

3 SERIES™
PRODUCT LINE

FIT YOUR PATIENTS WITH CONFIDENCE



Hearing Is Our Concern™

THE ULTIMATE IN
**PERFORMANCE,
CONNECTIVITY,
AND DESIGN**



Fit your patients with confidence when you fit them with 3 Series hearing aids. Starkey's most advanced, full-line of wireless products, 3 Series enables unprecedented personalization—from fit to features to sound—and delivers the simplicity and dependability that help ensure patients' satisfaction.

CHALLENGING ENVIRONMENTS MADE MORE COMFORTABLE



At the heart of each 3 Series hearing instrument is **BluWave® 3.0**, an operating system designed to maximize performance in the challenging environments patients deal with today.

Taking advantage of 3 Series' open architecture, the BluWave 3.0 operating system provides the foundation to concurrently run other applications necessary to eliminate noisy artifacts while characterizing the frequency and intensity of input sources.

Help patients **hear comfortably** in noise.

By providing more accurate control of critical hearing aid parameters, **BluWave 3.0 provides an updated platform to support our already leading performance features**—which gives 3 Series hearing aids the ability to more naturally eliminate feedback, deliver optimal performance in noise, and better manage power, telephone performance, directional hearing and data.

BluWave 3.0-enabled enhancements include:

- Binaural Spatial Mapping³
- InVision Directionality³
- PureWave Feedback Eliminator³



A MORE NATURAL EAR-TO-EAR PROTOCOL

Coordinating the digital signal that processes algorithms between patients' hearing aids is key to listening comfort. Other ear-to-ear protocols force synchronized hearing aid response to match the dominant input. Only Starkey's proprietary **Binaural Spatial Mapping³** system intelligently optimizes SNR settings based on estimates from both ears, even if it's asymmetrical.

Features of Binaural Spatial Mapping³:

- Boosts the performance of our Acoustic Scene Analyzer, which includes InVision Directionality³, AudioScapes and Voice iQ²
- Is designed to deliver maximum listening comfort and provide a more natural 3D-like sound
- Minimizes patients' perceptions of disparity and switching

Patients will enjoy a **more natural** 3D-like listening experience.

FEEDBACK IS FINISHED



Starkey's **best-in-class feedback cancellation** ensures wide-fitting ranges and a fast response to even the most complex feedback.

With up to **28dB of added stable gain**,
PureWave stands alone.

PureWave Feedback Eliminator³ has a new initialization protocol that provides a more natural approach to combat feedback. This protocol identifies, classifies and eliminates annoying whistling and buzzing in all environments—ensuring patients experience feedback-free and comfortable listening no matter what they're doing.



PRECISION HAS BEEN PERFECTED



Our revolutionary noise reduction and speech preservation system, **Voice IQ²**, delivers proven results when it comes to helping hearing aid wearers overcome one of the biggest challenges they face—hearing in noise.

Patients who struggle **hearing speech** in noisy environments will be excited about how **Voice IQ²** can help.

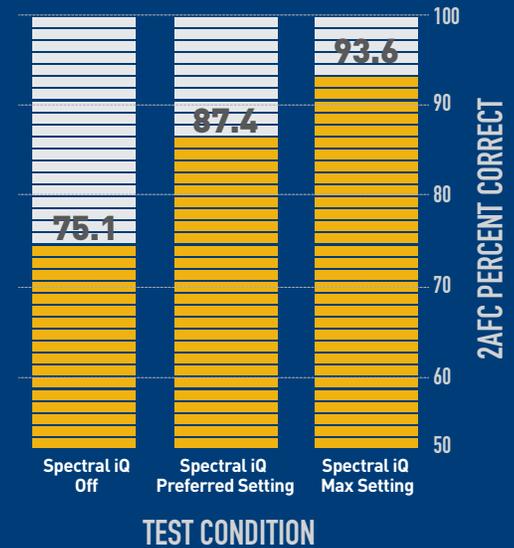
- Designed to significantly improve speech clarity even in the noisiest environments
- Instantly applies variable noise adaptation in all channels between each pause within speech
- Reduces listening effort and cognitive fatigue when used in tandem with InVision Directionality^{3*}
- Provides up to 20dB of noise reduction

*Sarampalis, A., Kalluri, S., Edwards, B., Hafter, E. (2009, October). Objective measures of listening effort: Effects of background noise and noise reduction. Journal of Speech, Language, and Hearing Research, 52, 1230-1240.

IMPROVE AUDIBILITY THE SMART WAY



If you're still fitting patients with other frequency lowering technologies, then you haven't tried **Spectral iQ**—the industry's smartest way to restore audibility for patients with steeply sloping, high-frequency hearing loss.



Percent correct identification of word final fricatives /s/ or /z/, as a function of Spectral iQ settings on the S-test (Robinson, Baer, and Moore, 2007). Patients performed significantly better with Spectral iQ on at their preferred setting than with Spectral iQ off ($p < 0.001$). Moving from their preferred setting to the maximum setting again showed significant improvements in word final consonant identification ($p < 0.05$).

- Intelligently identifies high-frequency speech cues, then replicates them in lower frequencies
- Features the broadest active bandwidth of any frequency lowering technology
- Causes less distortion than other approaches due to preservation of spectral cues and harmonic relationships

Designed to help patients hear **high-frequency sounds** like “s”s and “f”s and women’s and children’s voices better.

PERSONALIZATION STARTS WITH HOW GOOD IT

SOUNDS

Speech is dynamic, ranging in levels from soft to loud. While other approaches to wide dynamic range compression treat a majority of speech signals as a single unit, our **ISO Compression** knows that each component of speech is valuable—and treats them as such.

- Allows for independent control of soft, moderate and loud-level speech
- Makes soft speech audible without affecting the compression characteristics applied to louder inputs
- Can discreetly manage loud sounds while maintaining quality of lower-level sounds
- Offers a more personalized fitting approach to optimize the listening experience



Designed for patients to enjoy a more **personal** listening experience.

PATIENT DRIVEN, PERFORMANCE TESTED



3 Series standard products include a RIC 312, mini BTE 312, BTE 13 and Power Plus BTE 13. All come packed with our industry-leading performance features, offer all the unique benefits of our IRIS™ Technology—including Binaural Spatial Mapping³ and completely wireless programming/media streaming—and deliver several patient-driven extras.

Patients get the **most advanced** wireless technology in the latest ergonomic design.

- **Ergonomic switch** gives users a simple, tactile way to control volume and change memory modes
- **SnapFit receivers** offer easier receiver connection and ensure greater stability
- mini BTE 312 and BTE 13 feature **redesigned thin tubes** to ensure ideal positioning and comfort
- Available in two **patient-requested colors**—Espresso and Black—as well as bright* and standard colors (minus Pearl and Onyx)
- All RICs and BTEs are also available in non-wireless options



Ergonomic switch is completely configurable

*Power Plus BTE 13 available in standard colors only.

THERE'S NO WRONG FIT

No one does custom better than Starkey—and with an innovative new electronic package, 3 Series are the **smartest and smallest** custom products we've ever designed. They are also the first custom product protected by our advanced moisture and wax protection system, HydraShield[®], so they're our most reliable custom products, too.

Of course, 3 Series Custom wireless hearing aids are compatible with all our innovative SurfLink[®] accessories, so patients can experience better hearing any way they want it, any time they want it.



3 Series Custom
also come in a non-
wireless option



From its fit to its features, patients want their hearing solutions personalized for them. With 3 Series Custom, that's easier than ever to do. Our Comfort Fit process guarantees the right fit, right away; while our industry-leading performance features let you customize sound quality to patients' precise preferences.

From how they sound to how they fit to how long they last, **no other custom products come close.**



SURFLINK®

LIFE WITHOUT LIMITATIONS

Powered by IRIS Technology, Starkey's proprietary wireless platform, 3 Series connects seamlessly to all our innovative SurfLink accessories, enabling unprecedented control, convenience and personalization.

SurfLink accessories **make it easy** for patients to connect wirelessly to their world.



SurfLink Mobile – The industry's most unique and versatile cell phone solution, SurfLink Mobile uses JustTalk™ mode to enable true hands-free cell phone conversations (thanks to its ability to turn our wireless hearing aids into both phone receiver and microphone). But it's also a breakthrough remote microphone, assistive listening device, media streamer and hearing aid remote, too.



SurfLink Media – The industry's first set-and-forget media streaming solution, SurfLink Media connects to TVs, stereos and more to wirelessly stream audio to users' hearing aids while enabling seamless room-to-room transitions.



SurfLink Programmer – Combined with IRIS Technology and Inspire® fitting software, SurfLink Programmer gives you the ultimate speed and flexibility in direct-to-hearing aid wireless programming.



SurfLink Remote – This handy remote lets patients adjust and control their wireless hearing aids with the push of a button.

3 SERIES DELIVERS WHAT PATIENTS WANT



PATIENTS WANT:



3 SERIES DELIVERS:

Small
hearing aids

The smallest wireless products we've ever designed

A more comfortable way to hear better in noise

Two technologies—Voice iQ² and InVision Directionality³—which, together, tackle the issue of hearing speech in noise

More natural 3D-like sound

Binaural Spatial Mapping³, Starkey's proprietary ear-to-ear protocol that optimizes SNR settings based on inputs to both ears

Hands-free cell phone conversations

SurfLink Mobile, the only cell phone solution that uses JustTalk to turn the patients' wireless hearing aids into both phone receiver *and* microphone

Wireless media connectivity—without any body-worn relay devices

Dongle-free wireless streaming of TV's, computers, MP3 players and more, thanks to SurfLink Media and SurfLink Mobile

An easy and comfortable fitting process

The ultimate speed and flexibility in direct-to-hearing aid wireless programming via SurfLink Programmer

Improved high - frequency audibility

Spectral iQ, our patented technology that intelligently identifies high-frequency speech cues and replicates them in lower frequencies

A more personalized listening experience

ISO Compression, which allows for independent control of soft, moderate and loud-level speech

No buzzing or whistling

The industry benchmark for feedback elimination—PureWave Feedback Eliminator³—is now even better

Reliable, no-hassle hearing aids

HydraShield² nanocoating, new electronic package and revamped design ensure dependability and user-friendliness

VIBRANT

i110

- ▶ Designed for vibrant lifestyles, includes 16 channels and 16 bands for optimal high-resolution sound imaging, providing optimum flexibility and performance in a broad range of demanding listening environments that include high levels of background noise.
- ▶ Premium ear-to-ear processing with Binaural Spatial Mapping³.
- ▶ Synchronized User Adjustments for volume and memory. Also includes Binaural Telephone Mode.
- ▶ Compatibility with all SurfLink Accessories.
- ▶ PureWave Feedback Eliminator³ – ensures wide-fitting ranges and a fast response to more complex feedback.
- ▶ Premium Voice iQ² utilizes 16-channel high resolution for successful performance in noise, including up to 20dB of noise reduction.
- ▶ Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- ▶ InVision Directionality³ – designed to better perform in highly complex environments with background noise.
- ▶ Live Speech Mapping verifies hearing aid's processing of speech, or any live acoustic input, in real time; 3D display engages patient and family in fitting process.
- ▶ Intuitive Features include Music Processing, Voice Indicators, Automatic Telephone Solutions and Television Processing.

ACTIVE

i90

- ▶ Designed for active lifestyles, includes 12 channels and 12 bands for high-resolution sound imaging, providing excellent performance in a broad range of demanding listening environments that include moderate levels of background noise.
- ▶ Advanced ear-to-ear processing with Binaural Spatial Mapping³.
- ▶ Synchronized User Adjustments for volume and memory. Also includes Binaural Telephone Mode.
- ▶ Compatibility with all SurfLink Accessories.
- ▶ PureWave Feedback Eliminator³ – ensures wide-fitting ranges and a fast response to more complex feedback.
- ▶ Advanced Voice iQ² utilizes 12-channel high resolution for successful performance in noise, including up to 8dB of noise reduction.
- ▶ Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- ▶ InVision Directionality³ – designed to better perform in highly complex environments with background noise.
- ▶ Live Speech Mapping verifies hearing aid's processing of speech, or any live acoustic input, in real time.
- ▶ Intuitive Features include Automatic Telephone Solutions and Television Processing.

SOCIAL

i70

- ▶ Designed for social lifestyles, includes 8 channels and 8 bands for precise sound imaging, providing good performance in environments with minimal to moderate levels of background noise.
- ▶ Synchronized User Adjustments for volume and memory. Also includes Binaural Telephone Mode.
- ▶ Compatibility with all SurfLink Accessories.
- ▶ PureWave Feedback Eliminator³ – leading technology that ensures wide-fitting ranges and a fast response to more complex feedback.
- ▶ Select Voice iQ² utilizes 8-channel high resolution for successful performance in noise.
- ▶ Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- ▶ InVision Directionality³ – designed to better perform in highly complex environments with background noise.
- ▶ Live Speech Mapping verifies hearing aid's processing of speech, or any live acoustic input, in real time.
- ▶ Intuitive Features include Automatic Telephone Solutions and Television Processing.

CALM

i30

- ▶ Includes 6 channels and 6 bands.
- ▶ Synchronized User Adjustments for volume and memory.
- ▶ Compatibility with all SurfLink Accessories.
- ▶ Feedback Cancellation
- ▶ Environmental Detection scans the environment and adapts appropriately for Quiet, Wind and Noise.
- ▶ Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high frequency loss.
- ▶ Directionality – designed to perform in complex environments with background noise.
- ▶ Intuitive Features include Indicators and Telephone Solutions.

BASIC

i20

- ▶ Includes 4 channels and 4 bands.
- ▶ Synchronized User Adjustments for volume and memory.
- ▶ Compatibility with all SurfLink Accessories.
- ▶ Feedback Cancellation
- ▶ Environmental Detection scans the environment and adapts appropriately for Quiet, Wind and Noise.
- ▶ Spectral iQ – intelligent frequency lowering technology engineered for patients with severe high-frequency loss.
- ▶ Directionality – designed to perform in complex environments with background noise.
- ▶ Intuitive Features include Indicators and Telephone Solutions.

3 series™

With five technology levels, there's a 3 Series hearing aid just right for every patient.



A PERSONALIZED SOLUTION
**FOR EVERY
PATIENT**

3 series™

Thanks to 3 Series' versatility, dependability and user-friendliness, there's no reason every patient can't finally go wireless.





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www.StarkeyPro.com

6700 WASHINGTON AVENUE SOUTH
EDEN PRAIRIE, MN 55344-3476
1.800.328.8602