



Best in Class

prio

bernafon[®]
Innovative Hearing Solutions



PRIO at a glance

With PRIO Bernafon delivers the most advanced automatic performance in the entry-level class, offering significantly more than standard hearing instruments in this category. PRIO delivers a unique, individualized automatic program, with a variety of predefined signal processing strategies, optimized for your client's needs. This results in less fine-tuning time for you. PRIO always sets PRIOrities right – for you and your clients.

PRIOrities set right

1. Lifestyle PRIOrities

Get the most out of PRIO's high-performance technology with the Lifestyle Profile in OASIS plus. Here you can select the individual hearing goals of your client from a multitude of everyday listening situations. PRIO uses this information to customize the fitting. Discovering your client's needs right from the start ensures the client's satisfaction and comfort. This forms the basis for fitting success and saves time later in fine tuning. Your clients get exactly what they expect and need.

Client PRIOrities are met precisely and efficiently.

2. Performance PRIOrities

Performance PRIOrities in PRIO open up a new dimension of individual hearing system tuning. Performance PRIOrities are five different, proven signal processing strategies for PRIO's automatic program. Based on the Lifestyle Profile OASIS plus automatically selects the most suitable strategy for the individual client.

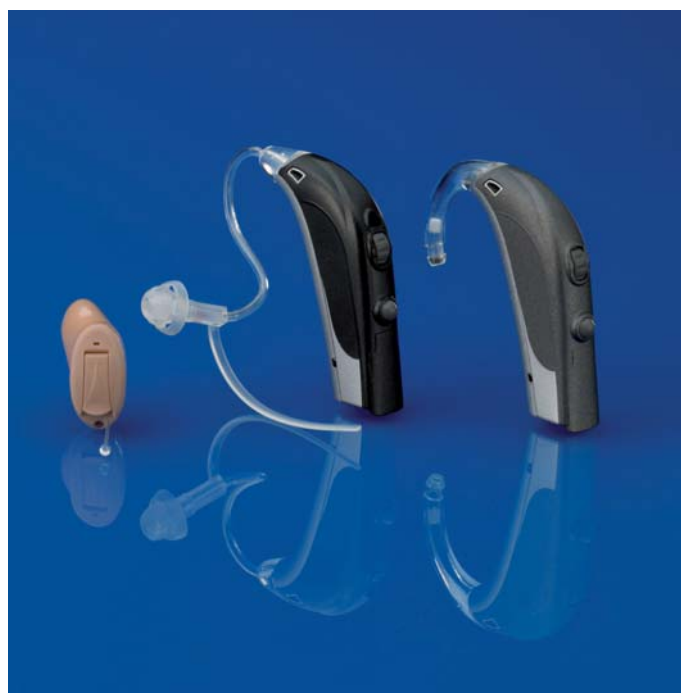
The performance PRIOrities in the automatic program are set correctly and automatically.

3. Fitting PRIOrities

PRIO delivers solutions which fulfill all fitting PRIOrities important to you:

- Individually tailored initial fit with the Lifestyle Profile
- Automatic assignment of Performance PRIOrities in the automatic program
- Automatic assignment of the second listening program
- Fast and simple first fit with the Master Tools
- Valuable fine-tuning tips from the Tracker data logging function
- Extensive range of instruments including high-performance omnidirectional models
- A multitude of user control options with optional remote control
- Open fitting for all ITE and BTE instruments
- Flexible upgrade possibilities with two different thin tube sizes for BTEs

Your fitting PRIOrities are met from the start.





Lifestyle PRIOrities

Unrivalled individuality

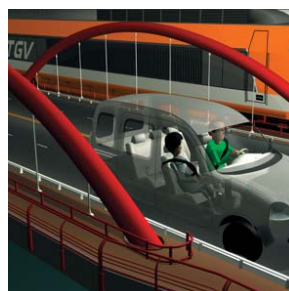
Every person is unique. Fitting a modern hearing system to an individual user requires extensive information about their communication needs in totally different listening environments. With PRIO Bernafon continues with its established approach of personalized fittings. It is not only the audiometric and technical hearing system data, which are crucial to the fitting, the personal lifestyle of the client is also key. Only this unique combination of information will result in an optimal initial fitting ensuring client satisfaction from the first moment.

The Lifestyle Profile

The Lifestyle Profile in OASIS plus is a structured interview which, in just a few mouse clicks, defines the client's foremost individual lifestyle PRIOrities. Over 80 different lifestyle situations are available under the titles Home, Leisure, Work and Travel. Descriptions of the listening goals important to the user define precisely the initial fit of the instrument. PRIO then uses the Lifestyle PRIOrities to actively refine the first fit.

Automatic program assignment

Based on the individual lifestyle priorities PRIO automatically chooses the corresponding Performance PRIOrity in the automatic program from five predefined signal processing strategies. In addition, PRIO automatically adds a second listening program, supported by the Lifestyle PRIOrities.



Performance PRIOrities

The right Performance PRIOrities from the start

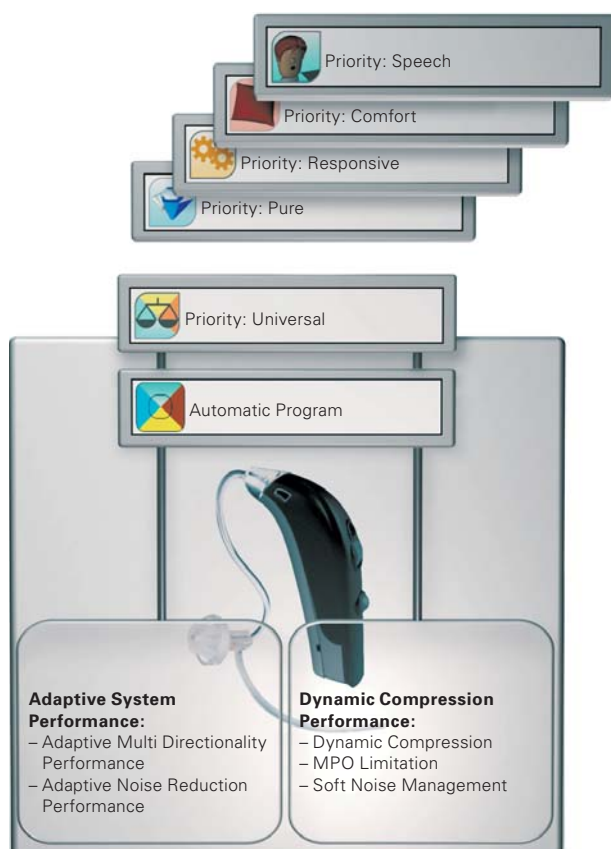
At every PRIO fitting five different **Performance PRIOrities** are available in the hearing system. A Performance PRIOrity is a predefined configuration of the signal processing in PRIO and, independent of the listening environment, places emphasis on a particular hearing system behavior. This affects both the dynamic seven channel amplification and the adaptive functions such as adaptive directionality and adaptive noise reduction.

From the Lifestyle PRIOrity entered into the fitting software PRIO automatically selects the appropriate Performance PRIOrity. This creates an individual emphasis within the signal processing: in this way the benefit of improved speech intelligibility, increased sound comfort, a greater use of adaptive features or a more natural reproduction can be selected as a PRIOrity for the client. This selection is rounded off with a Universal Performance which takes all points into account and delivers a balanced compromise.

Signal processing strategies

PRIO selects the right **Performance PRIOrity** from five signal processing strategies.

- PRIOrity Speech
- PRIOrity Comfort
- PRIOrity Responsive
- PRIOrity Pure
- PRIOrity Universal



Performance PRIOrities in the Automatic Program

With the Performance PRIOrity **Speech** the automatic program delivers increased speech intelligibility in all listening environments (quiet and noise), giving a clearer sound.

With the Performance PRIOrity **Comfort** the automatic program delivers increased sound comfort in all listening environments (quiet or noise). The sound becomes fuller and warmer.

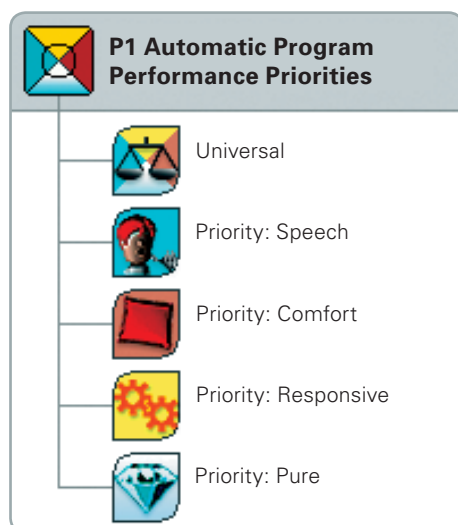
In the Performance PRIOrity **Responsive** the automatic program operates extremely dynamically. It adapts more powerfully to changing listening situations.

With Performance PRIOrity **Pure** the signal is reproduced as naturally as possible.

The Performance PRIOrity **Universal** is an ideal balance of all of the above priorities. Universal is also the configuration which is selected when no Lifestyle Profiles are available.

Each of the five Performance PRIOrities are built on adaptive automatic functions which continuously optimize the configuration of the hearing system for the current environment. PRIO offers, among other things, adaptive dualband directionality in two frequency bands, program specific eight channel Adaptive Noise Reduction, Adaptive Feedback Cancellation and Bernafons Soft Noise Management. The flexible signal processing in PRIO is carried out in seven compression channels. The pre-defined Performance PRIOrities are just five of the practically unlimited configuration possibilities, which experience shows, provide a close fit to the needs of most client's.

The assigned Performance PRIOrity is immediately visible in OASIS plus and can be changed in the program assignment, if required.



Assignment of Performance PRIOrities

Fitting PRIOrities

Your PRIOrities are central

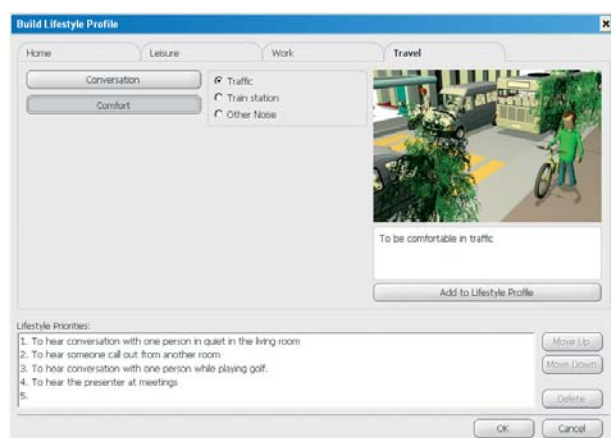
PRIO fulfils your personal fitting PRIOrities all the way from the individual initial fitting to the clear and precise fine-tuning tools and useful fitting tips in Tracker. The large choice of hearing system models in attractive designs with a variety of control options combined with the unique SPIRA^{flex} system, for open fittings, fulfil every wish.

Fast initial fitting

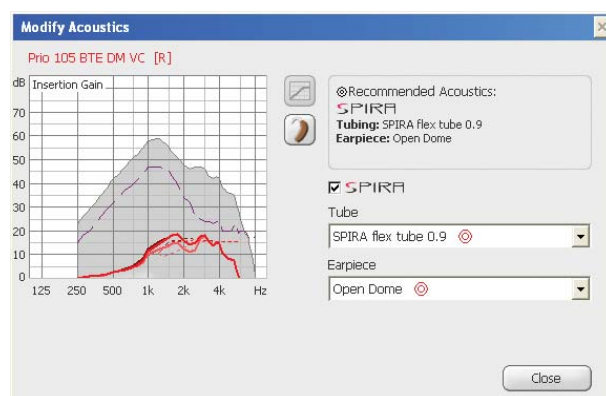
The OASIS plus fitting software offers the proven Lifestyle Profile. This information is utilized to ensure, that PRIO is perfectly optimized for the individual client. The optimal Performance PRIOrity for the automatic program and PRIO's second additional program are selected and configured automatically by OASIS plus. This ensures that the initial fitting is completed quickly and intuitively. This is efficiently achieved by a perfect initial fit, now available in the entry-level class.

All acoustic options integrated

The numerous acoustic options for the PRIO hearing system models are listed in the OASIS plus Acoustics screen. The thin SPIRA^{flex} acoustic tubes are offered in two different diameters for open fittings. The various tubing options and earpieces can be selected with a single click. The new Acoustic Wizard automatically suggests the best acoustic options, based on the hearing loss. All acoustic parameters are carefully taken into account and precisely calculated. Nothing is left to chance. It is easy to test the basic configuration in SoundCheck™, where suitable sound samples are available to support you.



Easily building of the Lifestyle Profile



Easy and complete choices of acoustic options

Precise Fine-Tuning

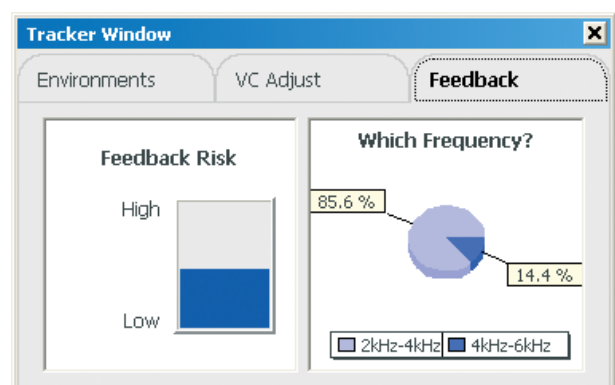
Program optimization carried out with clear tools enables fine-tuning of the sound quality, noise reduction and directionality. Trusted and proven tools, such as the 7-Channel-TriQualizer, are also available.

Tracker

In addition PRIO offers Tracker, a powerful data logging feature which records for example volume control usage, time spent in different programs and the activity of the Adaptive Feedback Cancellation System. Tracker utilizes this information to propose accurate fine-tuning suggestions. The statistical data in Tracker can be accessed from every fitting screen.



Example of Tracker data



Context sensitive Tracker data

The PRIO Product Family



A product portfolio that has it all

PRIO is a complete product family with adaptive directional and high-performance omnidirectional hearing systems. Fulfill your client's personal PRIOrities and wishes with a variety of colors, the special PRIO metallic BTE and the numerous user control options.

PRIO contains a full choice of styles, from the tiny CIC to the power BTE. An optional remote control is available for all models.

Open fittings with SPIRA^{flex}

With PRIO Bernafon introduces SPIRA^{flex}, the most flexible system worldwide for open BTE fittings. The modular SPIRA^{flex} system with its thin tubes significantly increases the available fitting possibilities and ensures the necessary amplification for your client's hearing loss.

The cosmetically appealing solution starts with the SPIRA^{flex} acoustic tube system with a diameter of 0.9 mm. For a larger hearing loss, or as an upgrade, the 1.3 mm diameter SPIRA^{flex} Power Tube would be the right choice. An even more powerful alternative is the standard earhook. Three different dome sizes and the tulip dome are available as standard earpieces.

Alternatively PRIO can be fitted with a thin tube and an individually made Custom Tip.



All PRIO hearing systems may be operated with the optional Bernafon remote control RC-S.

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Open fits with Open Domes, Tulip Domes, Custom Tips, Canal Earmoulds

PRIO Overview										
	PR 400 CIC	PR 415 MC DM	PR 305 ITC DM	PR 315 ITC DM VC	PR 322 ITC VC	PR 205 ITE DM VC	PR 202 ITE VC	PR 105 BTE DM	PR 105 BTE DM VC	PR 112 BTE VC
OSPL 90, Peak value dB SPL (Earsim.)	115	115	120	122	125	122	129	127	127	137
Max. Gain, dB (Earsim.)	45	45	52	54	53	58	64	63	63	76
Battery size	10	10	312	312	312	13	13	13	13	13
Adaptive Dualband Directionality	–	✓	✓	✓	–	✓	–	✓	✓	–
Push Button	opt.	opt.	✓	✓	✓	✓	✓	✓	✓	✓
Volume Control	–	–	–	✓	✓	✓	✓	–	✓	✓
Remote Control Reception Coil	opt.	opt.	opt.	opt.	opt.	opt.	opt.	✓	✓	✓
T-Coil	–	–	opt.	opt.	opt.	opt.	opt.	✓	✓	✓
AutoTelephone	–	–	opt.	opt.	opt.	opt.	opt.	–	–	–
FM/DAI	–	–	–	–	–	–	–	✓	✓	✓



High-Performance Features for real client benefits

PRIO brings advanced automatic performance to the entry-level class. The high-performance functions along with the extensive possibilities for personalizing the PRIO hearing system fulfill all PRIOrities for both you and your clients.

Hearing Sytem Features:

- Highly precise signal processing in 7 frequency channels
- Fully automatic program with 5 Performance PRIOrities
- Music-, Telephone- or Auditorium-Program
- Adaptive Dualband Directionality (directional models)
- Adaptive Noise Reduction
- Soft Noise Management
- Adaptive Feedback Manager
- Adaptive Signal Unification™
- OpenFit™ with low-frequency compensation
- Tracker (data logging) with fitting recommendations

Personalization Functions:

- Client Profile with Client Lifestyle PRIOrities
- Simple, intuitive fine-tuning tools
- Performance PRIOrities in the Automatic Program
- Individually adjustable programs for DAI/FM and T-Coil
- A choice of cosmetic open fittings with SPIRA^{flex}
- Complete product portfolio from Mini CIC to Power BTE
- Adaptive Directional and especially high-performance omnidirectional models
- Automatic Telephone Program for ITEs
- Optional Remote Control for all models
- Stylish BTE color range

Unparalleled client benefits in the entry-level class

- The most personalized hearing system in this price class
- Fully automatic adjustment to every listening situation in the automatic program
- Best speech intelligibility in all listening situations
- Adaptive program for total music enjoyment
- Effective suppression of annoying noise
- Attenuation of quiet background sounds
- Cosmetically appealing solutions with thin tubes
- Large hearing system range with attractive colors
- Optional remote control for all models



PRIOrities set right

Bernafon provides a wide range of digital hearing systems that cover all of your client's needs. All hearing instruments are fit with OASIS plus – the single, intelligent fitting software for all Bernafon instruments.

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