## Benefits to you

- Hearing system does not need to be changed during trial wearing period, reducing inventory and workload
- > Pleasant purchase decision-making process boosts customer satisfaction
- > myChoice increases sales revenues by providing incentive to choose higher performance levels

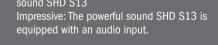




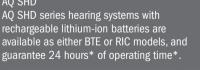




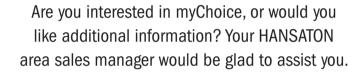












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## **Success through myChoice** Present every performance level using just one trial hearing system.

myChoice gives you the ability to present the entire range of performance levels using one trial hearing system, making it even easier for your customers to experience the benefits of higher performance levels for themselves. You'll save time and effort on both logistics and organization, leaving you free to spend more time consulting and assisting your customers.

myChoice is perfect for helping any customer find the right hearing solution, whether you're doing an initial fitting or choosing a replacement system. myChoice also makes an excellent temporary system during repairs - its impressive signal processing capabilities can awaken customers' interest in more complex levels of technology.

## **How myChoice works**

- > myChoice demo systems with SHD technology are available as external receiver units or as behindthe-ear hearing systems, either as conventional battery-operated models or using rechargeable lithium-ion technology. Choose a myChoice trial hearing system that's right for your customer, and then set it to any of the four available performance levels.
  - lets your customer test out the performance level you've selected in his or her usual surroundings. After the customer has tried the system for a few days, you can set the same system to a different performance level for comparison purposes if necessary. Trial fittings give your customers security and freedom, and make deciding to purchase a low-pressure experience.
- ➤ The myChoice trial hearing system
  ➤ After a maximum of six weeks, the myChoice trial hearing system will emit a continuous signal tone. indicating that the trial period has ended. Once you and your customer have decided upon a suitable hearing system and performance level, of course, your customer will receive a brand-new system from the product line and in the color combination of his or her choice upon purchase.



100% easy to use. 94% of users indicated that they could immediately feel the battery door. 100% of participants were able to open it more easily than they could on previous models. Source: HANSATON 2016



Optimally designed controls turn jam SHD hearing systems into attractive and comfortable behind-the-ear assistants.



This hearing system wins users over with its powerful performance and versatility thanks to its integrated audio input, it's also perfect for FM applications



## How your customers benefit:

- > Customers only need to have one trial hearing system fitted in order to try out several different performance levels
- > Relaxed trial wearing period in familiar surroundings makes the purchase decision-making process more pleasant
- **Experiencing different levels of technology first-hand creates** transparency and builds trust

