

NOW CROS System

*Hearing solutions for
single-sided hearing loss*



NUEAR®

Made for **single-sided hearing loss**

With our new line of NOW® hearing aids, NuEar® has a solution for those with single-sided hearing loss.

**NuEar can help you surround yourself
with the power of superior sound.**

NOW®



*NuEar has cutting
edge technology
that delivers true
listening enjoyment.*

The NOW CROS System

The new NOW CROS System was developed to give more people solutions for better hearing.

If you have single-sided hearing loss you'll be able to hear the world around you – in full, pristine sound.



NOW CROS System benefits:

1. Improves listening in noise
2. Reduces background noise
3. Decreases echoes and reverberating sounds
4. Allows you to hear from both sides – with devices so small and discreet they're nearly invisible

Customized solutions



CROS solution

If you're unable to hear in one ear and have normal hearing in the other ear, you may benefit from a CROS solution. Finally, you'll be able to hear sounds in your weaker-hearing ear by way of your healthy ear.

How it works

To help you better engage in all types of listening environments, our CROS solution has a microphone that picks up sounds and voices from your weaker-hearing ear, then transmits them to a hearing aid receiver that's fitted on your good ear. No matter your position at the dinner table, or if sounds originate from your weaker-hearing side, you won't miss important sounds around you.



Also available with



BiCROS solution

A BiCROS solution is also available and can benefit those with little to no hearing in one of their ears, and a hearing loss in their better ear.

How it works

This option sends sound from a microphone, placed in your ear with little to no hearing, to a hearing aid receiver placed in your better-hearing ear. This allows you to hear from both sides. Your hearing care professional can help you determine what solution will best fit your needs and lifestyle.

Made to deliver the very best.



You want

NOW delivers

*To hear comfortably in
challenging environments*

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

*To easily adapt
to new sounds*

This feature speeds your transition to hearing aids by gradually adjusting settings to allow your brain to get used to new sounds.

*Better wireless
streaming*

Technology that provides consistent wireless performance while streaming TV, music and other media with SurfLink® Mobile 2 and other SurfLink accessories.

*Natural one-on-one
conversations*

The all-new SurfLink Remote Microphone is a discreet, lightweight microphone worn by a conversation partner to aid patients in one-on-one conversations in difficult listening environments.

*A comfortable, personalized
listening experience*

Sound comfort technology designed to provide distortion-free listening comfort for loud sounds while ensuring ultimate clarity for soft sounds.

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*

NOW is designed to allow you to experience music in a whole new way. Now you can hear every note the way the artist intended - with pure, refined sound quality.

Customizable tinnitus relief

Advanced **Multiflex Tinnitus Technology** integrated into NOW to bring relief to those who suffer from ringing in the ears.

Features may vary by technology level.

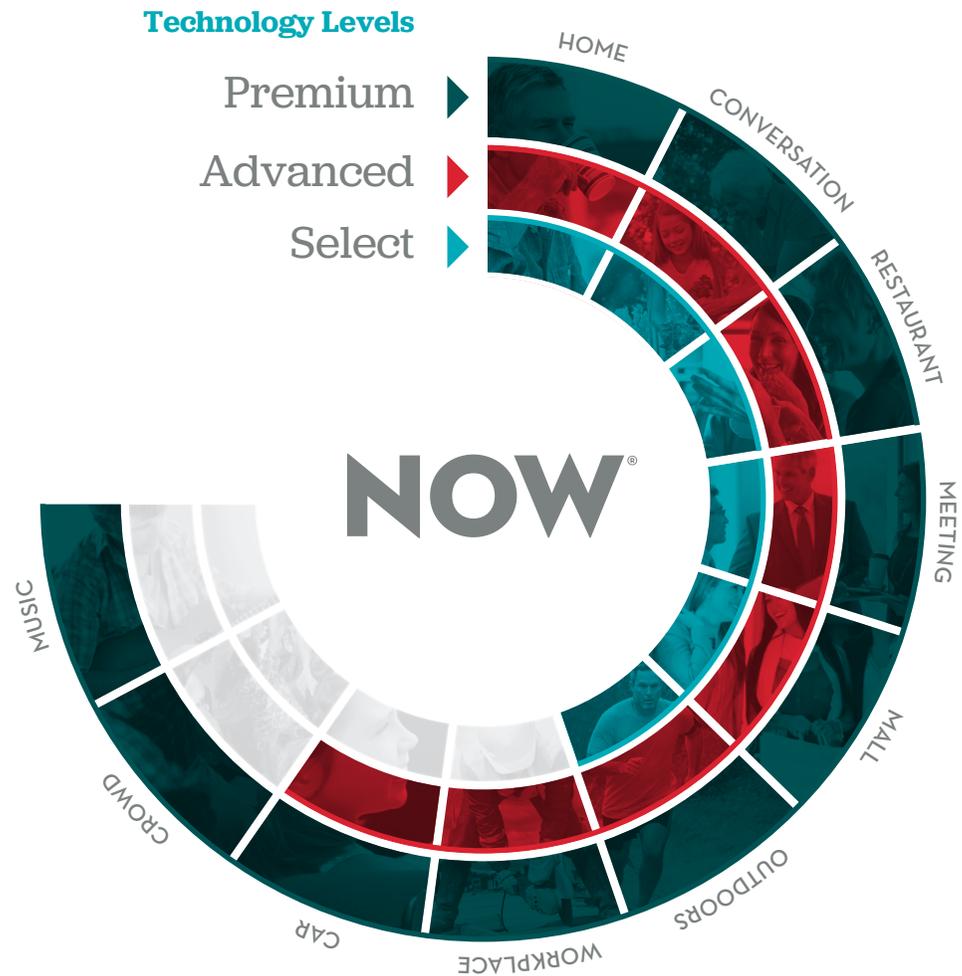
Made for
everywhere
you are.

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

You want 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.



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



NOW[®]

Pick your favorite color among our new RIC and BTE styles, both with tinnitus and wireless CROS and BiCROS solutions.

Consult your hearing care professional and start experiencing NOW's discreet, sleek styles for yourself.

Color guide



Black



Slate



Sterling



Bright White with Sterling



Espresso



Bronze



Champagne



Hear the world in surround sound.

NuEar delivers the best possible sound to your better ear so you don't have to worry about repositioning yourself for conversations or missing important sounds.

Single-sided hearing loss doesn't have to get in the way of your lifestyle or your activities. With the NOW CROS System, you can experience sound from all sides – never missing a single moment that brings you joy. Because when you hear better, you live better.



NOW[®]





For every NuEar hearing aid purchased, we help someone in need. Starkey Hearing Foundation has provided more than **1 million** hearing aids to people in need worldwide and is committed to providing **1 million** more this decade.

NUEAR[®]

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