



| The new dynamics of
hearing continues ...

Zerena

Now available in all
performance categories
and styles.



bernafon[®]
Your hearing · Our passion

Seamless and boundless performance in any listening environment

Traditional hearing instruments classify the listening environment based on the acoustical signal analysis including intensity, modulation, and frequency. Despite high-speed detection, the amplification provided in every instant is always estimated from a lagging classification. That makes adjustments to fast situational changes in dynamic environments difficult.

Bernafon does away with environment classification

Zerena measures the characteristics of the actual environment in a more dynamic way. Unlike traditional environment classification, it continuously detects and analyzes the signal-to-noise ratio (SNR) in real time. This enables

the hearing instrument to react instantly to changes in the listening situation. The analysis is based on 32,000 data points* measured per second. Zerena instruments stay in sync with the changes in the listening environment, allowing for natural and uninterrupted speech understanding.

*Zerena 9|7|5 only. Zerena 3|1 analyzes 24,000 data points per second.

Zerena provides clinically proven user benefits



Zerena significantly improves speech understanding in noisy and dynamic listening situations¹



Zerena provides maximum comfort in highly noisy places²



Zerena reduces listening effort to allow users to focus on what's important to them³

Visit our website to review our clinical evidence papers.

1) Bernafon (2017). *Dynamic Noise Management™. A Winning Team*. Topics in Amplification.

2) Bernafon (2017). *Dynamic Amplification Control™. Intelligent Amplification*. Topics in Amplification.

3) Bernafon (2017). *Benefits of Dynamic Amplification Control™ in complex listening situations*. White Paper.

News at a glance

A large range of Zerena custom instruments and complete Zerena hearing instrument families in two additional performance categories are now available. The extensive range of products allows for even more flexibility in catering to different hearing losses, cosmetic preferences, and budgets.

Zerena custom instruments

Zerena now offers Bernafon's most flexible custom instrument range ever. You can configure hearing aids which are as individual as your customers. From the smallest invisible-in-canal (IIC) model to the completely-in-canal (CIC), in-the-canal (ITC), in-the-ear (ITE) Full Shell (FS) and Half Shell (HS) model, each has its own advantages.

Zerena 3|1

The new performance categories Zerena 3|1 are now available. Zerena has been praised for its Dynamic Environment Control System™ or DECS™, and Zerena 3|1 incorporates some of the key features of DECS™. Without a doubt, these are the most advanced Bernafon products in the entry-level product category.

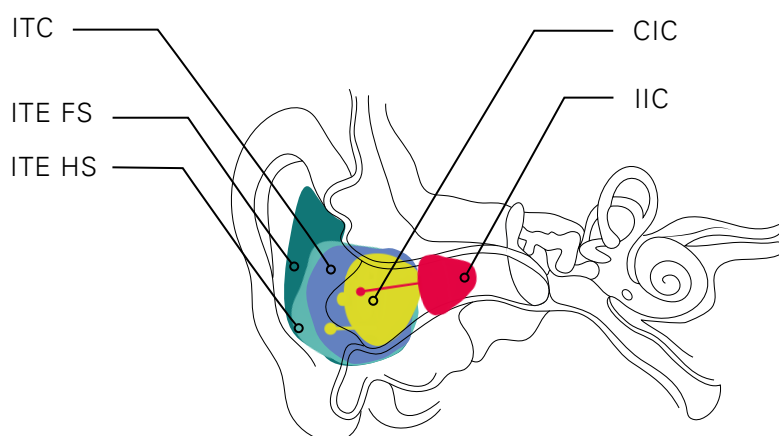
New features in Oasis^{next} 2018.2

The popular Transfer Fitting functionality is back with Oasis^{next} 2018.2. It allows the transfer of fitting data from one hearing instrument to another. The latest Oasis^{next} version also supports Verifit® to perform REM measurements more conveniently.

Maximum fitting flexibility

Discover the full flexibility of Zerena's new custom instrument solutions and choose from boundless options. Match your client's individual hearing loss with their preferences for instrument size and number of options, including 2.4 GHz Bluetooth® Low Energy and NFMI technology, volume control, telecoil, etc.

Five basic styles and boundless options to choose from



Zerena custom instrument style and fitting options overview

Options	IIC	CIC	ITC	ITE (HS, FS)	ITE (HS, FS)
Battery size	10	10	312	312	13
Fitting levels	75/85	75/85	75/85/90/100	75/85/90/100	75/85/90/100
NFMI	—	◦	●	●	●
2.4 GHz wireless	—	—	◦*	◦*	◦
Directionality	—	—	●	●	●
Push button	—	◦	◦	◦	◦
Volume control	—	—	◦	◦	◦
Telecoil	—	—	◦*	◦*	◦
Auto Telephone	—	—	◦	◦	◦

● Standard

◦ Optional

— Not available

* Not available simultaneously

Bernafon's custom instruments are small and powerful

Thanks to smaller components and improvements in the modeling and assembly process, Bernafon custom instruments can be smaller than ever. Reducing the size doesn't mean losing out on power. Zerena IIC and CIC are even more powerful than before with the option of fitting an 85-Speaker.

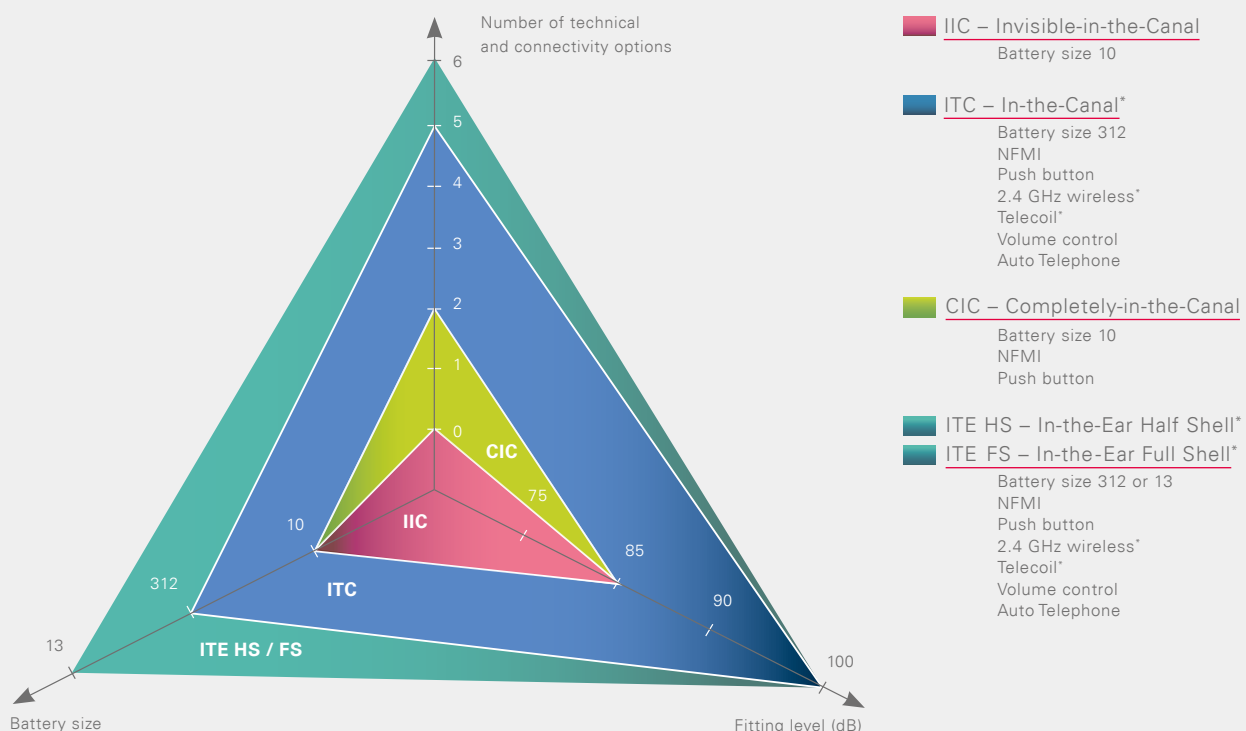
Zerena IIC, Bernafon's smallest custom hearing instrument, is placed deeply in the canal so that users can benefit from the natural pinna effect to improve their sound localization abilities.



Zerena – In-The-Ear Style Counseling Guide

Our custom instrument counseling overview supports you in explaining the tradeoffs between the number of options and the size of the instruments. This ensures that, together, you and your client can select the optimal solution from the incredible number of choices available.

In order to receive the Zerena – In-The-Ear Style Counseling Guide, please contact your Bernafon sales representatives.



*Hearing aid with battery size 312 can accommodate either 2.4 GHz wireless or telecoil. Choose battery size 13 if both options are required.

Dynamic features for Zerena 3|1

With Zerena 3|1, we bring the new dynamics of hearing to your cost-conscious clients. Zerena 3|1 features the same powerful dual-radio transmission chip used in the higher performance categories. This means that the instruments benefit from the 2.4 GHz Bluetooth® Low Energy transmission and ultra-fast, short-distance NFMI technology as well as from the high precision signal processing capabilities.

Now some of the beneficial features from Zerena 9|7|5 are made accessible to more clients at an attractive price:

With **Dynamic Noise Management™** or DNM™ your clients can hear sound from all around them and become more aware of their environment. Both directionality and noise reduction work together in 16 bands for an optimized signal-to-noise ratio.

Tinnitus SoundSupport implements amplification and tinnitus relief with various options and controls. The personalized broadband sound option is based on the client's audiogram and is targeted to match their thresholds.

Zerena 3|1 hearing aids are Made for iPhone®, iPad®, iPod®. Together with the SoundClip-A, they are **made for all phones**. The SoundClip-A allows the hearing aids to stream stereo sound from Android™ phones and modern Bluetooth® devices to **both ears**.

Help your client to get accustomed to their new hearing aids at their own pace by using the **Adaptation Manager**. It increases the gain automatically during wear time based on the rate that best fits each client.

Bernafon's best products ever in the affordable category



Innovative technology, now affordable for more clients



Unique, industry-leading dual-radio 2.4 GHz BLE and NFMI technology



Dynamic Noise Management™ combining the best of directionality and noise reduction

Achieve more with Oasis^{next} 2018.2

Bernafon's new Oasis^{next} 2018.2 fitting software supports efficient fitting appointments.

REMfitTM with Verifit[®]

The Oasis^{next} feature REMfitTM combines the first fit of the hearing instrument and the fitting verification into one streamlined procedure. This is likely to increase customer satisfaction with the hearing instrument.

Now REMfitTM can also communicate directly with Verifit[®] over Verifit[®]LINK. Verify your fittings more quickly and accurately without the need to control two systems. With just one click, the system can measure, automatically adjust, and verify the fitting. You remain in control over the fitting and can manually fine-tune the hearing aids for your client.



Seamless, boundless, wireless



SoundClip-A

The all-round device for hands-free phone conversations from iPhone® and modern smart phones. It allows communication at a distance and in very noisy environments. Also, use it to change volume and pick up phone calls.



Made for iPhone®

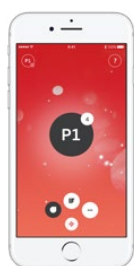
Zerena hearing instruments can be used like stereo headphones. Sounds from an iPod®, iPhone®, iPad® can be directly streamed to both ears using the energy-efficient Bluetooth® Low Energy protocol.



RC-A and TV-A

The RC-A remote control communicates with Zerena hearing instruments using 2.4 GHz wireless technology.

TV-A streams the sound from the TV directly to Zerena hearing instruments in Dolby Digital Stereo sound quality.



EasyControl-A app

Change the program or volume, use the find my hearing aid function, or check the battery level with the app.

Bernafon Zerena and EasyControl-A app are compatible with iPhone X, iPhone 8 Plus, iPhone 8, iPhone 7 Plus, iPhone 7, iPhone SE, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, 9.7-inch iPad Pro, 12.9-inch iPad Pro (1st and 2nd generation), 10.5-inch iPad Pro, iPad Air 2, iPad Air, iPad (4th, 5th and 6th generation), iPad mini 4, iPad mini 3, iPad mini 2, and iPod touch (6th generation). Devices must be running iOS 10.3 or later. The app also supports Apple Watch. To download the Bernafon EasyControl-A app on iPad, go to the App Store, search for Bernafon, and use the filter: iPhone only. Bernafon EasyControl-A app is compatible with devices powered by Android™ 6.0, Marshmallow or above. For information on compatibility, please visit www.bernafon.com/products/accessories.

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Rechargeability in all price points

The Zerena miniRITE can be upgraded to the ZPower rechargeable system in all price points. Simply change the battery door, insert the ZPower battery and start charging the hearing aid in the charging station.

Rechargeability has become a standard feature for many portable electronic devices. Introduce the ZPower solution with the lightweight charging station as a handy travel companion and an environmentally-friendly accessory for your clients.

Unlike with fully encapsulated rechargeable battery systems, your clients still have the possibility to use a regular battery. The Zerena miniRITE ZPower battery door is designed to operate with either battery option.

The ZPower rechargeable solution is an attractive additional sales opportunity for your practice.



Zpower®

Main benefits of ZPower rechargeable system



Dual-use ZPower battery door, to keep all options open for your clients with their Zerena hearing aids



An attractive, additional, easy-to-use accessory that expands the options for your clients



An eco-friendly solution simply expected by many hearing aid users today

Zerena styles and color overview

Zerena's extensive product range allows for more flexibility to cater to clients' cosmetic preferences. The powerful BTE 105, stylish miniRITE T, and discreet miniRITE come in various color combinations to complement each client's look. Natural color shades let the ITE solutions become barely visible in the ear.

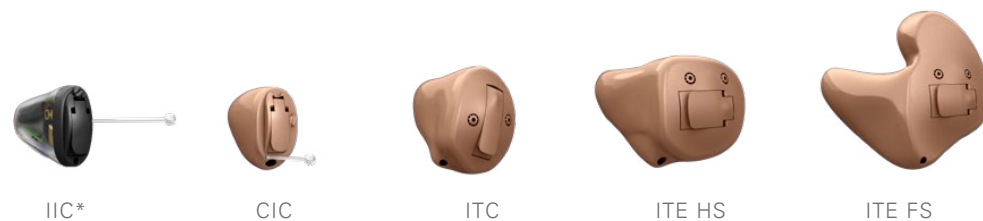
BTE style and color options



TOP SHELL	JEBL jet black*	COBR cocoa brown*	MAC metallic anthracite	MSIL metallic silver	SABE sand beige	ANBR antique bronze	MAC metallic anthracite	MSIL metallic silver*	SABE sand beige*
BASE SHELL									

*Only available for Zerena 9 | 7 | 5

ITE style and color options



*Only available in black

BL black*	DB dark brown	MB medium brown	LB light brown	BE beige
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*For IIC and CIC only

Zerena feature overview

	Zerena 9	Zerena 7	Zerena 5	Zerena 3	Zerena 1
DECS™ (Dynamic Environment Control System™)					
Dynamic Noise Management™					
Dynamic Directionality*	High / Medium focus	Medium focus	Medium focus	Low focus	Low focus
Dynamic Noise Reduction	4 Settings	4 Settings	3 Settings	•	•
Dynamic Amplification Control™					
Speech in Noise	6 Settings	4 Settings	2 Settings	–	–
Comfort in Noise	4 Settings	2 Settings	–	–	–
Dynamic Speech Processing™					
ChannelFree™	•	•	•	•	•
Speech Cue Priority™	•	•	•	•	•
Speech					
Low Frequency Enhancer*	•	•	•	•	•
Frequency Composition ^{next}	•	•	•	•	–
Comfort					
Binaural Noise Manager*	•	•	–	–	–
Adaptive Feedback Canceller	•	•	•	•	•
Transient Noise Reduction	4 options	3 options	3 options	•	–
Wind Noise Manager*	•	•	•	•	•
Dynamic Range Extender	•	–	–	–	–
Soft Noise Management	•	•	•	•	•
Processing					
Frequency Bandwidth	10 kHz	8 kHz	8 kHz	8 kHz	8 kHz
Fitting Bands	16	14	12	10	8
Directionality Controls					
Fixed Dir*	•	•	•	•	•
Fixed Omni	•	•	•	•	•
True Directionality™*	•	–	–	–	–
Individualization					
Program Options/Memories*	14/4	13/4	13/4	10/4	10/4
Binaural Coordination*: VC, Program Change, Mute	•	•	•	•	•
Adaptation Manager	•	•	•	•	•
Transition Level	3 options	3 options	2 options	–	–
Data Logging	•	•	•	•	•
Tinnitus SoundSupport*	•	•	•	•	•

*The availability of this feature may be dependent on technical constraints of hearing aid style. Please check Product Information of desired style for more details.

Established in 1946, Bernafon representatives and employees in over 70 countries have worked ever since in the spirit and tradition of our founders to develop and market solutions that help people with hearing difficulties. With leading technology, high performance products, and outstanding support, we strive to deliver beyond expectations. Our Swiss values, together with technological competence, passion, and true partnerships, help us fulfill our goal:

Together we empower people to hear and communicate better.

For more information on Zerena hearing aids, visit our Bernafon website.

Manufacturer:
Bernafon AG
Morgenstrasse 131
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www.bernafon.com

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Distributor:**
Bernafon Canada
500 Trillium Drive, Unit 15
Kitchener, Ontario
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Your hearing • Our passion