



# *i***NOW**<sup>™</sup>

*Made for iPhone*

Made for  
 iPod  iPhone  iPad



**NU**EAR<sup>®</sup>

# Hearing Wellness for you.

At NuEar®, we believe that hearing wellness starts here.

iNOW™ hearing aids, now available in our smallest Made for iPhone® style, help you stay connected to the people and things you love most.

iNOW is NuEar's most advanced technology with supreme sound quality and premium features, customizable to fit your unique hearing needs and enhance your listening experiences.



**iNOW™**



# Made for staying connected.

## Our latest Made for iPhone hearing aids and our easy-to-use TruLink Hearing Control app

are engineered to work specifically with your iPhone, iPad,<sup>®</sup> iPod touch<sup>®</sup> and Apple Watch.<sup>®</sup> Together, iNOW and TruLink<sup>®</sup> deliver the most personalized hearing experience ever, and are designed to:

- Deliver pristine audio and exceptional listening clarity
- Help you better understand conversations and hear comfortably in any noisy environment
- Stream phone calls, music and more, directly from your iPhone to your hearing aids
- Eliminate buzzing and whistling



# Made for better connections.

iNOW intuitively connects to your iPhone, iPad and iPod touch via Bluetooth technology and NuEar's easy-to-use TruLink app.

TruLink offers additional features designed to enhance anywhere you go – so you can easily enjoy everything you do.



## Personalized Control

Personalized Control in the TruLink app lets you make adjustments to SoundSpace and Noise Manager to suit your preferences in different listening environments.



## Phone Calls

Answer your calls with the touch of a button and hear an entire conversation streaming directly to your iNOW hearing aids via Bluetooth® technology.



## Remote Control

Using the remote control feature in the TruLink app, you can change volume and switch memories on your hearing aids right from your iPhone.



## TruLink Memories

You can create up to 20 TruLink Memories using the SoundSpace tool on the TruLink app.

You can even geotag memories using the built-in GPS on your iPhone. A geotagged memory will recognize where you are and automatically adjust your iNOW hearing aids when you enter that space. For instance, a geotagged “coffee shop” memory will automatically activate when you walk into your favorite coffee shop.



## Auto Experience Manager

Automatically adjusts your iNOW hearing aids’ loudness over time to help you transition to your new hearing experience in the most comfortable way possible.



## Pristine Audio Streaming

iNOW hearing aids provide direct streaming of phone calls, music and media from your iPhone – so you can enjoy clear communication and pristine audio streaming any time, anywhere, for impressive, immersive sound.



## Apple Watch Compatible

Use the TruLink app for Apple Watch to control volume, change memories and mute your hearing aids right from your wrist.



**TruLink Hearing Control app for Apple Watch provides you with even more ways to easily control and personalize your hearing experience.**





## Live Microphone

Simply set your iPhone nearby, turn on the microphone feature and stream conversations directly to your iNOW hearing aids. You may also record, play back and email audio as it happens or save recordings to listen to later.



## Real-time Notifications

Notifications for phone calls, texts, emails or other apps can be streamed directly to your iNOW hearing aids.



## Siri Integration

You can have Siri® read texts and emails directly to your iNOW hearing aids.



## TruLink Adaptive Car Mode

With TruLink's Adaptive Car Mode, iNOW hearing aids will automatically change to a setting designed to reduce the annoying sounds of driving and enhance your overall driving experience.



## Find My Hearing Aids

Easily locate lost hearing aids using the Find My Hearing Aids feature, with both a location and a timestamp. A signal detector sends a stronger or weaker signal based on how close you are to locating your iNOW hearing aids.



# Made for music lovers.

Tastes in music may be unique, but the power of music is universally understood.

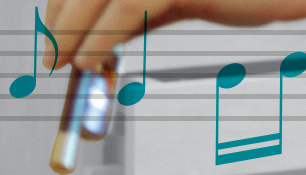
Thanks to the processing power in iNOW hearing aids, you can enjoy your favorite music in a whole new way with features that:

- Focus on music audibility, desired loudness and sound quality
- Make soft music sounds audible
- Allow on-demand and automatic control

The result is listening enjoyment for the way you want to hear music - automatically and in your control.

*“Life seems to go on without effort when I am filled with music.”*

- George Eliot



# Made to deliver the very best.



## You want

## iNOW delivers

*To hear comfortably in  
challenging environments*

**Acuity™ Directionality**, designed to improve speech audibility in difficult listening situations along with **Speech Shift**.

*Enhanced phone  
communication*

Direct streaming of phone calls from your iPhone to your hearing aids to enable clear and comfortable conversations.

*Hearing that  
happens intuitively*

Geotagged memories that automatically switch modes when the GPS feature in your iPhone detects you are in a tagged location. For example, a “home” memory activates when you arrive at home.

*Hearing that’s  
personalized for you*

Personalized Control in the **TruLink** app that lets you make adjustments to **SoundSpace** and **Noise Manager** to suit your preferences in different listening environments.

*No buzzing or whistling*

NuEar’s best-in-class feedback cancellation system providing feedback-free, comfortable listening all-day long.

*Durable, dependable  
hearing aids*

**Surface™ NanoShield**, our pioneering water, wax and moisture repellent system, to protect and ensure durability and dependability.

*Music the way it was  
meant to be heard*

A whole new way to experience music – adjustable via the TruLink app. Now you can hear every note the way the artist intended – with pure, refined sound quality.

*Customizable tinnitus relief*

Advanced **Multiflex Tinnitus Technology**, adjustable via the TruLink app, to bring relief to those who suffer from ringing in the ears.

Features may vary by technology level.



# Made for everywhere you are.

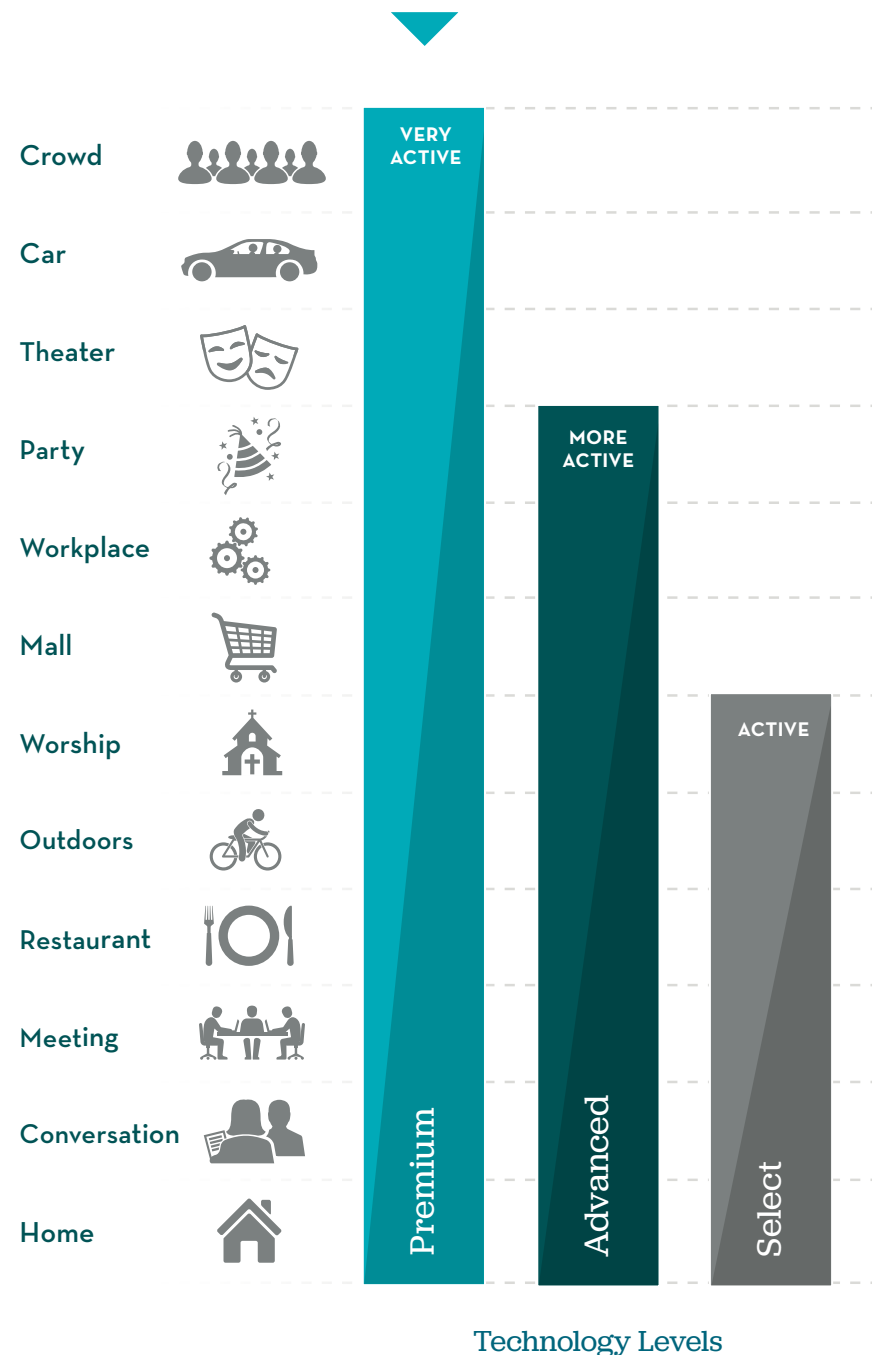
From the beginning, our hearing solutions have enabled people to hear better in challenging environments - and live a better life.

With iNOW hearing solutions from NuEar, you'll begin to hear all the subtleties of life: the inflection in the voice of a spouse or the nuances in the notes of a favorite song. Whether it's one-on-one or in the most crowded places, you'll hear the world around you.

What you need will depend on how busy and active you are, and what types of environments you frequent.



## Listening environments



What is your hearing lifestyle?

Our lineup of products enhances many different listening environments. What you need depends on your lifestyle and how active you are.

Compare the listening environments on the chart inside.

## Made for your style.

Styles and colors



**iNOW**<sup>™</sup>

iNOW hearing aids are available in two styles and a variety of colors. Consult your hearing care professional and start experiencing the discreet, sleek style of NuEar's iNOW hearing aids.

### Color guide



Black



Slate



Sterling



Bright White with Sterling



Espresso



Bronze



Champagne



Black with Sterling

Ask about our smallest **Made for iPhone** hearing aids.



*TruLink, partnered with iNOW, is easy and intuitive to use on your iPhone, iPad, iPod touch or Apple Watch.*

Made so  
the world  
may hear.



Our Founder and CEO, William F. Austin, has always held a strong belief that the gift of better hearing results in a fuller and better life.

We prove our dedication to this philosophy daily, through our support of Starkey Hearing Foundation.

The gift of hearing opens up new worlds of opportunity. It connects individuals to life and helps them realize they can accomplish more than they ever thought possible. Starkey Hearing Foundation uses hearing as a vehicle to change lives around the world.



**100+**  
COUNTRIES



**MORE THAN  
1 MILLION  
PEOPLE IN NEED  
SERVED**



**COUNTLESS  
LIVES CHANGED**

**Made to help millions.**

***The gift of hearing opens up  
new worlds of opportunity.***

Spread hope from ear to ear. To learn more  
or give the gift of hearing, visit  
**[StarkeyHearingFoundation.org](http://StarkeyHearingFoundation.org)**.

# Made for a happy, healthy life.

Hearing loss isn't just an ear issue, it's a quality of life and health issue.

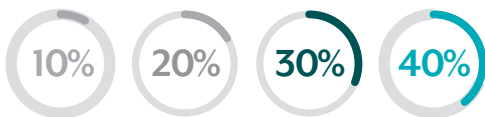
It can occur for natural reasons, but other causes might surprise you.



## Older adults\*

with impaired hearing may have a **shorter lifespan** than their peers without hearing problems.<sup>1</sup>

\*70 years and older



People\* with a hearing loss experience a **30-40% faster decline in cognitive abilities** compared to peers without hearing loss.<sup>2</sup>

\*75 years and older

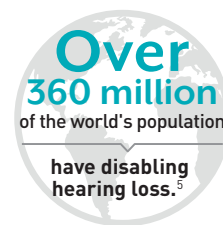


People with low-frequency hearing loss are considered **at risk** for cardiovascular events.<sup>3</sup>

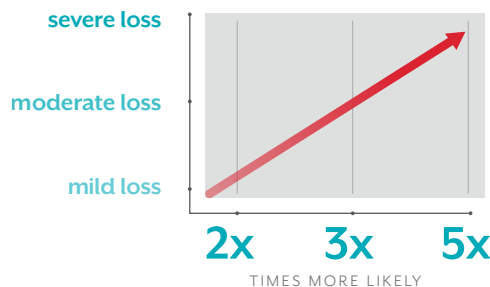
## Adults\* with untreated hearing loss

were more likely to report depression, anxiety and paranoia than peers who wore hearing aids.<sup>4</sup>

\*50 years and older



Adults with untreated hearing loss **are more likely to develop dementia.**<sup>6</sup>



There is a significant association between **high blood pressure and untreated hearing loss.**<sup>7</sup>



People with mild hearing loss **are 3x more likely** to have a history of falling.<sup>8</sup>



**90-95%** of people with **hearing loss can be treated** with hearing aids.<sup>9</sup>

iNOW hearing aids are made so people with hearing loss won't have to miss a single sound that brings them joy. They are made knowing people who hear better, live better.

**Simply put, iNOW hearing aids are made for life.**

iNOW and TruLink are compatible with iPhone 7 Plus, iPhone 7 SE, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, iPad Pro, iPad Air 2, iPad Air, iPad (4th generation), iPad mini 4, iPad mini 3, iPad mini with Retina display, iPad mini, iPod touch (5th generation) and Apple Watch. Use of Apple Watch requires iPhone 5 or later. "Made for iPod," "Made for iPhone," and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to iPod, iPhone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, iPad or Apple Watch may affect wireless performance. Apple, the Apple logo, iPhone, iPad, iPod touch, FaceTime, Apple Watch, and App Store are trademarks of Apple Inc., registered in the U.S. and other countries.

<sup>1</sup> Norton, A. (2015). Older Adults' Hearing Loss May Be Tied to Earlier Death. HealthDay News. Retrieved from <http://health.usnews.com/health-news/articles/2015/09/24/older-adults-hearing-loss-may-be-tied-to-earlier-death> | <sup>2</sup> Lin, F.

R., Yaffe, K., Xia, J., Xue, Q., Harris, T. B., Purchase-Helzner, E., ... Simonsick, E. M. (2013). Hearing Loss and Cognitive Decline in Older Adults. *JAMA Internal Medicine*, 173(4), 293-299. doi:10.1001/jamainternmed.2013.1868 | <sup>3</sup> Friedland, D. R., Cederberg, C., & Tarima, S. (2009). Audiometric pattern as a predictor of cardiovascular status: Development of a model for assessment of risk. *The Laryngoscope*, 119:4733-486. Retrieved from: <http://onlinelibrary.wiley.com/doi/10.1002/lary.20130/abstract> | <sup>4</sup> Reinemer, M., & Hood, J. (1999). Untreated Hearing Loss Linked to Depression, Social Isolation in Seniors. *Audiology Today*, 11(4). Retrieved from: <http://www.audiology.org/publications-resources/document-library/untreated-hearing-loss-linked-depression-social-isolation> | <sup>5</sup> World Health Organization. (2015). Deafness and hearing loss. Retrieved from: <http://www.who.int/mediacentre/factsheets/fs300/en/> | <sup>6</sup> Johns Hopkins Medicine. (2011). Hearing Loss And Dementia Linked in Study. Retrieved from: [http://www.hopkinsmedicine.org/news/media/releases/hearing\\_loss\\_and\\_dementia\\_linked\\_in\\_study](http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_and_dementia_linked_in_study) | <sup>7</sup> Agarwal, S., Mishra, A., Jagade, M., Kasbekar, V. & Nagle, S. K. (2013). Effects of Hypertension on Hearing. *Indian J Otolaryngol Head Neck Surg*. 2013 December; 65(Suppl 3): 614-618. Published online 2013 February 17. Retrieved from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3889339/> | <sup>8</sup> Johns Hopkins Medicine. (2012). Hearing Loss Linked to Three-Fold Risk of Falling. Retrieved from: [http://www.hopkinsmedicine.org/news/media/releases/hearing\\_loss\\_linked\\_to\\_three\\_fold\\_risk\\_of\\_falling](http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_linked_to_three_fold_risk_of_falling) | <sup>9</sup> Better Hearing Institute. (n.d.). Hearing Loss Treatment. Retrieved from: <http://www.betterhearing.org/hearingpedia/hearing-loss-treatment>

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Individual results may vary.

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