Hansaton Insights: Ultra-responsive ERA™ Chip

Outperforming the competition and ready for the future, ERA connects your clients to their digital universe like never before.

In today's world, our social networks are often remote, virtual, and at the touch of a button instead of the touch of a hand. We know that connectivity plays a fundamental role in communication, enables connections, offers entertainment and collaboration, and that connectivity in our ever-evolving world is becoming more and more important.

This highlights the need for seamless, effortless, and reliable connectivity in hearing devices, as they must serve as the bridge into one's digital universe. With ERA, market-leading connectivity takes a giant leap forward.

Ultra-responsive ERA chip

We have introduced our new powerful ERA chip which builds the foundation for all our wireless ERA devices for connectivity you and your clients can count on. ERA is a true multi-talent and comes in combination with a patented antenna design, offering unparalleled wireless technology flexibility and stability.

What does universal connectivity look like with ERA?

Connectivity and versatility in the hearing industry are not created equal. Sonova's universal connectivity continues to set the benchmark, connecting to more than 6800 smartphones, both Android and iOS. Unlike other solutions that require complicated setups or are limited due to their protocols, such as ASHA or MFi. Our connectivity is simple, comprehensive, and ready for the future.

Here's how ERA takes connectivity to the next level

- **Seamless device switching:** With ERA, users can maintain two active connections, making it effortless to switch between laptops and phones, and can pair with up to eight devices. It supports Bluetooth Low Energy and Bluetooth Classic, including Hands-Free Profile and Advanced Audio Distribution Profile for high audio quality.

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- **Comprehensive connectivity:** ERA's universal connectivity doesn't stop at Bluetooth. It also includes Roger™, Airstream, and Binaural Voice Stream Technology – bringing all these capabilities together on a single chip.
- **Future-ready compatibility:** ERA chip technology is ready for future compatibility with Auracast, the next evolution in wireless audio transmission. Auracast is poised to replace traditional telecoils/loop systems, allowing users to tap into publicly broadcast audio from TVs, information screens, PA systems, and other sources.

Unmatched stability, speed, and efficiency

ERA isn't just about more connections – it's about **better** connections. Here's how:

- **Patented antenna design:** In combination with a new innovative antenna design ERA enhances connection stability and efficiency, ensuring users experience fewer interruptions and even more consistent performance.
- **Incredible processing power:** With 552 million operations per second and 74% more RAM compared to its predecessor PRISM, ERA delivers exceptionally fast processing speeds. Bluetooth connections are established almost instantly, and the system intelligently reverts to the previous program when streaming is paused, ensuring words don't slip by.
- **Extended range:** Thanks to up to 6x higher transmission power compared to PRISM, ERA ensures a more stable Bluetooth connection, allowing for hands-free calls and streaming up to double the distance. Whether your clients are cooking or gardening, their connection remains solid.

Exceptional outdoor connection stability

We vigorously tested ERA's performance in our RICs against two key competitors, focusing on outdoor connection stability with both Android and iOS devices. ERA outperformed the competitors, maintaining a stable connection up to 108 meters with iOS devices and up to 206 meters with Android devices. This translates to more reliable connectivity in real-world conditions, regardless of where the phone is – whether in a pocket, a backpack, or even further away.

There is nothing like the new ERA, ushering in a new standard of connectivity for today and tomorrow. ERA introduces the next level of digital signal processing (DSP) and thanks to ERA's efficient energy use, your clients can enjoy a full day of listening.

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