



Phonak Serenity Choice™

The high end hearing
protection from the hearing
care specialist



A Sonova brand

PHONAK
life is on

A world full of noise and loud sound

1.1 billion people

are estimated to be at risk of noise induced hearing loss around the world

50% of young people

listen to their music or other audio too loudly

70% of people exposed

to loud noise never or seldom wear hearing protection

How loud is too loud?



Excessive exposure to levels above 85 db can cause hearing damage

| db | |
|-----|---------------------|
| 140 | Gun shot |
| 130 | Jackhammer |
| 120 | Rock concert |
| 110 | Chainsaw |
| 100 | Motorsport |
| 90 | Hair dryer |
| 80 | Airplane cabin |
| 70 | Medium iPod volume |
| 60 | Normal conversation |
| 50 | Air conditioning |
| 40 | Moderate rainfall |
| 30 | Running dishwasher |
| 20 | Leaves rustling |
| 10 | Whisper |
| 0 | Silence |

Pain or Game?





For any loud sound and noise

Phonak Serenity Choice™ Plus
custom made hearing protection for
regular use



Custom earplugs with different filters for each application; individually sculpted for a perfect fit and maximum hearing protection.

Available in two materials (silicone and acrylic) and two size options (Full Concha and Mini).

A wide range of applications: music, motorsport, work, shooting & hunting, fly, comfort, sleep, swim.

Phonak Serenity Choice™
generic hearing protection for
occasional use



These protective earplugs come in three standard sizes, with different filters for each application.

A wide range of applications: music, motorsport, work, shooting & hunting, comfort, sleep.

Don't mute the world, simply filter the sound

Cancels noise and loud sound

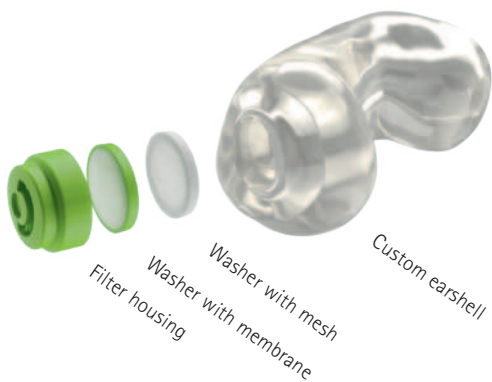
Phonak Serenity Choice™ cancels noise and loud sounds from 9 to 16 NRR (Noise Reduction Rating US) or 16 to 24 SNR (Single Number Rating EU).

Lets the ear breathe

Phonak Serenity Choice™ lets the ear breathe by ventilating the ear to prevent a build up of excess moisture.









Keeps relevant sound and speech

Phonak Serenity Choice™ keeps relevant sound and speech and therefore allows situational awareness and communication.





A solution for any application

| | | Occasion of use / target group | Protection |
|--|--------------------|--|----------------|
|  | Music | Musicians, DJs Fans of concerts, festivals, party | High |
| | | | Medium |
| | | | Low |
|  | Shooting & Hunting | Gun fire, rifle shots | High (impulse) |
|  | Motor-sport | Motorsport activities and racing events. | High |
| | | | Medium |
|  | Work | Do it yourself and gardening | Max |
| | | | High |
| | | | Medium |
|  | Comfort | Concentrate on tasks | Medium |
| | | | Low |
|  | Sleep | Peaceful and quiet nights | High |
|  | Fly | Airplane travels | Low |
|  | Swim | Water sports | Water |



Full Concha



Mini



Generic



No filter
Sealed
Hollow inside



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.com



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sonova
HEAR THE WORLD



Sonova Communications AG
Herrenschwandweg 4
CH-3280 Murten · Switzerland

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