

# BE IN THE MOMENT

WITH HANSATON FOKUS



A Sonova brand

 **HANSATON**  
*hearing & emotions*



# FOCUS ON WHAT'S IMPORTANT TO YOU!

Enable your customers to be in the moment  
with HANSATON FOKUS.

At HANSATON, we are driven by a passion for people, design, and innovation.  
We share this passion through our cutting-edge HANSATON FOKUS platform.

Featuring a sleek, modern design and exceptional  
sound quality, HANSATON FOKUS sets you apart.

Partner with us and stand out with a unique, innovative offering.

Join us on this journey and give  
your clients the opportunity to fully  
be in the moment with HANSATON FOKUS.



AQ sound FS R shown at actual size.



## BE IN THE MOMENT WITH HANSATON FOKUS

### **Make a statement at the next party**

with StereoBeam for easy conversations.

### **Enjoy the next car ride**

with Dynamic SpeechBeam for seamless chit-chat with co-passengers.

### **Communicate with confidence**

with our advanced speech features at all levels and Bluetooth connectivity for important in-person or phone conversations.

### **Fall in love with the exclusive designs**

of our hearing aids, with rechargeable options, and enjoy a great first-fit experience.

### **Customize the experience**

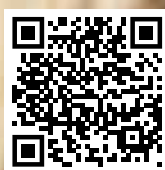
with our easy-to-use App for program changes, volume adjustments, and more to fully live in the moment.





"Participate with confidence  
at the next party and  
enjoy conversations when  
wearing HANSATON FOKUS  
hearing aids."

CLIENT BENEFIT



## Conversation in loud noise with StereoBeam

StereoBeam, in the new Conversation in loud noise environment, equips your clients to confidently engage in conversations, even in the most challenging noisy situations. No more feeling left out at parties, your clients will be able to participate in countless social occasions.

**Give them the power to make a confident entrance at their next big event.**

### StereoBeam – tight beam focusing on speech

The FOKUS platform offers an improved signal-to-noise ratio thanks to StereoBeam.

At the 9 performance level, **StereoBeam engages automatically** in very loud noise situations, when the hearing aids transition into **the exclusive Conversation in loud noise environment**. StereoBeam uses the power of 4 microphones together from the left and right hearing aids to create a tighter beam, for increased focus on speech from the front.

Additionally, the Conversation in loud noise manual program is available at levels 7 and 9 with further personalization possibilities in the App.



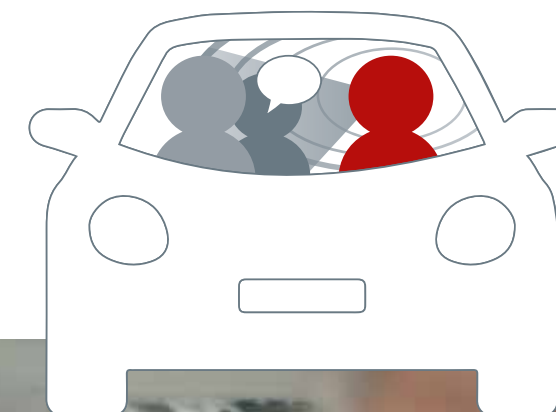
# Conversation in car with Dynamic SpeechBeam

A new specialized version of Dynamic SpeechBeam has been developed to handle the challenging listening situation of a car.

## Car Program with Dynamic SpeechBeam and Intelligent NoiseReduction

Enable your clients to stay focused on the conversation, not the car noise, with our enhanced Dynamic SpeechBeam for car. Our binaural 360° speech recognition detects the location of speech in the confines of a car. The hearing aids then work together to focus on the person talking and significantly reduce background noise, such as engine or traffic noise.

**Dynamic SpeechBeam** and **Intelligent Noise Reduction** can help your clients hear their co-passengers, no matter where they're sitting in the car.



"Be part of the usual  
chit-chatting in the car  
when driving with  
family and friends!"

**CLIENT BENEFIT**



# Focus on HANSATON HearIntelligence™

HearIntelligence™ technology was developed by HANSATON with the goal of enhancing natural functions and processes in human hearing.

Introducing HearIntelligence™ technology by HANSATON – the revolutionary solution for enhanced hearing. Our advanced and innovative technologies support the complex interactions between the incoming sound, the hearing organs, and the brain. Experience multidimensional hearing and realistic connections with the acoustic environment in a multitude of social situations.

With the HANSATON FOKUS platform, HearIntelligence™ technology now offers even more features to help your clients focus on conversations.

Elevate your client's hearing experience with HANSATON FOKUS HearIntelligence™.

**HEAR Intelligence™**  
supports natural hearing intelligence



Intelligent  
AutoSurround



Localization of  
Acoustic Signals



Focusing  
on Speech



Comfort in  
Noise



Wireless  
Connectivity



Personalized  
Adjustments



## Intelligent AutoSurround

Continuous adaptation to the acoustic environment for more exact signal processing

**Intelligent AutoSurround** allows for seamless, automatic sound processing. With our precise **SurroundSupervisor** detectors, the hearing aids automatically monitor your client's surroundings hundreds of times per second, without the need for any interaction from them. This means they can focus on the things that matter most, while the **hearing aids intelligently react rapidly and accurately to changes in the world of sound around them.**

Depending on the performance level of the hearing aids, Intelligent AutoSurround categorizes conversations into one of five different types. With more conversation types, **the hearing aids can more precisely highlight speech and reduce other background sounds.** The Music environment at the 7 and 9 levels helps enrich your client's music listening experience.

The **AutoStream** feature categorizes streamed audio into either speech or music, so it can be optimized for your client's listening pleasure.



"The hearing aids automatically adapt, so you can focus on the things that matter to you."

**CLIENT BENEFIT**



## Localization of Acoustic Signals

Localization of sound sources for a multidimensional hearing experience

A good sense of spatial awareness is essential for anyone in new or changing surroundings. Sound source localization provides fixed points for spatial orientation and for focusing on specific sound sources. The natural factors relevant for spatial localization, such as ear shape and head dimensions, are emulated by **SphereSound** technology in low complexity situations and by **SphereSound Natural** in higher complexity situations. The intended result: minimizing the impact of missing acoustic cues typically lost when wearing hearing aids.

All comparisons mentioned here and further on refer to FOKUS and previous HANSATON products.



"SphereSound and SphereSound Natural help maintain cues related to localizing sounds."

**CLIENT BENEFIT**





### Focusing on Speech

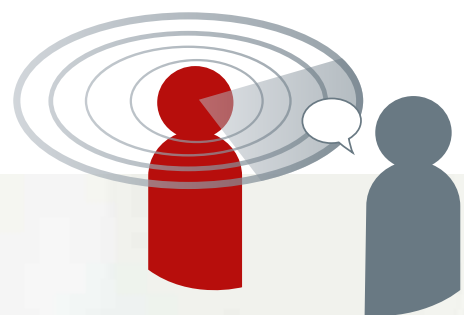
Distracting noise filtered out, with focus placed on speech

Hearing speech is the number one reason your clients come to see you. That's why we put so much focus on speech with HANSATON FOKUS. Starting with quiet speech, we have **ConversationBoost** to boost up those quiet speech sounds, making them more audible. For moderate speech, we have **ConversationLift**, which lifts speech above the noise, making it easier to hear and enjoy conversations. Our hearing aids have **SoundRestore** to provide access to high-frequency sounds.

For louder, more complex conversations, we have a variety of features that work together to help with speech audibility. At the 7 level, **SpeechBeam** can focus to the front to help your clients enjoy those precious but noisier times together. At the 9 level, there are three speech features that work in the most challenging conversation situations:

1. People could be talking to your clients from any direction, so **Dynamic SpeechBeam** focuses the beam of their hearing aids for them to hear from any direction.
2. **ConversationOptimizer** can help pull the speech sounds up away from the noise.
3. **StereoBeam** creates a tighter beam, for increased focus on speech from the front for those very loud situations.

Finally, for **conversations in the car**, we have a special version of **Dynamic SpeechBeam for car**, which is designed to help your clients hear co-passengers from any direction.



"Get back in the conversation  
– whether quiet or noisy –  
with HANSATON FOKUS."

CLIENT BENEFIT



### Comfort in Noise

Suppressing interfering noise for more comfort

HANSATON's HearIntelligence™ technology includes a combination of revolutionary solutions for clients seeking to enhance their hearing abilities in noisy environments.

For example, **Sound Impulse Manager** quickly reduces impulse sounds so they aren't irritating but, very importantly, it doesn't reduce speech sounds. **Active Wind Block** detects wind noise and reduces it so it doesn't become annoying. **NoiseReduction** isolates the everyday noise sounds around your clients and reduces them, so they can focus on more important sounds in their listening environments. **Intelligent NoiseReduction** aims at intense background noises from the sides and back so speech from the front can be highlighted.

HANSATON FOKUS also very importantly has a **FeedbackManager** and **Tinnitus Manager** to tackle issues with feedback or tinnitus, respectively.



"Don't let noise get  
in the way of hearing  
what you want to hear."

CLIENT BENEFIT







### Wireless Connectivity

Powerful interfacing options, smart multimedia solutions

At HANSATON, we understand the importance of being able to **connect hearing aids to other technology easily and reliably**. That's why our hearing aids are designed with the ability to easily connect to a diverse and demanding set of multimedia devices.

Our hearing aids offer **quick and intuitive connectivity to TVs, smartphones, remote controls, and remote mics** – ensuring your clients never have to do without these important connections. Wireless HANSATON FOKUS hearing aids enable Bluetooth hands-free phone calls to all phones\*. Upgrade your clients' hearing experience with HANSATON's **HearIntelligence™ wireless technology**.



"Easily watch your favorite TV show or connect with friends using your smartphone."

CLIENT BENEFIT



Enjoy **hands-free phone calls**



Control your mobile phone with a simple **double tap on your ear**



**Explore optional accessories:**  
TV Connector, PartnerMic, and Remote Control



**Stream directly with**  
Roger™ Microphones



### Personalized Adjustments

Adjustments for a personalized and optimized hearing experience

HANSATON understands that the time you spend fitting your clients with hearing aids is precious, which is why we have created tools to help you easily and confidently fit your clients. The **FocussedFit** process in scout shows how we value your time to reach a well-received first fit with minimal fitting steps.

Our hearing aids use **Intelligent Acclimatization** to automatically adapt to reach target audio levels over time, providing a comfortable first fit experience, then reaching the needed gain within a few weeks. This approach, along with the use of their personal **DataLogging** and **Lifestyle Analyzer** data to select a performance level, can make the process of getting hearing aids less stressful for your clients and increase their confidence in you.

Finally, your clients can make their own personalization choices in the moment with our **smartphone App**, which has a nice balance of quick meaningful adjustments and more advanced fine-tuning options.



"Personalize your listening experience with your smartphone."

CLIENT BENEFIT



**Choose** from new situational app programs



**Enhance conversations** at the touch of a button



**Reduce noise** at the touch of a button



Performance Levels

Performance Levels	9 First	7 Business	5 Comfort	3 Economy	1 Lower Economy
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**Intelligent AutoSurround**  
GOAL: Automatic, quick recognition of the acoustic environment

UPDATED	Intelligent AutoSurround	8	6	4	2	
	Conversation in a crowd	✓				
NEW	Conversation in loud noise <sup>1</sup>	✓				
	Conversation in a small group	✓	✓			
	Music	✓	✓			
	Quiet	✓	✓	✓		
	Noise	✓	✓	✓		
	Conversation in noise	✓	✓	✓	✓	
	Conversation in quiet	✓	✓	✓	✓	✓ <sup>2</sup>
	AutoStream (SpeechStream, MusicStream) <sup>1</sup>	✓	✓	✓	✓	✓
	SurroundSupervisor	✓	✓	✓	✓	



**Focusing on Speech**  
GOAL: Distracting noises filtered out, with focus directed towards speech

NEW	StereoBeam <sup>1</sup>	✓	✓ <sup>3</sup>			
	Dynamic SpeechBeam with Intelligent NoiseReduction <sup>1</sup>	✓				
	SpeechBeam with Intelligent NoiseReduction <sup>1</sup>		✓			
NEW	Dynamic SpeechBeam in car	✓				
	ConversationOptimizer <sup>1</sup>	✓				
	ConversationBoost	✓	✓	✓		
	ConversationLift	✓	✓	✓	✓	✓
	SoundRestore			✓		



**Localization of Acoustic Signals<sup>1</sup>**  
GOAL: Localization of sound sources for a multidimensional hearing experience

SphereSound Natural	✓				
SphereSound	✓	✓	✓		

<sup>1</sup> With wireless FOKUS hearing aids  
<sup>2</sup> AutomaticMic  
<sup>3</sup> Available in a manual program

Performance Levels	9 First	7 Business	5 Comfort	3 Economy	1 Lower Economy
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**Comfort in Noise**  
GOAL: Suppressing interfering noise for more comfort

NoiseReduction	✓	✓	✓	✓	✓
Sound Impulse Manager			✓		
Active Wind Block			✓		
FeedbackManager			✓		
Tinnitus Manager			✓		



**Personalized Adjustments**  
GOAL: Continuous adaptation to the acoustic environment for optimal signal processing

Channels (G/AGC)	20	20	16	12	12
FocussedFit	✓	✓	✓	✓	✓
Intelligent Acclimatization	✓	✓	✓	✓	✓
DataLogging	✓	✓	✓	✓	✓
UPDATED Lifestyle Analyzer			✓		



**Wireless Connectivity<sup>1</sup>**  
GOAL: Quick and intuitive connectivity options with smart multimedia solutions

BiPhone	✓	✓	✓	✓	
Tap control	✓	✓	✓	✓	
Made for all phones			✓		
BiLink			✓		
Handsfree Bluetooth® phone calls			✓		
Bluetooth® media streaming			✓		
TV Connector			✓		
PartnerMic			✓		
Remote Control			✓		
RogerDirect™			✓		
App			✓		

# HANSATON – Your Partner for the Future

We want to partner with you to share our designs and innovations globally, so more people can enjoy the delight of hearing.

## Design with a purpose

Great design pairs together remarkable beauty with outstanding functionality. HANSATON strives to create great designs so your clients can easily use their hearing aids and be proud of them. We want to put an end to the stigma around hearing aids – globally.

## People matter

Our passion is for everyone who needs hearing aids to be able to find ones they can wear comfortably – both physically and socially. We desire to partner with like-minded hearing care professionals to achieve this goal. Our unique hearing aids, and everything that is delivered with them, are designed with this goal in mind – to help you successfully meet the needs of your clients.

## Building for the future

With the joint strength of Sonova's and HANSATON's history, we have over 100 years of experience. We build on our rich German heritage of quality, design, and engineering and our Swiss precision and innovation. As we look to the future, we will continue to learn from our partners. This will enable us to push the limits of design and technology to meet the needs of current and future clients.

Join us on this journey and give your clients the opportunity to fully be in the moment with HANSATON FOKUS.



AQ sound FS R shown at actual size.







HANSATON is the exclusive brand for you and your clients since 1957.

We focus on personal relationships and your success.

Our German heritage, combined with the innovative power of Sonova, enables us to create beautifully designed products, based on cutting-edge, proven technology.



[hansaton.com/pro](https://hansaton.com/pro)



We drive the transition to a resource-efficient and low-carbon future of our operations throughout the lifecycle of our products and services.

[sonova.com/sustainability](https://sonova.com/sustainability)