



Celebrating a New Freedom

for Cochlear™ Nucleus® 22 Users



Hear now. And always





Delivering on Our Promise of lifetime commitment

Cochlear™ Nucleus® Freedom™ Sound PROCESSOR available to all Nucleus 22 users!

The decision to get a cochlear implant is a life changing choice that has brought the miracle of sound to more than 140,000 individuals with hearing loss across the globe. Many people assume that they will have the technology they started out with throughout the course of their lives. Cochlear made the commitment over 28 years ago to be your "partner in hearing for life." To us that means bringing you new technology and improved hearing throughout your lifetime.

When it comes to exploring the world of sound, we all have experiences that are as unique as our own fingerprints. At Cochlear, we call this unique sound experience *your hearing fingerprint.*™

There are challenges that come with hearing loss. We know that our technology advancements and customizable choices help users experience a more natural world of sound. **That's why the Nucleus Freedom system is flexible...to match each person's unique *hearing fingerprint.***

The world's first water-and sweat-resistant sound processor,¹ Nucleus Freedom contains a digital sound engine that has the processing power of *sixteen* Spectra Bodyworn Sound Processors! Enjoy the cutting-edge SmartSound™ technology, designed for optimized hearing in a variety of listening environments.

FUN FACT

Over 75% of the Nucleus 22 validation trial users preferred to use SmartSound in noisy environments.²

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Nucleus[®] SmartSound[™]

Introducing Cochlear[™] Nucleus[®] SmartSound, Cochlear's input processing innovation designed to improve hearing performance in a variety of listening environments — even those challenging environments with loud background noise.

SmartSound features four environments — EVERYDAY, NOISE, FOCUS and MUSIC — to improve your overall hearing. Hearing needs may change depending on your listening environments, a simple button press will get you to the SmartSound environment you want.



EVERYDAY

The Everyday Program is designed to provide improved hearing in environments with minimal background noise. Likely to be your primary MAP.



NOISE

The Noise Program is designed to provide improved hearing when in an environment with significant background noise on all sides. Useful in situations such as shopping malls, grocery stores, crowded restaurants, sporting events, rooms that echo (churches, museums), vacuuming and wind noise.



FOCUS

The Focus Program is designed to provide improved hearing when in background noise. Most useful when you want to hear people directly in front of you.



MUSIC

The Music Program is designed to enhance music appreciation when listening to music. Useful for live music or via an audio source like an iPod[®] or MP3 player.

FUN FACT

More than half of the users who participated in the Nucleus validation trial preferred to use SmartSound technologies in quiet environments. They also experienced a significant improvement in speech understanding.²



The Nucleus® Freedom™ Sound Processor is the world's first water-and-sweat-resistant sound processor, tested against the International Standard of water resistance. No need to worry about sweat, rain or splashes of water¹ — the Freedom Sound Processor stands up against these elements so you can go on hearing with confidence.

"I'm listening to music again with the Freedom! Driving to work in the morning singing along with CD's, which I haven't been able to do in years!"

— Sue, Nucleus upgrade user



The Power of Choice

In addition to providing the widest selection of programming options, Cochlear™ offers the broadest range of sound processors and power options to best suit your unique *hearing fingerprint*.™

Nucleus Freedom offers both a behind the ear and Bodyworn Sound Processor with the choice of either disposable or rechargeable battery options. Freedom for Nucleus 22 users achieve up to 3 days of battery life with disposable batteries and up to a day with rechargeable batteries.³ You can choose to use one option exclusively, or a combination of the two, depending on your preference and lifestyle ... **now that's the Power of Choice!**

"I was never one who messed with the button or settings on my SPrint. I would just put it on to wear it. With the Freedom, I love using the various features depending on what type of environment I'm in. It makes it easier to understand, especially in noisy environments!"

— Marie, Freedom upgrade user

Designed to fit your lifestyle

The Cochlear™ Nucleus® Freedom™ now features three different sound processor configurations, each offering both disposable and rechargeable battery options. Plus, the system's modular design allows you to switch between the Mini™ BTE (behind the ear), Standard BTE or Bodyworn controllers in a matter of seconds.



Mini BTE

Powered by just two disposable 675 batteries, the discreet Mini BTE provides excellent battery life; 80% of the battery life that the standard three-battery sound processor offers.³ In addition, the Mini BTE can be personalized by changing the color panels with a click of the cover. Check with your audiologist to determine if the Mini is suitable for your MAP.



Standard BTE

The Standard BTE features sleek curves, solid engineering and a new rechargeable battery option.



Bodyworn

Sleek, yet incredibly powerful, the Bodyworn Sound Processor delivers all the features of the BTE (plus a few more) in a device about the size of a pack of gum.

Exciting Color Choices

Both Freedom BTE options are available in 6 colors—pink, blue, beige, silver, brown and black. But the ability to customize doesn't end there. You can add stickers, colorful bodyworn pouches or mix and match microphone and controller panel covers to highlight your unique styles.



In addition to the innovation of SmartSound™, Nucleus Freedom also includes a variety of options designed to **give you uninterrupted hearing in daily life to provide the best hearing** across a variety of listening environments.

Built in telecoil

Designed to improve understanding on the telephone

4 programming slots

More options to match hearing needs in different environments

Volume and sensitivity controls

Fine tune your hearing for improved performance

Dual microphones

The first sound processor to use two microphones
Designed to improve hearing performance

LCD screen

View help messages

MicroLink™ Freedom FM option

The industry's only built-in FM module

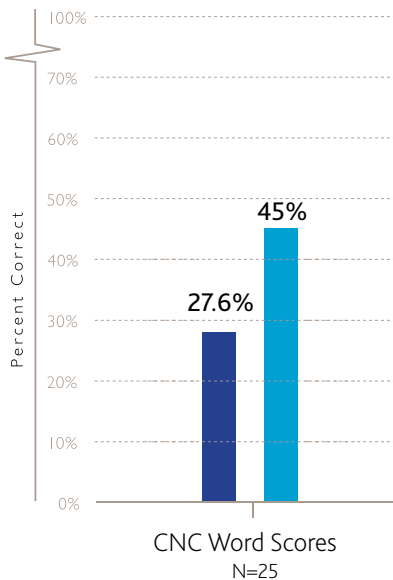
FUN FACT

Nearly 85% of Freedom for Nucleus 22 validation trial users were satisfied or very satisfied with the performance of the Freedom!²

Nucleus® Freedom™ offers you better hearing performance²

A global validation study of Nucleus 22 users showed that, on average, people who upgraded from the Spectra, ESPr™ 22 or ESPr™ 3G Sound Processors experienced a significant improvement in speech understanding, even after the test condition was made more difficult!²

This is important because having access to soft speech information can lead to better speech understanding.



This graph shows that when Nucleus 22 users were tested using CNC words, with the level of speech only 50 decibels sound pressure level (dB SPL) (soft to quiet conversational level speech), on average they showed an improvement of 17.4% understanding compared to how they did with their previous (legacy) sound processor.²

■ Legacy Sound Processor
■ Freedom

"In my college classrooms I can hear the teacher much better with the Freedom Sound Processor, without needing an FM system."

— Hugh, Nucleus upgrade user

Key Program Highlights:

For Nucleus 22 users, the process of upgrading to a Nucleus Freedom Sound Processor is simple. We have a team of people dedicated to taking orders and providing support through the process – you can find the most up-to-date information on our website at www.CochlearAmericas.com/Upgrades.

Ordering

Contact our Upgrade Team who at **1 800 587 6927** and we will be happy to assist you with the process.

Programming (MAPping)

The Nucleus Freedom System will be shipped directly to your home. You will then need to contact your audiologist to have the Freedom Sound Processor programmed.

You can purchase more than one sound processor for each internal device that you have. Sound processor choices will be the Freedom Bodyworn Sound Processor, the Freedom BTE Sound Processor, or the Freedom Mini™ BTE Sound Processor.

Pricing

The Nucleus Freedom Sound Processor upgrade package is \$7850 which includes all necessary components, an instructional video and a Cochlear™ global limited three-year warranty.

Finance Plan

Do you need financing? Contact CareCredit® at 1 800 677 0718 to apply for a financing option that will allow you to pay for your sound processor over 36 months.

5 Year "Useful Life"

Depending on your insurance coverage, you may find that the latest technological innovation in sound processing is closer than you think and may be covered as a "replacement sound processor."

Many insurance companies, Medicare and Medicaid may authorize replacement

of a sound processor when it has been in continuous use for its "useful life" (generally 5 years).

Additionally, insurers may provide replacements when a sound processor is lost or irreparably damaged. To find out if you are eligible, please check with your insurer.[†]

In addition, some commercial health insurance carriers may cover replacement sound processors if the results of before and after audiologic tests for the specific patient, or other medically based information, clearly predict improved performance with use of the new technology (i.e., medical necessity).

Each commercial health insurance plan is different and has its own criteria, so it is important to check each plan for its coverage criteria for replacement parts and upgrades.

Trade-In

Prior to July 1st, 2011 all Nucleus 22 users who have an ESPr™ 3G Sound Processor will be able to trade-in one sound processor at a significant savings off of list price (note: one trade-in per transaction).

Still Have Questions?

Learn more about the Freedom upgrade program in one of the three ways:

Web: www.CochlearAmericas.com/Upgrades

Phone: call the Upgrade Team at

1 800 587 6927

Email: Upgrades@Cochlear.com

[†] Cochlear requires proof of loss and irreparable damage would need to be established by Cochlear.

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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 230,000 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 the person with hearing loss receiving any one of the Cochlear hearing solutions, our commitment is that for the rest of your life we will be here to support you **Hear now. And always**

References:

- 1 The Nucleus Freedom Sound Processor is water resistant to level IP44 of the International Standard IEC60529. The Freedom Sound Processor must not be immersed in water.
- 2 Psarros, C, *et al.* The Freedom Sound Processor for N22 series cochlear implants. Poster presented at the APSCI meeting, Singapore, 2009.
- 3 Based on 12 hour days.

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