilities of Naída Paradise allow for up to eight Bluetooth-enabled devices to be paired, while two can be simultaneously connected. This enhances the listening experience as the client can easily switch from listening to music to answering a call.

Bluetooth access with just a tap!

Thanks to the new motion sensor in Naída P-PR, it is now possible to control Bluetooth features via a double tap on the pinna. Clients can accept/end phone calls, pause/resume streaming and access Bluetooth-based voice assistant apps.

* RogerDirect requires the installation of Roger receivers into the Phonak hearing aid, by means of a Roger X receiver or a Roger iN microphone.

** Only available in Naída P-PR 70/90.

iOS is a trademark of Cisco Technology, Inc.

Android is a trademark of Google LLC.

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

Personalized digital solutions

With myPhonak 5.0 app, clients can enjoy an even more personalized hearing experience.

Phonak has developed an empowering smart app to unleash the full potential of Paradise. For the hearing care professional, digital engagement can help build an even stronger client relationship.

Remote Control with myPhonak Memory

Clients can easily make advanced sound personalization to Naída Paradise to suit their personal preferences for various listening situations. Thanks to myPhonak Memory, the last used custom program can now be saved to the hearing aid and also accessed using the push button. Other custom programs are accessed using the app.

Market-leading remote support²

A value-added service for your practice, Remote Support gives you the ability to make remote adjustments in real time and optimize your clients' hearing aid settings when an in-clinic visit is not possible. You can make advanced fine-tuning with fast synchronization, and no additional accessories or apps are needed.

Hearing Diary 2.0 and Client Dashboard 2.0

Utilizing the Client Dashboard, you can visualize client feedback, usage and datalogging information from the myPhonak app. Hearing Diary 2.0 also allows you to create tasks and set goals for your clients.



² Emery, S. (2020). Market Research ID #4371. Please contact marketinsight@phonak.com if you are interested in further information.

Roger™ Technology

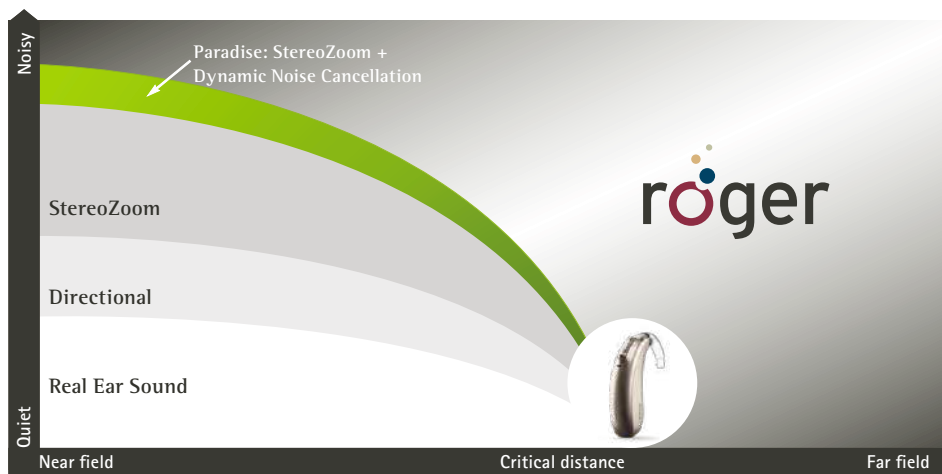
Phonak Naída Paradise and Roger combine the best of two worlds for listening in noise and over distance.

Beyond StereoZoom: solutions for far field

With Naída Paradise, clients have both StereoZoom and Dynamic Noise Cancellation for listening in noisy situations. However, there will always be those special circumstances when clients still struggle. This is especially true when combining a noisy situation with distance. Another example is when the speaker is wearing a face mask, leading to loss of visual cues.³ This is where Roger can help.

Naída Paradise with Roger: a powerful duo

Roger technology has been scientifically proven to help hearing aid users* understand more speech in noise and over distance than people with normal hearing.⁴ RogerDirect allows Roger microphones to stream directly to Naída hearing aids. There is no need to attach or wear external receivers; the connection is direct and hassle-free. For many clients, the combination of hearing aids and Roger helps them to lead socially active and professionally fulfilling lives.



* Based on studies with moderate to severe hearing loss.

³ Taylor, D., & Seitz-Paquette, K. (2020). The masking dilemma : Helping clients communicate during Covid-19. Phonak Field Study News. Retrieved from www.phonakpro.com/evidence. Accessed November 19th, 2020.

⁴ Thibodeau, L. (2014). Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids. *American Journal of Audiology*, 23(2), 201-210.

Introducing Roger On™

Roger On is a remote microphone dedicated to all conversations where background noise is present or when there is a distance to the speaker.

The latest innovation in Roger microphones lets clients focus on the conversations that truly matter at work, in lectures and socially.



Features

- MultiBeam 2.0 technology*
- Pointing mode 2.0
- Orientation independent in presenter mode
- Premium design in portable format
- New display
- myRogerMic app
- IP54; protected against splashes of water

- **Hearing performance:** With MultiBeam 2.0 technology, Roger On distinguishes the direction of incoming speech, while Pointing mode 2.0 allows clients to focus on a particular speaker.
- **Designed for versatility:** Regardless of whether it's placed on the table or worn as a presenter microphone, Roger On automatically switches between table, pointing and presenter mode as well as adapts to any environment.
- **Ease of use with myRogerMic app:** Clients can adjust microphone settings according to the environment and their situation. They can also change the microphone mode manually, modify beam steering, and mute or unmute the microphone from a distance.

* MultiBeam 2.0 technology requires RogerDirect in the hearing instrument.

Taking our power
BTE hearing aids
to the next level.

Welcome to Phonak
Naída Paradise.



Phonak Naída technologies and features

Based on trusted audiological expertise and proven multifunctionality.

	Naída P-PR Paradise	Naída M-SP Naída Link M Marvel	Naída P-UP Paradise
Sound processing chip		Marvel sound processor	
Connectivity multiprotocol chip	PRISM	Sonova Wireless One Radio Digital 3.0	PRISM
Double-receiver	•	•	•
Telecoil		•	•
Motion sensor	•		
Adaptive Phonak Digital	2.0	•	2.0
Adaptive Phonak Digital Contrast	2.0	•	2.0
AutoSense OS	4.0	3.0	4.0
– Binaural VoiceStream Technology™	•	•	•
– Speech Enhancer	P90		P90
– Dynamic Noise Cancellation	P90		P90
– SNR-Boost*		M90, M70, M50	
– Motion Sensor Hearing	P90, P70, P50		
BroadBand Booster		•	•
Maximum number additional programs	4	3	4

* Replaced by Dynamic Noise Cancellation in Paradise

	Naída P-PR Paradise	Naída M-SP Naída Link M Marvel	Naída P-UP Paradise
RogerDirect	•	•	•
Direct connectivity to iOS and Android smartphones for hands free calls	•	•	•
Direct connectivity to TV, Bluetooth-enabled devices	•	•	•
Direct Bluetooth pairing	with up to 8 devices	with up to 2 devices	with up to 8 devices
Direct Bluetooth parallel connectivity with two devices	•		•
TV Connector	•	•	•
Tap Control	P90, P70		
myPhonak app	5.0 or higher	M-SP: 3.0.4 or higher Link M: 5.0 or higher	5.0 or higher
- Remote Control	2.0 or higher	1.0 or higher	2.0 or higher
- myPhonak Memory	•		•
- Remote Support	including AudiogramDirect	including AudiogramDirect	including AudiogramDirect
- Hearing Diary	•	•	•
Client Dashboard	•	•	•
Phonak Target	7.1 or higher	Naída M-SP: 6.2 or higher Naída Link M: 7.1 or higher	7.1 or higher
Bimodal capability		Naída Link M	

Product description



Naída P-PR
Naída P-PR Trial

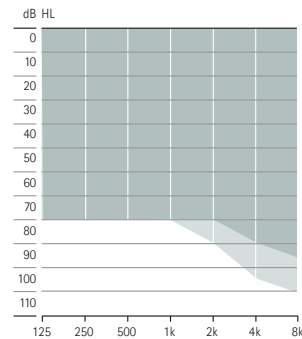


Naída P-UP
Naída P-UP Trial

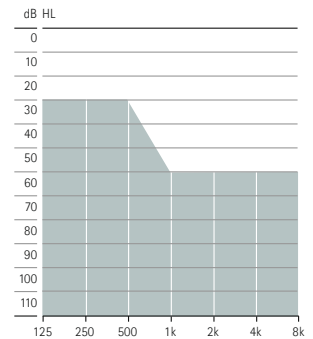
Battery size			675		
Multi-function button		•	•		
Telecoil			•		
Bluetooth® 4.2 wireless technology		•	•		
Nano coating		•	•		
IP rating		IP68 ⁵		IP68 ⁵	
Dimensions	L x W x D	36.7 x 16.4 x 8.5 (1.44 x 0.64 x 0.33")		42.6 x 18.8 x 8.6 (1.68 x 0.74 x 0.34")	
	Weight	3.68g / 0.130 oz		4.60 g / 0.162 oz	
Charging times ⁶	0% to 100%	3 h			
	0% to 80%	1.5 h			
	30 min. fitting	10 min.			
		SlimTube 4.0	HE11 680	HE11 HE11 680	
Max. Power Output (dB SPL)	2 cc coupler	129	130	141	134
Max. gain (dB)	2 cc coupler	69	68	84	78
Frequency range (Hz)		< 100 - > 7100	< 100 - > 5700	< 100 - > 4700	< 100 - > 4700
Working current (mA)				3.3	2.8

Fitting range

- SlimTube 4.0
- HE11 680



Mild to moderately-severe hearing loss, all audiometric configurations



Severe to profound hearing loss, all audiometric configurations

Housing colors



P1
Sand Beige



HO
Beige



P4
Chestnut



P5
Champagne



P6
Silver Gray



P7
Graphite Gray



P8
Velvet Black

⁵ IP68 indicates that the hearing aid is water and dust resistant. It survived continuous immersion in 1 meter of fresh water for 60 minutes and 8 hours in a dust chamber as per the IEC60529 standard..

⁶ Actual charging time depends on the remaining battery life, but it will not exceed 3 hours.

Performance levels

	Premium P90	Advanced P70	Standard P50	Essential P30
AutoSense OS 4.0	Premium	Advanced	Standard	Essential
Comfort in echo	•			
Speech in car	•			
Speech in loud noise	•			
Music	•	•		
Comfort in noise	•	•	•	
Speech in noise	•	•	•	•
Calm situation	•	•	•	•
Media speech + mic	•	•	•	•
Media music + mic	•	•	•	•
Additional programs				
Max. additional programs	4	4	4	4
Comfort in echo	•			
Speech in loud noise	•	•		
Speech in 360°	•	•		
Speech in noise	•	•	•	•
Calm situation	•	•	•	•
Comfort in noise	•	•	•	•
Music	•	•	•	•
Acoustic phone	•	•	•	•
Custom program	•	•	•	•
Streaming programs				
RogerDirect + mic	•	•	•	•
PartnerMic + mic	•	•	•	•
Phone call + mic	•	•	•	•

	Premium P90	Advanced P70	Standard P50	Essential P30
Features				
UltraZoom	•	•	•	•
Dynamic Noise Cancellation	•			
Speech Enhancer	•			
EchoBlock	•			
Tap Control*				
- Siri/Google Assistant	•	•		
- Pause/resume streaming	•	•		
- Accept/end phone call	•	•		
StereoZoom	•	•		
WindBlock	•	•		
SoundRelax	•	•		
Motion Sensor Hearing*	•	•	•	
DuoPhone	•	•	•	
Real Ear Sound	•	•	•	
Roger and Directional setting	•	•	•	
SoundRecover2	•	•	•	•
WhistleBlock	•	•	•	•
NoiseBlock	•	•	•	•
RogerDirect	•	•	•	•
User Preference Tuning	•	•	•	•
QuickSync	•	•	•	•
Acoustically Optimized Vent	•	•	•	•
Tinnitus Balance	•	•	•	•
auto Acclimatization	•	•	•	•
Environmental balance	•	•	•	•
Fine tuning channels	20	20	16	12

* Only available for Phonak Naída P-PR

Fitting

	Naída P-PR Naída P-PR Trial P90/P70/P50/P30	Naída P-UP Naída P-UP Trial P90/P70/P50/P30
Phonak Target	7.1 or higher	7.1 or higher
Noahlink Wireless	•	•
NOAHLINK		•
HI-PRO, HI-PRO2		•

Wireless communication portfolio

	Naída P-PR Naída P-PR Trial P90/P70/P50/P30	Naída P-UP Naída P-UP Trial P90/P70/P50/P30
Wireless accessory		
TV Connector	•	•
Phonak PartnerMic™	•	•
Phonak RemoteControl	•	•
Roger		
Roger microphones	•	•
Apps		
myPhonak	•	•

Acoustic options



Naída P-PR
Naída P-PR Trial



Naída P-UP
Naída P-UP Trial

			Naída P-PR Naída P-PR Trial	Naída P-UP Naída P-UP Trial
Sound outlet				
	Hook	Damped (HE11 680) or undamped (HE11), transparent	•	•
	SlimTube 4.0	Available in left and right in five different lengths (00,0,1,2,3)	•	
Ear piece for SlimTube				
	Dome	Cap dome	•	
		Open dome	•	
		Available in three sizes (S,M,L)		
		Vented dome	•	
		Available in three sizes (S,M,L)		
		Power dome	•	
		Available in three sizes (S,M,L)		
	SlimTip	Acryl	•	
		Silicone	•	
Ear piece for Hook				
	Earmold		•	•

Phonak Naída P Trial™

The Phonak Naída P Trial hearing aids can be quickly set to the required performance level in order to suit your recommendation. This provides you the ability to fit your client with the optimal hearing solution already at the first appointment or to provide a replacement when the client's hearing aid is in for repair. The Naída P trial devices also include a pre-installed Roger (O2) receiver for easy demonstration and trial of any Roger microphone.

Convenient rechargeable technology

Naída P-PR has all the Paradise features you love as well as the benefit of rechargeability. Clients can enjoy a full day of hearing including streaming*.

Phonak Charger BTE RIC: Features a holding space for large earmolds, a USB-C power inlet and an indicator light.



* Expected battery life of 16 hours, including 4 hours of BT classic streaming and 4 hours of TV Connector streaming.

Phonak Well-Hearing is Well-Being™

Hearing well goes beyond the ability to simply hear sounds clearly. It's linked to a greater state of social-emotional, cognitive and physical well-being. This bigger picture, with taking action to treat hearing loss as a catalyst for well-being, is what we refer to as "Well-Hearing is Well-Being."



Social-emotional well-being

Hearing well fosters easier engagement, stronger connections and a more positive outlook.



Cognitive well-being

Hearing well supports cognitive fitness.⁷



Physical well-being

Hearing well enables people to live a more active and healthy lifestyle.



Take the next step to help your clients to connect socially, thrive mentally and emotionally with Phonak Paradise.

Visit phonakpro.com/well-hearing to implement Well-Hearing is Well-Being into your daily practice.

The content of this page, unless specified otherwise, is based on:

Vercammen, C., Ferguson, M., Kramer, S. E., Meis, M., Singh, G., Timmer, B., Gagné, J.-P., Goy, H., Hickson, L., Holube, I., Launer, S., Lemke, U., Naylor, G., Picou, E., Scherpiet, S., Weinstein, B., & Pelosi, A. (2020). Well-Hearing is Well-Being: A Phonak Position Statement. *Hearing Review*, 27(3):18-22. Accessed June 1st, 2020.

⁷ Karawani, H., Jenkins, K., & Anderson, S. (2018). Restoration of sensory input may improve cognitive and neural function. *Neuropsychologia*, 114, 203–213. <https://doi.org/10.1016/j.neuropsychologia.2018.04.041>

life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

www.phonakpro.com



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