Cochlear™ Baha® 5 System

Surround yourself with the sounds you love.
Choose Baha 5.

Hear now. And always

Cochlear®

Table of Contents.

Experience a life rich in sound.

Everyone has a different story. Perhaps you woke up one morning and found that you couldn't hear on one side. Maybe you went through childhood struggling to hear even though you tried hearing aid after hearing aid. Or you simply learned to cope with your hearing loss rather than treat it. These are real stories from people who today benefit from a Baha® bone conduction system from Cochlear.

The Cochlear™ Baha® System uses the body's natural ability to deliver sound through bone conduction. It has the potential to make an immediate and positive impact on how well you hear and communicate. If you have conductive hearing loss, mixed hearing loss or single-sided deafness (SSD), then the Baha System may be a good solution for you. Try it and immediately hear the difference – your life could change today.

Carole C, UK,
Baha Connect recipient.

How we hear.

Hearing is the process of sound travelling through our outer, middle and inner ear to the hearing nerve and then the brain, which interprets what we hear.

Each part of our ear plays a critical role in transmitting sound

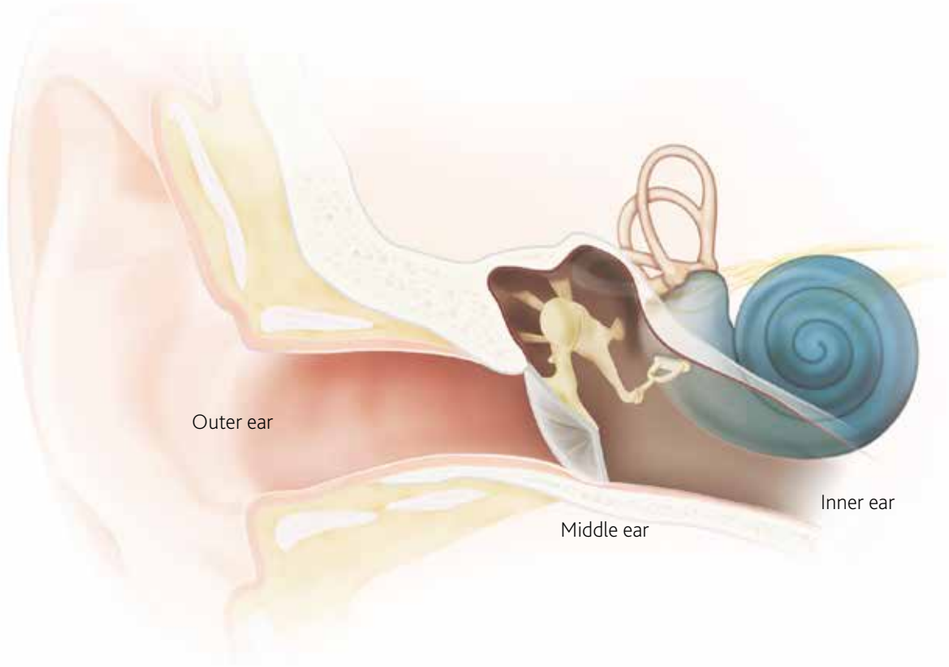
- **Outer ear** — the part you can see (the pinna) and the ear canal.
- **Middle ear** — the eardrum, the middle ear cavity and three tiny connected bones (ossicles), which are named the hammer, anvil and stirrup.
- **Inner ear** — the snail-shaped cochlea and the hearing nerve, as well as semi-circular canals that give us balance.

Our natural hearing depends on these parts working together, so if you have an issue within these ear structures, you may experience hearing loss.

Hearing with both ears

The human body is a network of pairs: two eyes, ears, nostrils, arms, hands, feet and legs. The brain uses these pairs to coordinate and maximise how the body works.

Similarly, our ears work as a duo. We have two ears to give us the ability to locate sound, distribute volume to tolerate loud sounds, as well as to enjoy a better quality of sound (like hearing in 'stereo').



Understanding your hearing loss.

Hearing enriches our experiences of the world, from engaging in conversation with loved ones, hearing sounds in nature and laughter with friends. Your hearing loss may affect one ear or both, and it may stem from a problem in the inner, middle or outer ear, or from a combination of places. Understanding your hearing loss is the first step to exploring possible solutions to help you to get the most out of life.

Conductive hearing loss

Conductive hearing loss occurs when damage to the outer ear or middle ear blocks air conducted sound vibrations from reaching the inner ear. With this type of hearing loss, ears may feel plugged and speech may sound muffled.

Common causes of conductive hearing loss include chronic ear infections, malformations at birth such as Microtia and Atresia, and syndromes such as Down, Goldenhar and Treacher Collins.

Sensorineural hearing loss

Sensorineural hearing loss can occur in one or both ears. If the hearing loss is in one ear, it is often referred to as unilateral hearing loss. If the hearing loss is profound it is called single-sided deafness (SSD).

Common causes of sensorineural hearing loss include age-related hearing loss, viral infections, Ménière's disease, adverse reaction to medications and head or ear injuries.

Mixed hearing loss

Mixed hearing loss refers to a combination of conductive and sensorineural hearing loss. This means there may be damage in both the outer or middle ear and the inner ear.

Common causes include any of the causes of conductive hearing loss plus any of the causes of sensorineural hearing loss.

Bone conduction is a scientifically proven treatment for conductive hearing loss, mixed hearing loss and single-sided sensorineural deafness (SSD)[1].

How the Baha System can help you.

Problems in your outer or middle ear can block or restrict the flow of sound waves, preventing them from getting through to your inner ear. A hearing aid relies on forcing enough sound through these problem areas, whereas the Baha System bypasses the damaged parts of the ear, using your body's natural ability to deliver sound vibrations through the bones in your skull (bone conduction) directly to your working inner ear.

The Baha 5 Sound Processor advantage

The Baha System uses cutting-edge sound processors with different wearing options to transmit sound to your working inner ear. The processors are designed to help you hear clearly and distinctly, enabling you to engage in all the activities you enjoy.

There are three sound processor models to choose from, depending on the degree of your hearing loss.

The Baha System versus hearing aids

Hearing care professionals agree that for conductive hearing loss, mixed hearing loss and single-sided deafness, bone conduction may be a more effective solution than traditional hearing aids[2]. The Baha System requires less amplification in these types of hearing loss. Coupled with advanced feedback management, the Baha System lets you experience clearer sound with less risk for annoying squeaks and whistles.

Baha 5 Power
Moderate hearing loss
For up to 55 dB SNHL*

Baha 5 Sound Processor
Mild hearing loss
For up to 45 dB SNHL

Baha 5 SuperPower
Moderate to severe hearing loss
For up to 65 dB SNHL

* Sensorineural Hearing Loss

Seamless hearing that changes with you

SmartSound® iQ technology inside the sound processor constantly monitors your surroundings and automatically adjusts the settings to tune down background noise and enhance speech to help you hear what's being said. You can focus on the important things you need to hear whilst moving effortlessly from one environment to another – at home, in work meetings and in noisy places like cafes.

Dennis K, USA,
Baha Connect recipient.

Seven SmartSound iQ environments help you hear better in all situations:

Speech in loud noise
Have a conversation in noisy surroundings like a busy café

Speech in soft noise
Chat after dinner while the dishwasher is running

Loud speech
Make lively conversations more comfortable

Soft speech
Enjoy a child's soft whispers

Soft noise
Reduce the hum of background noise

Loud noise
Hear comfortably in noisy situations

Quiet
Appreciate soft sounds in quiet environments

Baha 5 Sound Processor.

For hearing loss up to 45 dB SNHL

"Incredibly small" is what many people say when they first see the Baha 5 Sound Processor. And it's true. It's also full of advanced hearing technologies designed to help you hear the sounds you didn't know you've been missing.

The Cochlear Baha System has helped over **160,000** people to hear.

Actual size

Black Brown

Copper Silver Blonde

Bob Y, USA,
Baha Connect recipient.

Baha 5 Power.

For hearing loss up to 55 dB SNHL

An amazingly smart power sound processor, the Baha 5 Power gives you the amplification you need in every listening environment. It is smart on the inside but still features great on-device functionality for ease of use and peace of mind.

Actual size

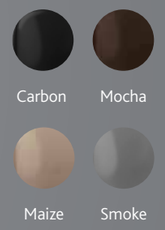
Baha 5 SuperPower.

For hearing loss up to 65 dB SNHL

A revolution in bone conduction, the Baha 5 SuperPower is the first head-worn super power sound processor in bone conduction. For people with higher levels of hearing loss, its unique design is engineered to make difficult hearing situations easier and more enjoyable.

Rechargeable battery

Actual size



The freedom to connect your way.

The Baha System allows you to connect to the world around you in ways unparalleled by other bone conduction systems. Along with a range of different hearing devices and advanced sound processors, it also provides you with a selection of True Wireless™ accessories, Made for iPhone (MFi) technology and smart apps.

Hear better in meetings and groups

The Mini Microphone 2+ is a portable audio streamer that helps you hear speech more clearly, no matter where you are – at the office, in the car or at home.

Enjoy TV with the family

Cochlear's Wireless TV Streamer lets you listen to sound streamed directly to your sound processor, without having the volume too high for the rest of the family. Chat together as a family while you watch and play the latest movies and video games.

Talk more clearly on the phone

When not using the MFi connectivity, the Phone Clip gives you a hands-free connection to your smartphone for more comfortable phone conversations, even in noisy environments. You can also use the Phone Clip to stream audio directly to your sound processor.

Stream sound from favourite devices

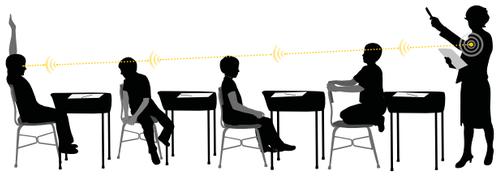
Cochlear Baha 5 sound processors feature Made for iPhone technology that lets you stream sound directly from your iPhone or iPad – so you can hear clearly when watching your favourite movies, listening to music on the go or having a video call with family on the other side of the world. Using the Cochlear Wireless Phone Clip, you can do all this with your Android phone too.

Bilateral Baha System users can enjoy wireless streaming to both sound processors, giving you full stereo sound.

Stay in control

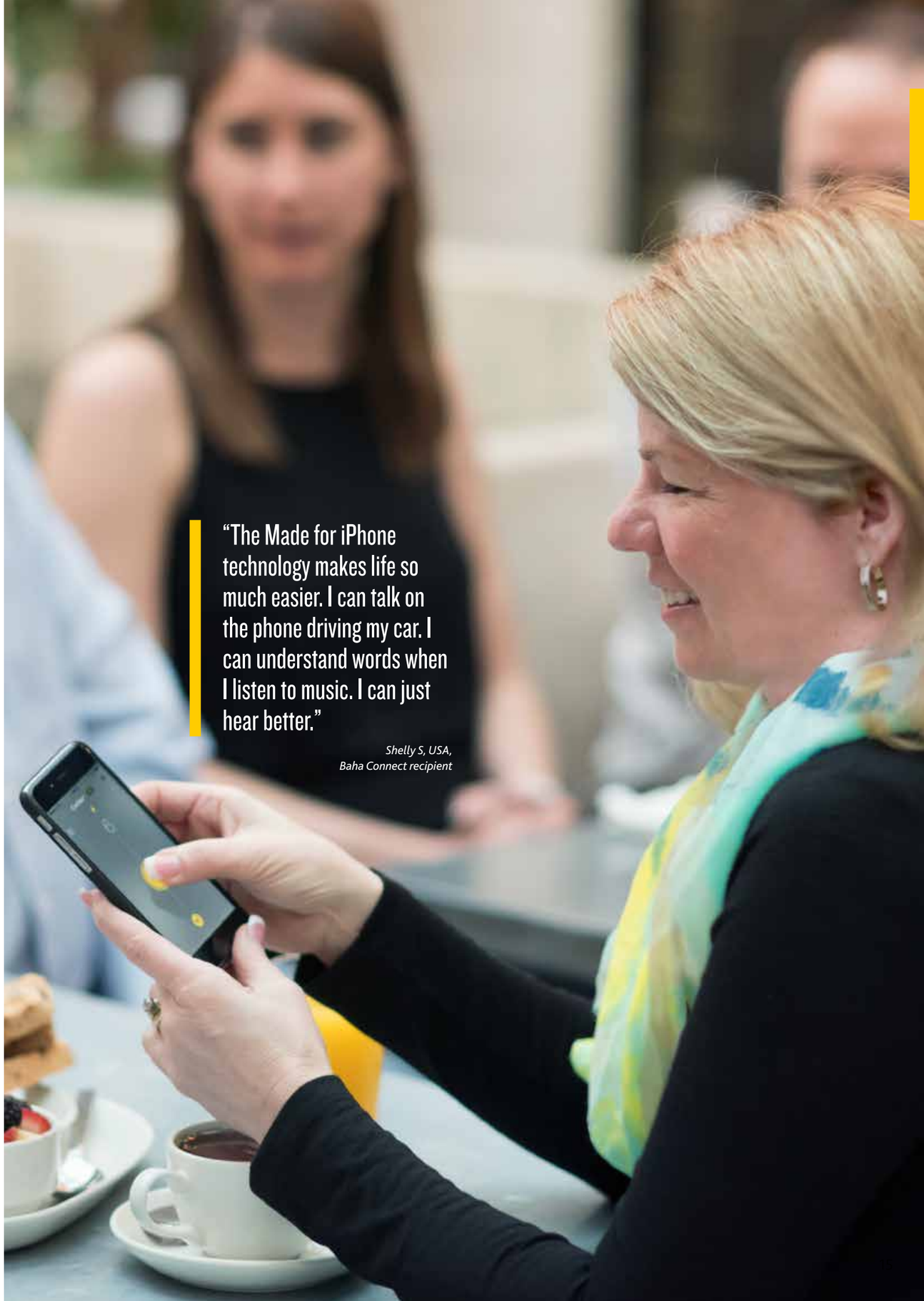
Using the Baha 5 Smart App, you can easily control, monitor and manage your sound processor. Change programs and volume, check battery levels, save custom settings for your favourite locations and even locate your sound processor if it gets lost!

The Cochlear Remote Control can be used to easily adjust settings on your sound processor and is especially useful if you have poor dexterity.



Made for iPhone | iPad | iPod

Bluetooth®



Hear the difference with Baha SoundArc.

One of the great features of the Baha System is that, unlike other hearing implants, you can experience the benefits of bone conduction before making the life-changing decision of getting an implant.

Try it out

You can try bone conduction by wearing Baha sound processors on a Baha SoundArc. It's a stylish and comfortable hearing device that you can feel confident wearing at the office, at home or when you're out with friends.

The SoundArc can be used with one or two sound processors, comes in several sizes, is adaptable to fit different head shapes and sizes, and has a variety of soft coloured tips to suit your colour preference.

Soft tip colour options

Pink Green Turquoise Grey Brown Black

1. Soft silicone tips
2. Baha SoftWear Pad
3. Adjustable spring band
4. Connects to all Baha 5 sound processors

An alternative trial device.

You can also trial bone conduction hearing on a Baha Softband. The Baha Sound Processor simply clips on to let you experience bone conduction hearing easily.

"What impressed me about the SoundArc is its sleek, modern design and I am confident our patients will really appreciate that."

Clinical Scientist in Audiology, UK

Getting a Baha Implant.

Once you've experienced how well bone conduction and the Baha System work, you may choose to take the next step to an implantable solution. An implant improves the transmission of sound and enables you to benefit from a more complete and fulfilling listening experience, now and into the future.

Better hearing for the long term

Cochlear is the only company that offers you the choice of two different implant options. Both use the same small Baha Implant – the Baha Attract System attaches the sound processor to the implant using a magnet connection while the Baha Connect System connects the sound processor to the implant using a small abutment.

The surgery is straightforward and usually performed under local anaesthetic. Most surgeries are completed in half an hour and you should be back at home the same day.

Speak with your hearing care professional to understand what implant system might be best for you, and the steps you need to take.

Baha BI300 Implant

Based on **1,000** implant years of published research – the Baha Implant has proven stable in 98.4% of patients through long term use. [4]

Baha Attract System.

Sets a high standard for hearing performance, comfort and simplicity in bone conduction implant solutions. By using internal and external magnets that attract to one another, it is comfortable and easy to use and care for.

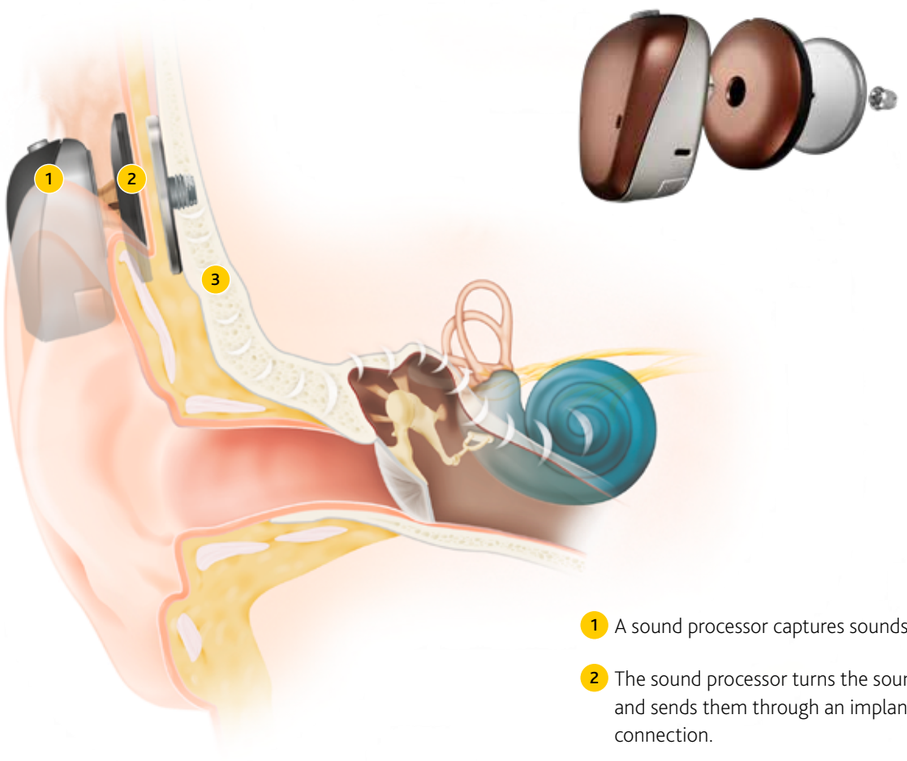
A magnetic connection to hearing

The Baha Attract System is a great option for those transitioning from other hearing solutions or getting treatment for hearing loss for the first time.

It is easy to use – simply clip on your Baha Sound Processor to the external magnet which transmits sound to the implant. You can enjoy consistent and reliable sound whilst engaging in the activities you love.

A comfortable way to hear

For greater comfort and performance the Baha SoftWear™ Pad sits on the external magnet and adapts comfortably to the shape of your head, distributing pressure evenly across the surface.



1. A sound processor captures sounds in the air.
2. The sound processor turns the sound into vibrations and sends them through an implant via a magnet connection.
3. The implant transmits the vibrations through the bone directly to your inner ear where they are converted into electrical impulses and sent to the brain.

"You don't realise what you've lost until someone shows what you've got back... the difference was brilliant, absolutely brilliant."

Jon P, UK,
Baha Attract recipient.

Baha Connect System.

A permanent hearing solution that is comfortable, easy to use and designed to provide you with optimal hearing to get the best out of life.[5,6]

A direct connection to hearing

The Baha Connect System uses a small abutment behind the ear that offers a direct connection between the implant and your Baha Sound Processor. You simply snap your sound processor onto the abutment and can get on with doing all the things that make life worth living.

Latest technology, best results

The Baha Connect System helps you heal quickly. The System's abutment features state of the art Dermalock™ technology with a unique surface coating. This technology integrates with your body, allowing shorter surgery times, faster healing and gives you excellent cosmetic results.[7,8]

1. A sound processor captures sounds in the air.
2. The sound processor turns the sound into vibrations and sends them through an implant via an abutment.
3. The implant transmits the vibrations through the bone directly to your inner ear where they are converted into electrical impulses and sent to the brain.

"I love my Baha [sound processors], both of them! So many people don't realise what an asset it is to be able to hear with both ears."

Anne S, USA,
Baha Connect bilateral recipient.

Debra's story.

My hearing loss started on my right side when I was a child. It was something I just lived with growing up as doctors had told me hearing aids would not really help. A few years ago I had surgery that left me with practically no hearing on my right side.

It was then my doctors first told me about the Baha System, that it would be the best choice for my type of hearing loss. I had never heard about the Baha System and had never met anyone with one. My doctors gave me information and I went online to learn more, including from other people who had the Baha System.

I was able to try out hearing with a sound processor before making my decision. I could hear the difference straight away and decided to get a Baha Implant. The day I got my sound processor fitted, I cried. It was like hearing for the first time. Hearing on both sides and getting back the stereo sound I lost was fantastic – it was emotionally overwhelming.

It's really changed my life. As a teacher, I struggled to hear my students. Now I'm better able to hear in the classroom and identify which student is talking to me.

Before, when we went out to a noisy restaurant, I sat in isolation because I couldn't hear what people were saying. Now, with the Mini Microphone I can really interact with my husband and daughters, even in noisy environments.

> "The Baha System has opened up a whole new world for me, and for the first time in my life I'm able to hear really well on both sides."

The Baha System has opened up a whole new world for me, and for the first time in my life I'm able to hear really well on both sides. Others shared their stories with me and it had a big impact – it changed my life. I thought I could be a person that helps change other people's lives through my story too.

Visit **www.cochlear.com** or our YouTube channel to view other great stories and videos.

Debra B, USA,
Baha Connect recipient.

More people choose Cochlear.

When considering a hearing implant system it is important to know you are getting the best solution. Not just for today, but for a life full of hearing. That's why more people choose a Cochlear implant system than any other implantable system.

A lifetime of support and innovation

Cochlear is the pioneer in implantable hearing systems and has been innovating to bring people the gift of sound for over 40 years. Most importantly, we don't stop. And we don't do it alone.

We are constantly working with people who use a Baha System to hear every day and the hearing care professionals they trust for advice. These people guide our innovation so we can ensure we are focusing on the right things.

You can be sure you will always have access to the most advanced technology that will make a positive difference to the way you hear.

More than 550,000

people worldwide have chosen a Cochlear hearing implant system.

Hear now. And always

As the global leader in implantable hearing solutions, Cochlear is dedicated to helping people with moderate to profound hearing loss experience a life full of hearing. We have provided more than 550,000 implantable devices, helping people of all ages to hear and connect with life's opportunities.

We aim to give people the best lifelong hearing experience and access to innovative future technologies. We have the industry's best clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

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Cochlear Bone Anchored Solutions AB Konstruktionsvägen 14, 435 33 Mölnlycke, Sweden Tel: +46 31 792 44 00 Fax: +46 31 792 46 95

Regional offices:
Cochlear Ltd (ABN 96 002 618 073) 1 University Avenue, Macquarie University, NSW 2109, Australia Tel: +61 2 9428 6555 Fax: +61 2 9428 6352
Cochlear Americas 13059 E Peakview Avenue, Centennial, CO 80111, USA Tel: +1 303 790 9010 Fax: +1 303 792 9025
Cochlear AG EMEA Headquarters, Peter Merian-Weg 4, 4052 Basel, Switzerland Tel: +41 61 205 8204 Fax: +41 61 205 8205
Cochlear Latinoamerica, S. A. International Business Park Building 3835, Office 403, Panama Pacifico, Panama Tel. +507 830 6220 Fax: +507 830 6218

Local offices:
Cochlear Deutschland GmbH & Co. KG Karl-Wiechert-Allee 76A, 30625 Hannover, Germany Tel: +49 511 542 770 Fax: +49 511 542 7770
Cochlear Europe Ltd 6 Dashwood Lang Road, Bourne Business Park, Addlestone, Surrey, KT15 2HJ, United Kingdom Tel: +44 1932 26 3400 Fax: +44 1932 26 3426
Nihon Cochlear Co Ltd Ochanomizu-Motomachi Bldg, 2-3-7 Hongo, Bunkyo-Ku, Tokyo 113-0033, Japan Tel: +81 3 3817 0241 Fax: +81 3 3817 0245
Cochlear (HK) Limited Room 1404-1406, 14/F, Leighton Centre, 77 Leighton Road, Causeway Bay, Hong Kong Tel: +852 2530 5773 Fax: +852 2530 5183
Cochlear Medical Device (Beijing) Co Ltd Unit 2608-2617, 26th Floor, No.9 Building, No.91 Jianguo Road, Chaoyang District, Beijing 100022, PR China Tel: +86 10 5909 7800 Fax: +86 10 5909 7900
Cochlear Korea Ltd 1st floor, Cheongwon Building 33, Teheran-ro 8 gil, Gangnam-gu, Seoul, Korea Tel: +82 2 533 4663 Fax: +82 2 533 8408
Cochlear Benelux NV Schaliënhoevedreef 20 I, 2800 Mechelen, Belgium Tel: +32 1579 5511 Fax: +32 1579 5500
Cochlear Medical Device Company India PVT Ltd Platina Bldg, Ground Floor, Plot No. C 59, G Block, BKC, Bandra East, Mumbai 400051, India Tel: +91 22 6112 1111 Fax: +91 22 61121100
Cochlear Italia SRL Via Larga 33, 40138 Bologna, Italy Tel: +39 051 601 53 11 Fax: +39 051 39 20 62
Cochlear France S.A.S. 135 route de Saint Simon, 31035 Toulouse, France Tel: +33 5 34 63 85 85 (international) Tel: 0805 200 016 (national) Fax: +33 5 34 63 85 80
Cochlear Nordic AB Konstruktionsvägen 14, 435 33 Mölnlycke, Sweden Tel: +46 31 335 14 61 Fax: +46 31 335 14 60
Cochlear Tıbbi Cihazlar ve Sağlık Hizmetleri Ltd. Sti. Cubuklu Mah. Bogazici Cad. Bogazici Plaza No: 6/1 Kavacik, 34805 Beykoz-Istanbul, Turkey Tel: +90 216 538 5900 Fax: +90 216 538 5919
Cochlear Canada Inc 2500-120 Adelaide Street West, Toronto, ON M5H 1T1, Canada Tel: +1 416 972 5082 Fax: +1 416 972 5083
Cochlear Limited (Singapore Branch) 238A Thomson Road #25-06, Novena Square Office Tower A, Singapore 307684, Singapore Tel: +65 65533814 Fax: +65 64514105

www.cochlear.com

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