Cochlear™ Baha® Attract System

Cochlear Baha 5 Systems

D735202-1

Hear now. And always

Cochlear®

Cochlear™ Baha® 5 Systems

Introducing the Cochlear Baha 5 Systems

2.4 GHz **Wireless**

smart **App Portfolio**

new **Fitting Software**

new **Baha 5 Sound Processor**

Made for iPhone

Bluetooth SMART

new
Baha Softband

UPGRADE PATH

TRANSITION PATH

new **14 mm DermaLock Abutment**

new **SP Magnet with Colour covers**

stable **BI300 Implant**

D735202-1

Cochlear™ Baha® 5 Systems

The Cochlear Baha Attract System

2.4 GHz **Wireless**

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Cochlear™ Baha® Attract System

An invisible connection

- Discreet and aesthetically appealing
- No need for daily care
- Reduced risk for infections and trauma

Cochlear™ Baha® Attract System

The preferred paediatric choice

When transitioning children from a Baha Softband, the Baha Attract System offers particular benefits:

- Excellent hearing performance
- Good aesthetic outcomes
- Comfort and retention
- Low risk for trauma and infections
- Transition pathway

* In the United States and Canada, the placement of a bone anchored implant is contraindicated in children below the age of five.

Cochlear™ Baha® Attract System

Smart connectivity

The Baha 5 Sound Processor is the only bone conduction sound processor that provides direct-to-device wireless hearing without the need for additional body-worn hardware.

- ✓ Enjoy music
- ✓ Watch movies
- ✓ Stream phone calls
- ✓ Control volume
- ✓ Check device status

Made for iPod iPhone iPad

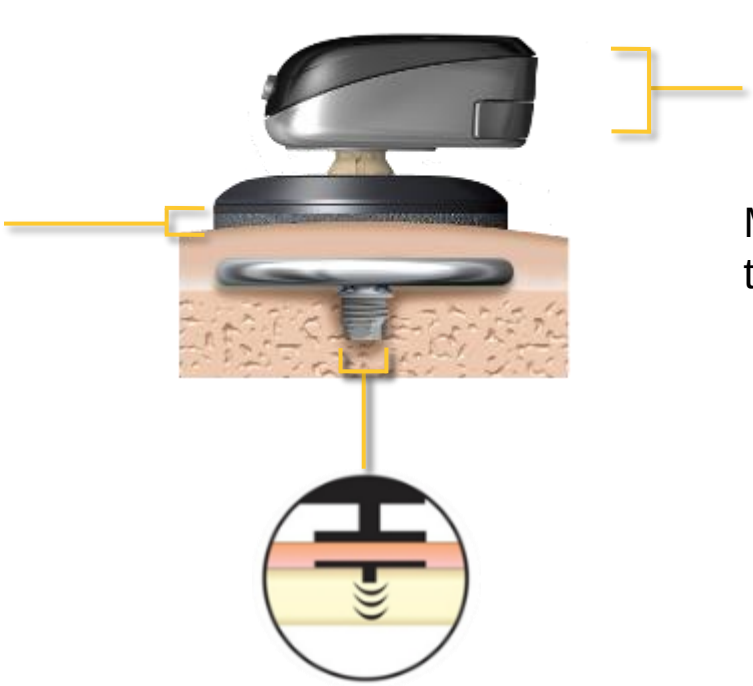
Bluetooth SMART

Cochlear™ Baha® Attract System

Designed to maximise sound transmission

The Baha Attract System is designed to maximize sound transmission through the skin.

Maximum contact surface area with the ***Baha SoftWear™ Pad*** for better sound transmission



More powerful and advanced transducer technology

Efficient single point sound transmission

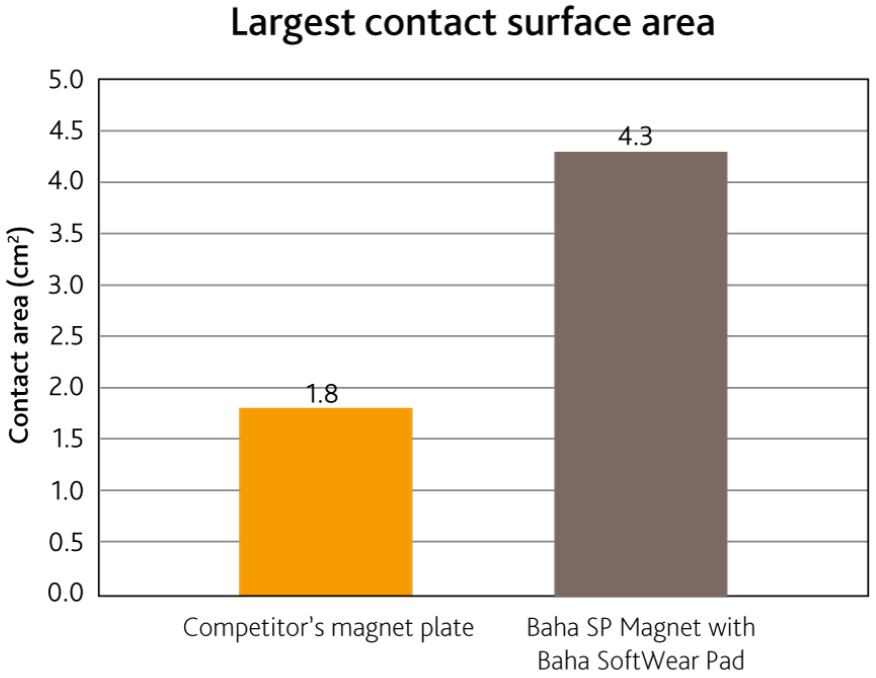
Cochlear™ Baha® Attract System

Unique Baha SoftWear™ Pad

The unique Baha SoftWear™ Pad maximises contact area by adapting to the contours of the skin[1-2].

Larger contact area leads to:

- Better sound transmission
- Spreading out the magnetic pressure over a larger area enables greater retention force[1-2]

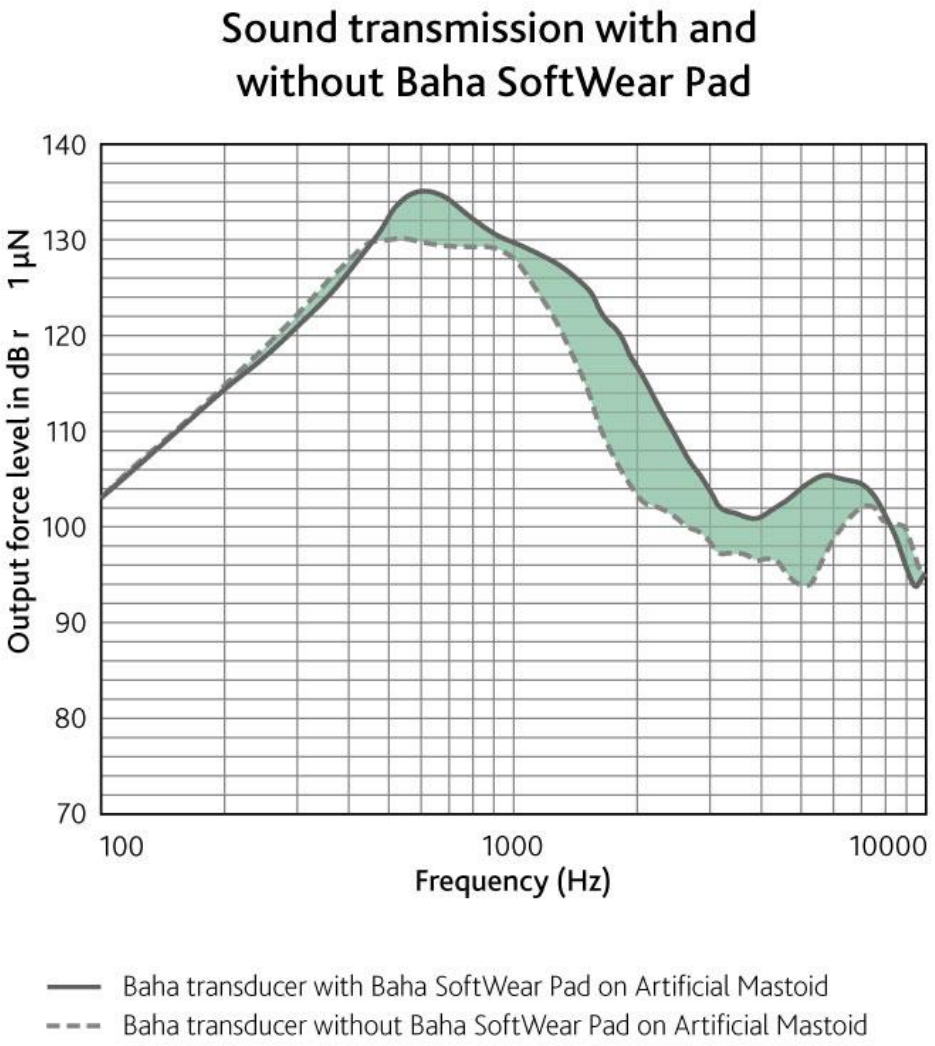


1 Flynn M.C, Design concept and technological considerations for the Cochlear Baha 4 Attract System. Cochlear Bone Anchored Solutions AB, Tech brief E82744, 2013.
2. Fyrlund, H., Pressure with Attract w/wo SoftWear Pad relative Sophono, Cochlear Bone Anchored Solutions, Technical report no 633480, May 2015

Cochlear™ Baha® Attract System

Better sound transmission

By gently adapting to the contours of the skin, the unique Baha SoftWear Pad maximises the magnet to skin contact area, which improves the sound transmission by an average of **5.4 dB**[1].

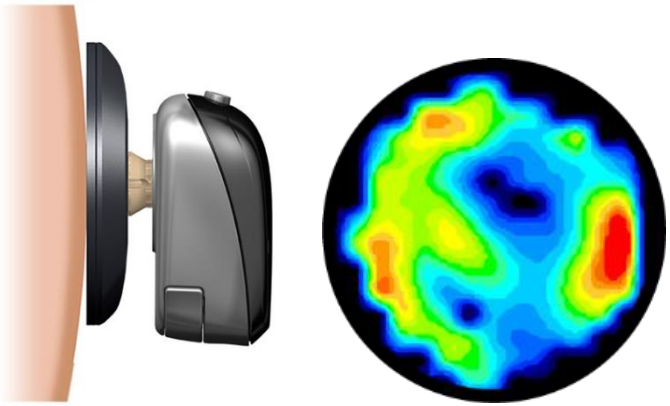


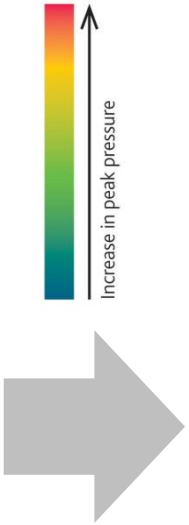
1. Fyrlund, H. Output force Baha5 vs Sophono on artificial mastoid. Cochlear Bone Anchored Solutions AB, 633494, 2015.

Cochlear™ Baha® Attract System

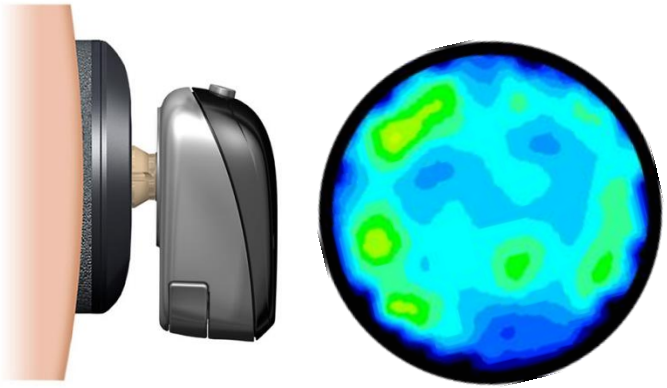
Better comfort and retention

Rigid sound processor magnet





Baha Attract System with Baha SoftWear™ Pad



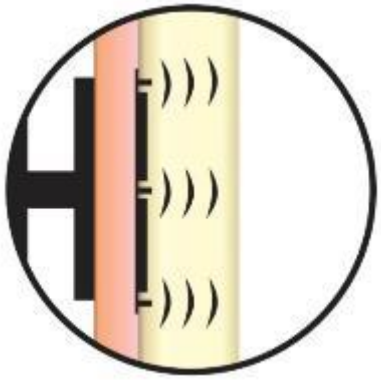
Uneven load distribution[1] with a rigid sound processor plate can cause soft tissue discomfort and complications.

Optimal load distribution[1] with unique Baha SoftWear Pad enables better wearing comfort and less risk of skin irritations.

1.Flynn M.C, Design concept and technological considerations for the Cochlear Baha 4 Attract System. Cochlear Bone Anchored Solutions AB, Tech brief E82744, 2013.

Cochlear™ Baha® Attract System

Efficient single-point sound transmission

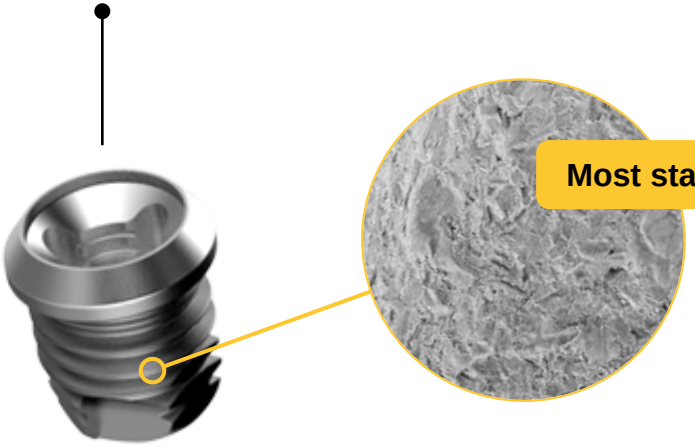


MULTIPLE SCREWS

SINGLE-POINT

Multiple screw systems spread vibration energy over several contact points.

By focusing vibrations in one single point, the Baha Attract System is designed to transmit sound more efficiently to the inner ear.[1]



Most stable Baha implant ever.[2]

1. Flynn M.C, Design concept and technological considerations for the Cochlear Baha 4 Attract System. Cochlear Bone Anchored Solutions AB, Tech brief E82744, 2013.
2. Nelissen RC, Stalfors J, de Wolf MJ, Flynn MC, Wigren S, Eeg-Olofsson M, Green K, Rothera MP, Mylanus EA, & Hol MK. Long-term stability, survival, and tolerability of a novel osseointegrated implant for bone conduction hearing: 3-year data from a multicenter, randomized, controlled, clinical investigation. Otol Neurotol. 2014, 35(8): 1486-91.

Cochlear™ Baha® Attract System

Choice of magnets for individual patients needs

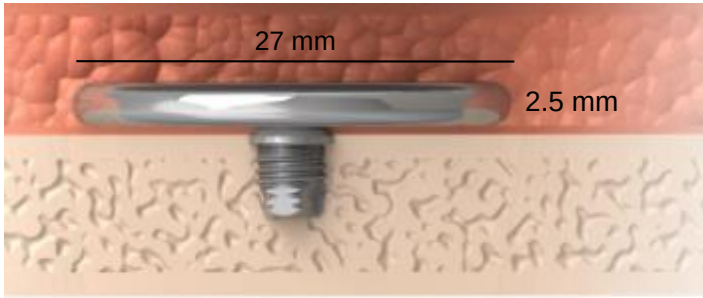
Same comprehensive range of strengths to suit individual patients

New rounded edges for maximum discretion

SP Magnet	Soft tissue thickness, mm			
	3	4	5	6
No. 6				Extra
No. 5			Extra	Normal
No. 4		Extra	Normal	Start
No. 3	Extra	Normal	Start	Low
No. 2	Normal	Start	Low	Low
No. 1	Start	Low	Low	Low
No. 2 with 2 SoftWear Pads	Low			
No. 1 with 2 SoftWear Pads	Low			

Cochlear™ Baha® Attract System

Smooth magnet attached to a strong foundation



Sleek titanium casing with rounded edges to minimise soft tissue irritation.

Established coupling to facilitate removal of the implant magnet for future upgrades and possible MRI > 1.5 Tesla.

Strong foundation for efficient single-point sound transmission and future hearing options.

Cochlear™ Baha® Attract System

Straightforward, proven and reliable

- **Proven procedure**
  - More than 5000 patients implanted.
  - 0% implant loss reported to Cochlear (June 2015).**
- Short surgical time:
  - Surgery times down to 24 minutes have been published[1].
- Uneventful post-operative healing enables fitting in four weeks[1].

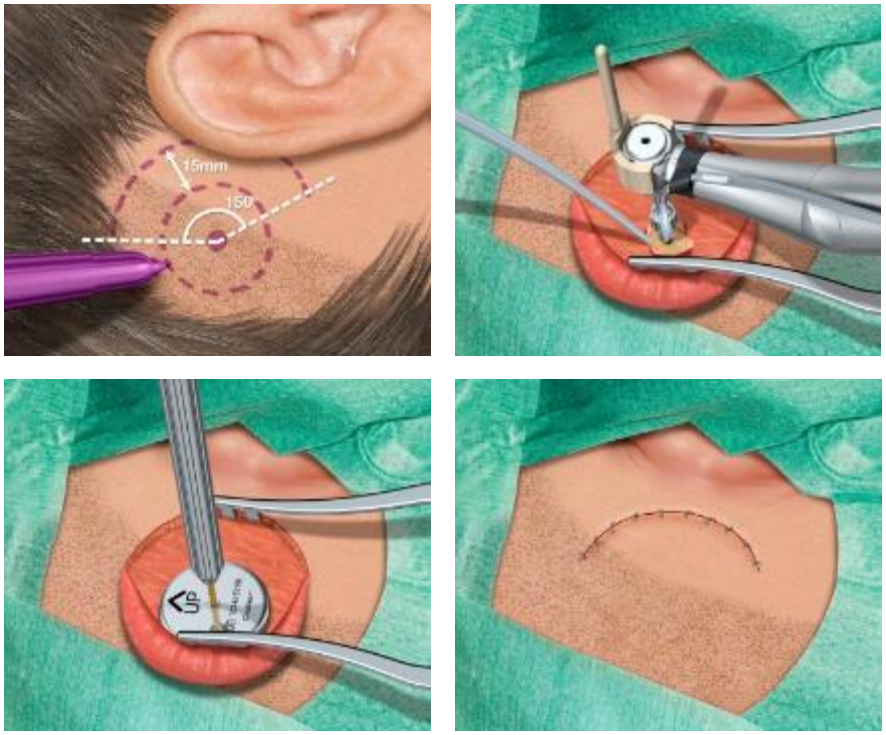


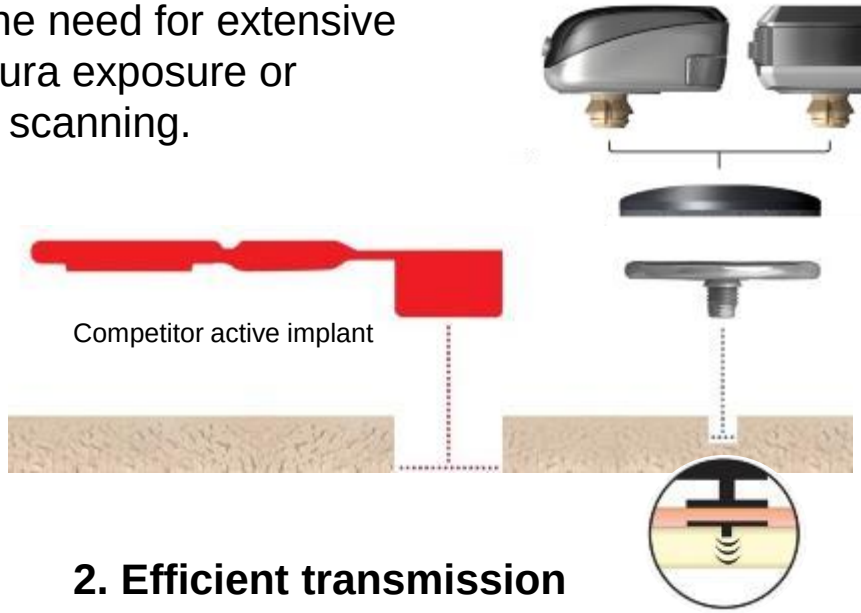
***Figure based on reported implant loss compared with total sales*

1. Briggs R, Van Hasselt A, Luntz M, Goycoolea M, Wigren S, Weber P, Smeds H, Flynn M, Cowan R. Clinical performance of a new magnetic bone conduction hearing implant system: results from a prospective, multicenter, clinical investigation. Otol Neurotol. 2015;36(5):834-41.

Cochlear™ Baha® Attract System

Less invasive surgery and options for life

1. Less invasive surgery
The implant and magnet can be placed without the need for extensive bone removal, dura exposure or preoperative CT scanning.



2. Efficient transmission
The osseointegrated implant provides efficient single point sound transmission.

3. Upgrade options
Patients can upgrade their hearing to a more powerful sound processor or by transition to direct bone conduction.

Cochlear™ Baha® Attract System

Baha Attract System Summary

SP Magnets and Colour covers designed to blend in

Smallest sound processor in the industry

Unique Baha SoftWear™ Pad for superior comfort and better sound transmission

A portfolio of sound processors

Transition path to an abutment

True wireless accessories and Made for Iphone connectivity with most complete App portfolio.

System components designed for most efficient sound transmission

Cochlear support with life-time commitment


Cochlear®
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