

# Rediscover the wonder of sound



## Phonak CROS P

A Paradise solution for unilateral hearing loss

A Sonova brand

**PHONAK**  
life is on

Rediscover  
the wonder  
of sound  
around you  
with Phonak  
CROS P

# Well-Hearing is Well-Being

Hearing with one ear is challenging. If you're in a noisy room and the person you're conversing with is positioned on the side of your poorer hearing ear, it can be difficult to follow the conversation or even acknowledge that someone is talking. This is where Phonak CROS P, a solution for unilateral hearing loss, can really make a difference to the quality of your hearing and your overall well-being. Because at Phonak we truly believe that hearing well fosters easier engagement and stronger connections.


## Benefits of CROS devices for unilateral hearing loss:<sup>1</sup>

- Follow conversations in quiet and noisy surroundings without having to reposition yourself
- Hear speech better from your poorer side even when in noise
- Gain greater environmental awareness of sounds coming into your poorer hearing ear



<sup>1</sup> Stewart, E. & Woodward, J. (2021). Out of the (Head) Shadow: A Systematic Review of CROS/BiCROS Literature. Manuscript in press.

\* When using a CROS system compared to unaided



① Phonak CROS P



## Make the good even better!

CROS P will transfer sound and voices, enabling your better hearing ear to access sounds from both sides.

If you have normal hearing or aidable hearing loss in one ear and no usable hearing in the other ear, CROS P is designed for you. You'll be able to hear your partner or colleague in a noisy cafe even though they are talking on your poorer side.

Wireless transfer

② Phonak Audéo P hearing aid



## CROS stands for ‘Contralateral Routing of Signal’

It consists of two parts:

- ① The CROS with a microphone that picks up sounds and voices presented to the poorer hearing side and wirelessly transmits them to the hearing aid.
- ② The Audéo Paradise hearing aid that receives the sounds from the poorer hearing side and plays it to your better hearing ear.



## A Paradise solution for unilateral hearing loss

Phonak CROS P is based on the proven performance of Phonak Paradise technology. Paradise delivers an unrivaled hearing experience\* in even more situations. When CROS P is paired with an Audéo Paradise hearing aid, it enables you to hear sounds around you and follow conversations, regardless of the direction they come from.<sup>1\*\*</sup>

CROS P utilises AutoSense OS™ 4.0 – the proprietary operating system from Phonak. AutoSense OS automatically senses your surroundings and adjusts your hearing aid accordingly. It orchestrates various features such as Binaural VoiceStream Technology™, enabling CROS P to wirelessly transfer sounds from the poorer hearing side to the hearing aid on the better hearing ear. This combination of Phonak features allows you to hear your loved ones regardless if they are talking to your poorer hearing side so you can be in the center of the conversation again.

\* Compared to Phonak Audéo™ Marvel.

\*\* When using a CROS system compared to unaided

<sup>1</sup> Stewart, E. & Woodward, J. (2021). Out of the (Head) Shadow: A Systematic Review of CROS/BiCROS Literature. Manuscript in press.





## Connectivity is key

Your CROS P system has universal connectivity to smartphones, TV, Roger™ microphones and more. Allowing you to enjoy hands-free calls or stream media content from iOS®, Android™ and other Bluetooth® enabled devices. This solution is easy to use and includes a rechargeable model. Just turn it on and the rest is automatic.

### Highlights of Phonak CROS P:

- Proven Paradise performance
- Improved speech understanding in noisy environments<sup>1\*</sup>
- Follow conversations wherever they are coming from<sup>1\*</sup>
- Universal connectivity to Bluetooth enabled smartphones, TV, Roger microphones and more
- Easy to use
- Rechargeable



iOS® is a registered trademark or trademark of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

Android is a trademark of Google LLC.

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc., and any use of such marks by Sonova AG is under license.

<sup>1</sup> Stewart, E. & Woodward, J. (2021). Out of the (Head) Shadow: A Systematic Review of CROS/BiCROS Literature. Manuscript in preparation.

\* When using a CROS system compared to unaided.

# Phonak CROS P in different situations

## Conversations in noisy places

CROS P helps you to hear better in noisy environments<sup>1</sup> especially when speech is coming to your poorer hearing side. Dedicated features in Paradise help you to **focus on speech when you need it most**<sup>2</sup>.

## Taking phone calls with a tap

Your CROS P system can connect to more than 6800 smartphone models<sup>3</sup> plus Bluetooth® enabled devices, turning your hearing solution into wireless headphones. **By simply tapping your ear**<sup>4</sup>, you can even **take phone calls, pause and resume streamed music and activate voice assistant apps**.

## Walking down the street

CROS P will keep you aware of sounds when you're walking down the street because it **enables you to hear sounds coming from both directions**. This means you can **be in the center of the conversation** without having to consider the best position to stand in. CROS P enables you to hear voices wherever they are coming from.

<sup>1</sup> Stewart, E. & Woodward, J. (2021). Out of the (Head) Shadow: A Systematic Review of CROS/BiCROS Literature. Manuscript in preparation.

<sup>2</sup> Final levels of speech understanding are influenced by several factors including:

- The level of residual peripheral and central auditory function.
- The correct use of an appropriate level of hearing instrument technology. Four technology levels are available: 90, 70, 50 & 30. Your hearing care professional will discuss the most appropriate level of technology to meet your hearing needs.
- The use of hearing instruments accurately fitted by your hearing aid professional.

<sup>3</sup> [phonak.com/compatibility](https://www.phonak.com/compatibility), over 6800 compatible models, March 2021

<sup>4</sup> CROS P-R model only.



## The right or left fit!

CROS P is available in two discreet models that fit comfortably behind your ear.

- CROS P-13 offers extended battery life with a replaceable zinc-air battery.
- CROS P-R offers 12.5 hours of hearing from both sides and Tap Control with no battery hassles.



Phonak CROS P-13



Phonak CROS P-R

For your good ear, you can pair with an Audéo P-13, P-R or P-RT hearing aid.

## Colour coordinated

CROS P is available in eight colours to suit your needs:



Sand Beige  
P1



Sandalwood  
P3



Chestnut  
P4



Champagne  
P5



Silver Gray  
P6



Graphite Gray  
P7



Velvet Black  
P8



Beige  
01

# Get the most out of your Phonak CROS P

Whether you're getting a CROS for the very first time or upgrading from a previous CROS system, here are our top tips.

- ① Talk to your hearing care professional (HCP)**  
Your HCP will ensure that your settings are comfortable. If there are any situations where you feel the sound was not quite right – make a note and go back to your HCP to get CROS P set up in a way that best fits you.
- ② Give it time**  
Adjusting to anything new takes time; whether it's a new pair of shoes or a new car. Adjusting to CROS P is no different. Everything will sound different at the beginning so be patient with yourself.
- ③ Try different environments**  
Try out familiar situations and then start trying out new environments. Is there somewhere you've avoided because of your hearing loss? See how CROS P makes a difference to your comfort level and enjoyment.

④ **Tell your friends and family**

Let people know that you're adjusting to new hearing aids and it may take some time to get used to.

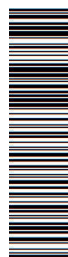
⑤ **Give yourself a break**

If you've had unilateral hearing loss for a long time, it may take your brain some time to adjust. That is normal. Give yourself a break when needed but remember that the more you use your new CROS P, the better it will be.

# life is on

At Phonak, we believe that well-hearing equates to well-being and is essential to living life to the fullest. For more than 70 years, we have remained passionate about creating a world where 'life is on' for everyone. Our innovative hearing solutions are designed for people of all ages and all degrees of hearing loss, to connect socially, thrive mentally and emotionally.

[www.phonak.co.nz](http://www.phonak.co.nz)



NZ-B2B2CHIP21071

NZ-B2B2CHIP21071 © 2021 Sonova AG. All rights reserved.

**sonova**  
HEAR THE WORLD

EC REP



Sonova AG · Laubisrütistrasse 28  
CH-8712 Stäfa · Switzerland

Sonova Deutschland GmbH  
Max-Eyth-Str. 20  
70736 Fellbach-Oeffingen · Germany

**CE**  
0459