

**NUEAR**<sup>®</sup>  
POWERED BY Starkey<sup>®</sup> Hearing Technologies

# now<sup>®</sup> iQ

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Wireless hearing solutions  
made for life



# Say hello to the smartest hearing solution

*At NuEar®, we believe the  
better you hear, the better  
your quality of life.*

**NOW® iQ** is our most advanced hearing technology. It delivers supreme sound quality that allows you to be immersed in the world around you like never before. It's designed to meet your unique hearing needs, and keep you connected to the people and things you love. And now it's available with the convenience of the industry's smartest rechargeable solution.

*Superior Sound uses cutting-  
edge technology to deliver  
true listening enjoyment.*



# Say hello to personalized hearing

***Our latest NOW iQ hearing aids and our easy-to-use SurfLink® accessories deliver the most personalized hearing experience ever, and are designed to:***

- Provide natural hearing and effortless transitions as you go about your day
- Deliver pristine audio and exceptional listening clarity
- Give you an easy way to recharge your hearing aids anytime, anywhere
- Preserve peace and quiet while amplifying the important things
- Help you better understand conversations and hear comfortably
- Stream TV, phone calls, music and more to your hearing aids



# iQ

***NOW iQ hearing aids help you adjust to your surroundings quickly so you can begin to experience life to its fullest.***

# Say hello to everything you want in a hearing solution

We've reimagined rechargeable. Our new best-in-class NOW iQ Rechargeable hearing aids last 20 percent longer than other systems, are 30 percent smaller and are 100 percent easy to use. Plus, with the industry's longest lasting charge, your hearing aids will always be ready to go.



## Our best hearing technology just got better.

- **Immersive sound** for true listening enjoyment
- **Longest lasting charge** delivers over 30 hours of superior hearing
- **All-in-one charger** holds enough charge to provide portable charging without plugging into the wall
- **Smallest rechargeable** hearing aid available today



# Say hello to convenient connectivity

With more and more wireless products on the market, making connections between devices can be challenging. To navigate listening environments with high wireless traffic, our 900sync™ technology provides a powerful solution. Its high bit-rate streaming allows for ear-to-ear phone streaming and wireless capabilities for single-sided hearing loss.



## SURFLINK®

*Our NuEar wireless hearing aids wouldn't be complete without our popular SurfLink accessories.*



Our compact cell phone transmitter, **SurfLink Mobile 2**, is an assistive listening device, media streamer and hearing aid remote all rolled into one.



**SurfLink Mini Mobile** is a small and simple cell phone streaming solution. With this device, you can connect any Bluetooth®-ready device to your NOW iQ hearing aids.



**SurfLink Media 2** is a set-and-forget media streaming solution that connects to TVs, MP3 players and more, to wirelessly stream audio directly to your hearing aids.



Our **SurfLink Remote** can be used to adjust volume, change memory modes, go in and out of streaming mode and much more – all with the push of a button.



Our discreet, lightweight **SurfLink Remote Microphone 2** is worn by a conversation partner to aid patients in one-on-one conversations in difficult listening environments.

# Say hello to the true sound of music

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

Thanks to the processing power in NOW iQ 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.*

# Say hello to a solution for every type of hearing loss

*If you have single-sided hearing loss, NOW iQ has a solution for your hearing needs.*

Our wireless **CROS** and **BiCROS** hearing aids bring audibility and speech understanding to those who struggle with **single-sided hearing loss**. 900sync technology allows streaming to the good ear to provide quality, clarity and consistency of sound.



*NuEar offers the first rechargeable hearing aid for single-sided hearing loss.*

# Say hello to

# the very best

You want

NOW iQ delivers

***To hear comfortably in  
challenging environments***

**Acuity™ Immersion Directionality**, designed to restore natural benefits provided by the ear and improve speech audibility in difficult listening situations.

***Rechargeable  
hearing aid solution***

A rechargeable option that delivers continuous, stable power to ensure your hearing aids are always ready for use.\*

***Better wireless streaming***

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

***A comfortable, personalized  
listening experience***

Capabilities that speed your transition to hearing aids with gradual adjustments, distortion-free listening in noise, and 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***

A design that allows 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 iQ to bring relief to those who suffer from ringing in the ears.

# Say hello to better hearing everywhere you are

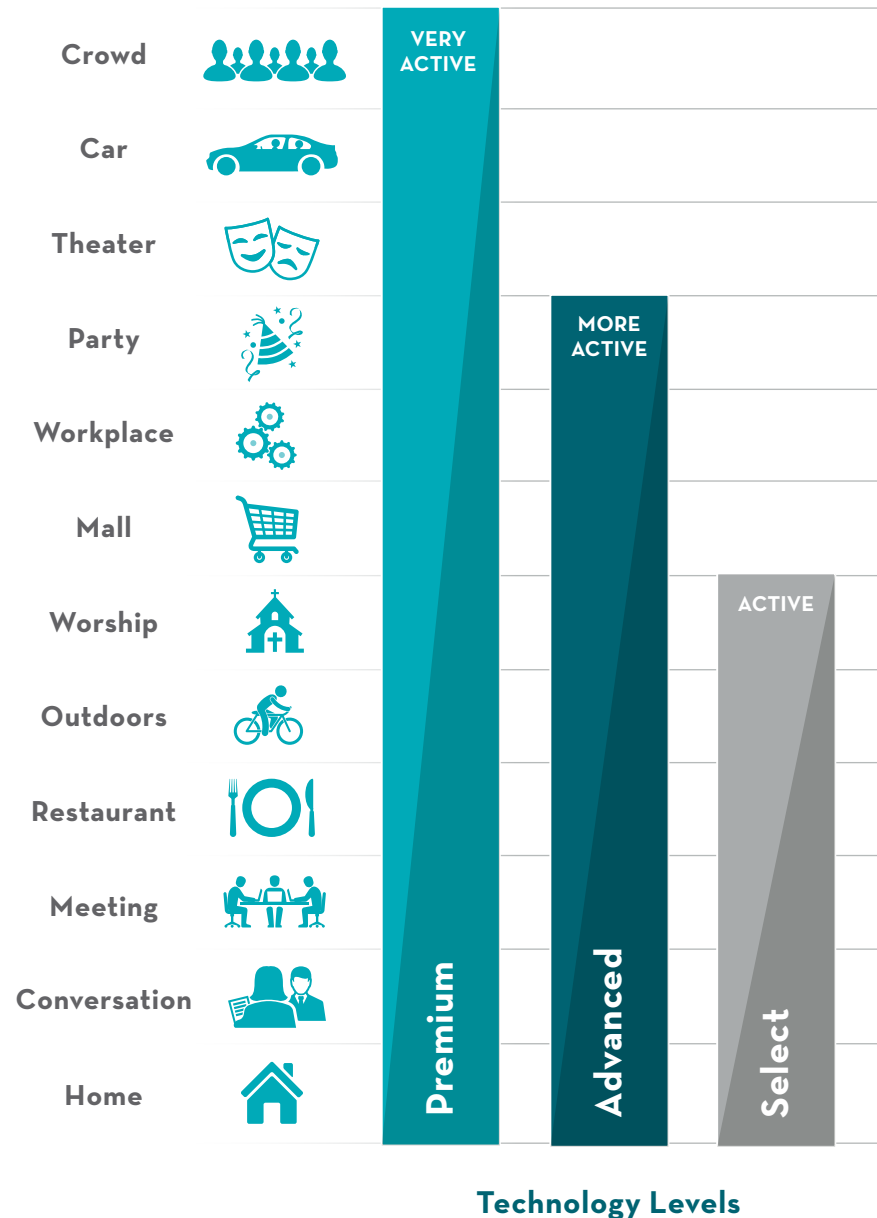
*From the beginning, our hearing solutions have enabled people to hear better in challenging environments and live a better life.*

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.

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



## Listening environments



Technology Levels

# What is your hearing lifestyle?

Our lineup of products enhances many different listening environments. Talk to your hearing professional about which options fit your lifestyle best.

**Compare the listening environments on the chart inside.**

## Say hello to your unique style

### Styles and colors



# NOW iQ

Pick your favorite color among our new styles, which include our smallest devices and custom-fit options – with tinnitus and wireless CROS and BiCROS solutions.

Consult your hearing care professional to see which hearing aids are right for you.

### Color guide



Black



Slate



Sterling



Bright White with Sterling



Espresso



Bronze



Champagne

**If you have severe to profound hearing loss, ask your hearing professional about NOW iQ Power Plus BTE 13.**



**NOW iQ is available in a variety of styles and colors for your ideal fit.**



# Styles

Say hello to your preferred fit.



**IIC**

Invisible-In-Canal



**RIC**

Receiver-In-Canal



**CIC**

Completely-In-Canal



**BTE**

Behind-The-Ear



**ITC**

In-The-Canal



**ITE**

In-The-Ear



# Say hello to a happier, healthier life

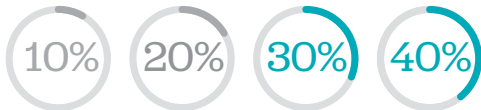
Hearing loss isn't just an ear issue, it's a quality of life and health issue. It can occur for natural reasons, but other causes might surprise you.



## 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



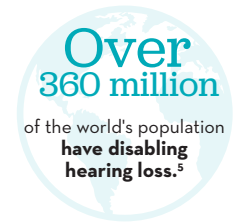
People with low-frequency hearing loss are considered **at risk** for cardiovascular events.<sup>3</sup>

NOW iQ 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.

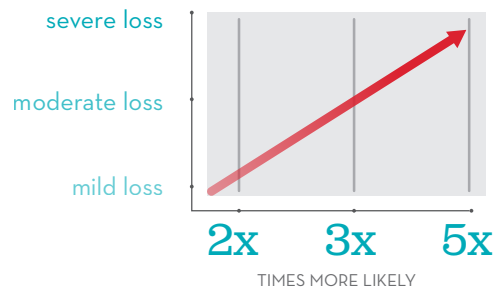
## Adults\* with untreated hearing loss

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>

**Simply put, NOW iQ hearing aids are made for the speed of life.**

# 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 richer 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.***

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

<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>

**NUEAR®**

[www.NuEar.com](http://www.NuEar.com)

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