

Pure & Carat

SIEMENS

[usa.siemens.com/binax](http://usa.siemens.com/binax)

# Enjoy the sound of life.

The new Pure<sup>®</sup> and Carat<sup>™</sup> hearing aids.  
Clinically proven\* better than normal  
hearing in demanding environments.



BestSound<sup>®</sup>  
Technology

Life sounds brilliant.



easyTek shown  
worn around neck



Pure



Carat



Carat A  
with Digital  
Audio Input

# A world first: Enjoy better than normal hearing in demanding situations.

Pure and Carat are equipped with the latest version of BestSound™ Technology which allows wearers to understand speech in demanding listening environments, even better than those with normal hearing.\* This world-first advancement is a complete revolution in audiological engineering and delivers a perfect balance of rich, natural sound quality and audibility.

To localize sound sources, maintain spatial orientation, and understand speech better, our brain utilizes information from both ears. This is especially helpful in noisy and challenging listening situations like restaurants or parties. Inspired by these advantages of hearing with two ears, or binaural hearing, Pure and Carat bring you cutting-edge technology to deliver the most natural binaural listening experience possible.

Siemens Pure and Carat models do all this with the industry's lowest battery consumption.\*\* This provides the best listening experience, all the time, without concerns about battery life.

\* Clinically proven in two independent studies.

\*\* For hearing aids with binaural processing.



**Life sounds brilliant.**



Achieve better than normal hearing in demanding environments. The *new* Pure, Carat, and easyTek.

Discreet, compact and easy-to-handle: Pure<sup>®</sup> and Carat<sup>™</sup> provide an exceptional binaural listening experience and adapt to almost every wearing need and preference. Both pair with the easyTek<sup>™</sup> audio streamer to provide discreet control and a seamless connection to a variety of audio sources.



Pure

easyTek

Carat

Made for  
iPhone iPad



Experience hearing aids that solve the two most common complaints of hearing aid wearers – hearing speech in noisy environments like cocktail parties, restaurants, and in wind.

With Siemens latest version of BestSound™ Technology, wearers will experience improved speech recognition in demanding environments like restaurants and cocktail parties, crowded gatherings, and even a noisy mall.\* This technology is so advanced that the hearing aids suppress wind, a common complaint among wearers. Now you can go bike riding, play golf, enjoy dinner out with your friends – all with the confidence that you'll hear every word.

## Rechargeable power.

With Pure and Carat, changing batteries is a thing of the past. Simply place your hearing aids in Siemens eCharger™ overnight. The next morning you and your hearing aids are ready to go – refreshed, dehumidified, and ready for up to 16 hours of daily use. Change batteries once a year instead of once a week.

Pure in  
eCharger



## touchControl App.

The touchControl App, compatible with Android and Apple iOS, turns your smartphone into a discreet control center for your hearing aid programs – volume, bass, and treble. All you need to do is download the app – no other intermediary device is necessary, and it's free!



# Pure. Tiny and powerful.



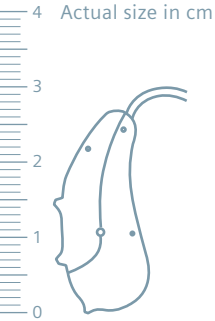
As a Receiver-In-Canal hearing aid, Pure's receiver sits directly in the ear canal. It fits moderate to severe hearing loss and provides exceptional sound quality.

- 1 Directional microphones:**  
Help understanding in difficult listening situations by focusing on sound from the front while reducing noise from other directions.
- 2 IP67-rated†:**  
Pure is resistant to moisture, sweat, dust and dirt – for greater reliability.
- 3 Charging contacts:**  
Pure is rechargeable to avoid hassle with tiny batteries.
- 4 In-The-Ear receiver:**  
Pure is flexible to match your hearing loss now and in the future.
- 5 Wireless connectivity:**  
Pure wirelessly connects to audio streamers and remote controls.
- 6 Telecoil:**  
For inductive connection and transmission of speech directly into your ears in facilities equipped with an induction loop, such as places of worship, theaters or public buildings.
- 7 Rocker switch:**  
For program or volume adjustments.

† Achieved IP67 rating per IEC 60529 standard. Water-resistant device can be completely submerged in water up to 3 feet for 30 minutes and dust will not interfere with the satisfactory operation of the device.



# At a glance: The new Pure.



Although it is so small, Pure contains more features than any other aid of its size.



## Tinnitus therapy feature

Pure can help relieve tinnitus while improving your hearing – to reduce strain and provide a more peaceful state of mind. By emitting a therapeutic noise that can be customized to your specific needs, it diverts attention from the annoying effects of tinnitus and makes it easier to focus on the sounds in your environment.

# easyTek remote streamer and easyTek App. easyStreaming. easyUse.

easyTek™ is the new, easy-to-use discreet streamer that wirelessly connects your Pure and Carat hearing aids to many different *Bluetooth*®-enabled devices. Sound from TVs, MP3 players, phones, and other audio sources is streamed directly into your ears at your preferred volume without disturbing others.



## Made for iPhone and Android devices.

easyTek connects to any *Bluetooth*®-enabled phone: Nokia, Blackberry, iPhones and others, and allows for hands-free phone use.



## FREE easyTek App – turn iPhones and Android smartphones into a control center†.

The easyTek App, available for Apple iOS® and Android smartphones, offers visual control of your hearing aids and also allows you to connect to your favorite apps: FaceTime, Google Maps, Pandora® Radio, Apple TV®, and more.

While it looks like you're texting, actually you are using the app to discreetly control the volume, balance, program selection and selection of audio sources, or retrieving status information such as battery life.

† Requires purchase of easyTek

# Use your smartphone to control how and what you want to hear.

Even though your hearing aids automatically adjust to your listening environments, you now have the ability to manually adjust your hearing aids to suit your unique listening situation with easyTek and the easyTek App. So the next time you're in a restaurant with friends and prefer to concentrate on the conversation at your table and not the one behind you, you can discreetly suppress the unwanted noise with the Spatial Configurator Span in your smartphone app.



## Spatial Configurator Span

Using the slider at the bottom of the easyTek App, you can slide right to focus the sound from the front while suppressing the sound from other directions. Or, you can slide to the left to hear the entire surrounding environment; press "A" in the middle to return to the automatic program.



## Spatial Configurator Direction

With Spatial Configurator Direction, you can adjust the hearing aids to focus on the sound or person you want to hear, including front, back, or either side of you. Just press the direction from which you want to hear to activate Spatial Configurator Direction. You can return to the automatic program by pressing the "A".

You can also use the Spatial Configurator via a rocker switch on your hearing aids. Your hearing care professional can show you how.

Rocker switch



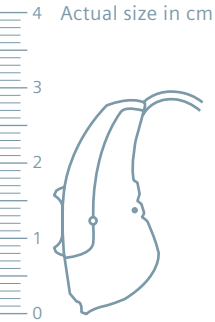
# Carat. Binaural listening. High definition sound.



As a Receiver-In-Canal hearing aid, Carat's receiver sits directly in the ear canal – enabling a high level of amplification in a tiny housing.

- 1 Directional microphones:**  
Understand speech in difficult listening situations by focusing on sound from the front while reducing noise from other directions.
- 2 IP67-rated<sup>†</sup>:**  
Carat is resistant to moisture, sweat, dust and dirt – for greater reliability.
- 3 Charging contacts:**  
Carat is rechargeable to avoid hassle with tiny batteries.
- 4 In-The-Ear receiver:**  
Carat is flexible to match your hearing loss now and in the future.
- 5 Wireless connectivity:**  
Carat wirelessly connects to audio streamers and remote controls.
- 6 Telecoil:**  
For inductive connection and transmission of speech directly into your ears in facilities equipped with an induction loop, such as places of worship, theaters or public buildings.
- 7 Rocker switch:**  
For program or volume adjustments.
- 8 Tinnitus therapy feature**
- 9 Flexible battery compartment:**  
Carat comes in an innovative design: The Carat A model is supplied with a standard battery compartment that can be exchanged for one with a connection for Direct Audio Input.

# At a glance: The new Carat.



Carat's new design is balanced and compact. Although small in size, it is equipped with many advanced features.



## Optional Direct Audio Input



The Direct Audio Input battery compartment allows connection to FM systems and streams sound directly into your ears. This is especially helpful in classrooms and lecture halls.

† Achieved IP67 rating per IEC 60529 standard. Water-resistant device can be completely submerged in water up to 3 feet for 30 minutes and dust will not interfere with the satisfactory operation of the device.

# Additional accessories to meet your needs.

## Remote control: easyPocket.

The sleek easyPocket™ with its large, convenient buttons and an easy-to-read display makes controlling the features of your hearing aids easier than ever before.



easyPocket

## Companion microphone: VoiceLink.

VoiceLink™, a combination *Bluetooth*® transmitter and separate microphone, streams a companion's voice directly to easyTek. The wearer can hear speech as if they were standing only inches apart, which is especially useful for noisy environments like restaurants, meeting rooms, or group gatherings.



VoiceLink

## Enhance your Siemens experience.

Learn about your hearing aids and accessories you may find helpful, access the latest information about hearing health, and receive promotional offers by joining the Siemens hearing health community at† [usa.siemens.com/join](http://usa.siemens.com/join).

† We respect your privacy. We will not sell, rent, or give your name or e-mail address to anyone. At any time, you can select a link at the bottom of every email to unsubscribe or update profile.

For further information, please see our accessories brochure or talk to your Hearing Care Professional.

# Pure and Carat. Designed to blend.

Small, elegant and nearly invisible: Pure and Carat are available in a range of natural colors to match a variety of hair and skin tones, so they blend in perfectly.



		
Beige	Granite	Grey
		
Brown	Black	Silver
		
Pearl White	Golden Blonde	Sandy Brown
		
Dark Champagne	Dark Granite	Spirit

\*Studies conducted at University of Northern Colorado (2014) and Oldenburg Horzentrum (2013) showed that Speech Reception Thresholds (SRT) in cocktail-party situations improved up to 2.9 dB for wearers with mild to moderate hearing loss using binax with Narrow Directionality, compared to people with normal hearing. This corresponds to over 25% improvement in speech understanding.

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Hearing instruments help many people hear better, but no hearing instrument can solve every hearing problem nor restore normal hearing.

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