

NUEAR®

# iNOW™ iQ

POWERED BY Starkey Hearing Technologies™

Smartphone Compatible



Download on the  
 App Store

ANDROID APP ON  
 Google play

# Hearing you can feel

***At NuEar®, we believe better hearing helps you feel connected to your world in a richer and more personal way.***

When you make the decision to wear hearing aids, you begin a journey to overall health that starts with hearing wellness and results in a fuller, more complete life.

**iNOW® iQ**, NuEar's most advanced technology with supreme sound quality and premium features, is customizable to fit your unique hearing needs and keep you connected to the people and things you love most.



**iNOW™ iQ**  
POWERED BY Starkey Hearing Technologies



***Superior Sound™ uses cutting-edge technology to deliver true listening enjoyment.***

# Made for a happy, healthy life

Hearing loss isn't just an ear issue, it's a quality of life and health issue. It can occur for natural reasons, but other causes might surprise you.

**Older adults\*** with impaired hearing may have a **shorter lifespan** than their peers without hearing problems.<sup>1</sup>

\*70 years and older



People\* with a hearing loss experience a **30-40% faster decline in cognitive abilities** compared to peers without hearing loss.<sup>2</sup>

\*75 years and older



People with low-frequency hearing loss are considered **at risk** for cardiovascular events.<sup>3</sup>

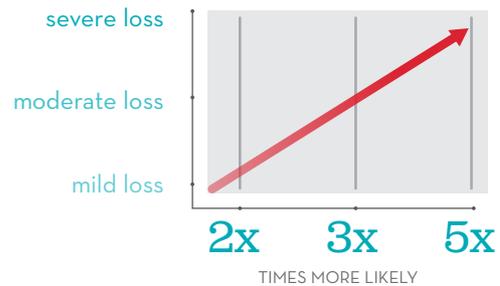
## Adults\* with untreated hearing loss

were more likely to report depression, anxiety and paranoia than peers who wore hearing aids.<sup>4</sup>

\*50 years and older



Adults with untreated hearing loss **ARE MORE LIKELY TO DEVELOP DEMENTIA.**<sup>6</sup>



There is a significant association between **high blood pressure and untreated hearing loss.**<sup>7</sup>



People with mild hearing loss **are 3x more likely** to have a history of falling.<sup>8</sup>



## 90-95%

of people with **hearing loss can be treated** with hearing aids.<sup>9</sup>

iNOW iQ hearing aids are made so people with hearing loss won't have to miss a single sound that brings them joy. They are made knowing people who hear better, live better.

**Simply put, iNOW iQ hearing aids are made for the speed of life.**

# Made for staying connected

## ***Our latest smartphone compatible hearing aids and our easy-to-use TruLink Hearing Control app***

are engineered to work specifically with Apple® and Android™ devices. Together, **iNOW iQ** and **TruLink**® deliver the most personalized hearing experience ever, and are designed to:

- Provide natural hearing and effortless transitions as you go about your day
- Deliver pristine audio and exceptional listening clarity
- Preserve peace and quiet while amplifying the important things
- Help you better understand conversations and hear comfortably
- Stream phone calls, music and messages directly from your iPhone® to your hearing aids\*

*\*Only available with Apple devices.*



# iO

# Made for better connections

***iNOW iQ intuitively connects  
to your Apple and Android devices  
via Bluetooth technology and  
NuEar's easy-to-use TruLink app.***

TruLink offers additional features designed to enhance anywhere you go – so you can easily enjoy everything you do.



## ***Personalized Control***

Personalized Control in the TruLink app lets you make adjustments to SoundSpace and Noise Manager to suit your preferences in different listening environments.



## ***Phone Calls***

Answer your calls with the touch of a button and hear an entire conversation streaming directly to your iNOW iQ hearing aids via Bluetooth® technology.



## ***Remote Control***

Using the remote control feature in the TruLink app, you can change volume and switch memories on your hearing aids right from your smartphone.

*\*Only available with Apple devices.*



## TruLink Memories

You can create up to 20 TruLink Memories using the SoundSpace tool on the TruLink app.

You can even geotag memories using the build-in GPS on your smartphone. A geotagged memory will recognize where you are and automatically adjust your iNOW iQ hearing aids when you enter that space. For instance, a geotagged “coffee shop” memory will automatically activate when you walk into your favorite coffee shop.



## Auto Experience Manager

Automatically adjusts your iNOW iQ hearing aids' loudness over time to help you transition to your new hearing experience in the most comfortable way possible.

*\*Only available with Apple devices.*



## Pristine Audio Streaming

iNOW iQ hearing aids provide direct streaming of phone calls, music and media from your iPhone – so you can enjoy clear communication and pristine audio streaming any time, anywhere, for impressive, immersive sound.\*



## Apple Watch Compatible

Use the TruLink app for Apple Watch® to control volume, change memories and mute your hearing aids right from your wrist.\*



***TruLink Hearing Control app for Apple Watch provides you with even more ways to easily control and personalize your hearing experience.***





## Live Microphone

Simply set your iPhone nearby, turn on the microphone feature and stream conversations directly to your iNOW iQ hearing aids. You may also record, play back and email audio as it happens or save recordings to listen to later.\*



## Siri Integration

You can have Siri® read texts and emails directly to your iNOW iQ hearing aids.\*



## Find My Hearing Aids

Easily locate lost hearing aids using the Find My Hearing Aids feature, with both a location and timestamp. A signal detector sends a stronger or weaker signal based on how close you are to locating your iNOW iQ hearing aids.



## Real-time Notifications

Notifications for phone calls, texts, emails or other apps can be streamed directly to your iNOW iQ hearing aids.\*



## TruLink Adaptive Car Mode

With TruLink's Adaptive Car Mode, iNOW iQ hearing aids will automatically change to a setting designed to reduce the annoying sounds of driving and enhance your overall driving experience.



\*Only available with Apple devices.

# TruLink Remote

***NuEar is proud to introduce  
our newest accessory –  
TruLink Remote.***

Since TruLink Remote works with or without a smartphone, iNOW iQ is accessible to anyone. You can also control memory and volume, mute your hearing aids and turn other special features on and off.

**TRULINK**<sup>®</sup>  
PERSONAL HEARING CONTROL

***Many hearing aid wearers still  
prefer a remote control as an  
accessory for their hearing aids.***



***TruLink Remote provides the  
utility you deserve with the  
fast-acting features you need.***

# Made for music lovers

*“Life seems to go on  
without effort when I  
am filled with music.”*

- GEORGE ELIOT

***Tastes in music may be  
unique, but the power  
of music is universally  
understood.***

Thanks to the processing power  
in iNOW iQ hearing aids, you can  
enjoy your favorite music in a  
whole new way with features that:

- Focus on music audibility, desired loudness and sound quality
- Make soft music sounds audible
- Allow on-demand and automatic control

The result is listening enjoyment for  
the way you want to hear music –  
automatically and in your control.



# Made to deliver

You want

*To hear comfortably in challenging environments*

*Enhanced phone communication*

*Hearing that happens intuitively*

*Hearing that's personalized for you*

*No buzzing or whistling*

*Durable, dependable hearing aids*

*Music the way it was meant to be heard*

*Customizable tinnitus relief*

\*Only available with Apple devices.  
Features may vary by technology level.

# the very best

iNOW iQ delivers

NEW

**Acuity™ Immersion Directionality**, designed to restore natural benefits provided by the ear and improve speech audibility in difficult listening situations.

Direct streaming of phone calls from your iPhone to your hearing aids to enable clear and comfortable conversations.\*

Geotagged memories that automatically switch modes when the GPS feature in your Apple® or Android smartphone detects you are in a tagged location. For example, a “home” memory activates when you arrive at home.

**Personalized Control** in the **TruLink** app that lets you make adjustments to **SoundSpace** and **Noise Manager** to suit your preferences in different listening environments.

NuEar's best-in-class feedback cancellation system providing feedback-free, comfortable listening all day long.

**Surface™ NanoShield**, our pioneering water, wax and moisture repellent system, to protect and ensure durability and dependability.

A whole new way to experience music – adjustable via the **TruLink** app. Now you can hear every note the way the artist intended – with pure, refined sound quality.\*

Advanced **Multiflex Tinnitus Technology**, adjustable via the **TruLink** app, to bring relief to those who suffer from ringing in the ears.



# Made for everywhere you are

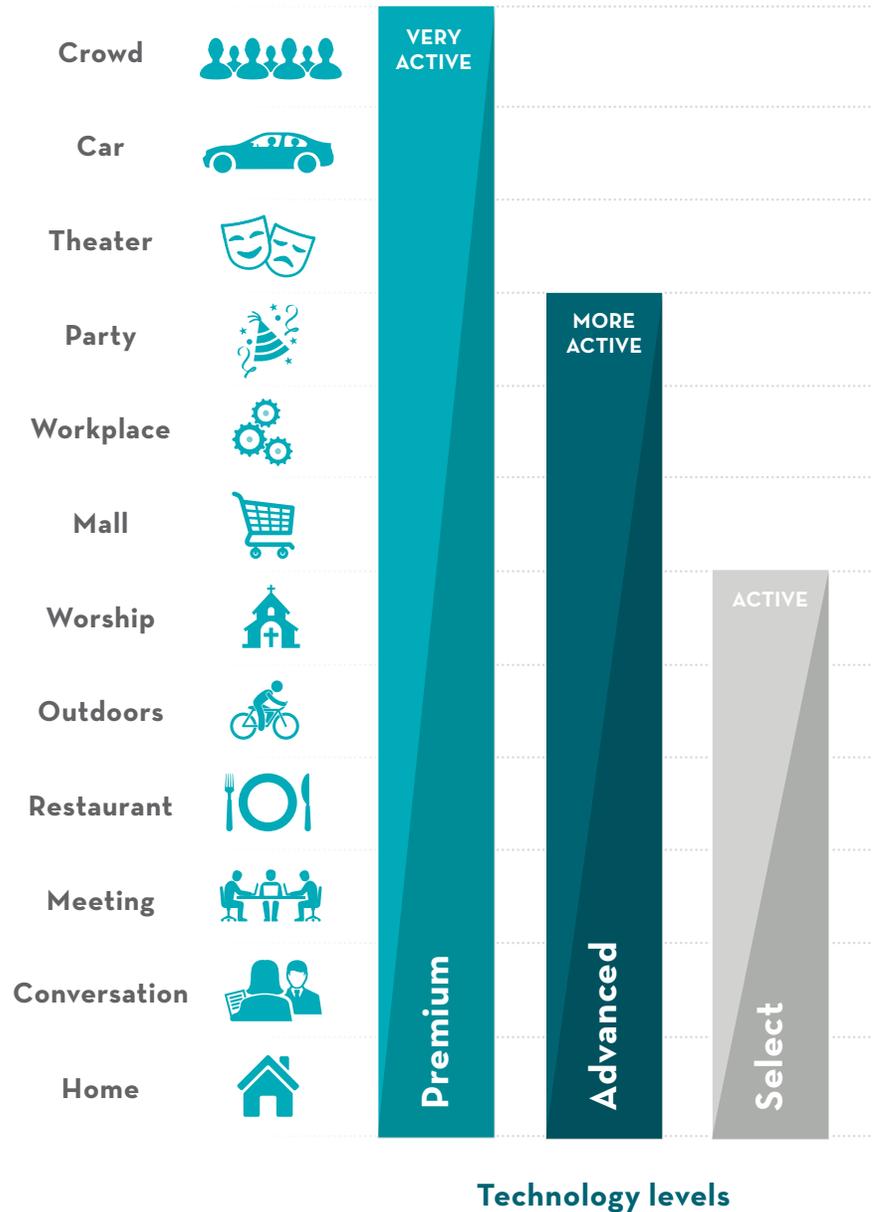
*From the beginning, our hearing solutions have enabled people to hear better in challenging environments - and live a better life.*

With iNOW iQ hearing solutions from NuEar, you'll begin to hear all the subtleties of life: the inflection in the voice of a spouse or the nuances in the notes of a favorite song. Whether it's one-on-one or in the most crowded places, you'll hear the world around you.

What you need will depend on how busy and active you are, and what types of environments you frequent.



## Listening environments



# What is your hearing lifestyle?

Our lineup of products enhances many different listening environments. Talk to your hearing professional about which options fit your lifestyle best.

**Compare the listening environments on the chart inside.**

## Made for your style

### Styles and colors



**iNOW™ iQ**  
POWERED BY Starkey Hearing Technologies

iNOW iQ hearing aids are available in two styles and a variety of colors. Consult your hearing care professional and start experiencing the discreet, sleek style of NuEar's iNOW iQ hearing aids.

### Color guide



Black



Slate



Sterling



Bright White with Sterling



Espresso



Bronze



Champagne



Black with Sterling



**The TruLink Hearing Control app, partnered with iNOW iQ, is easy and intuitive to use with iPhone and select Android devices.**

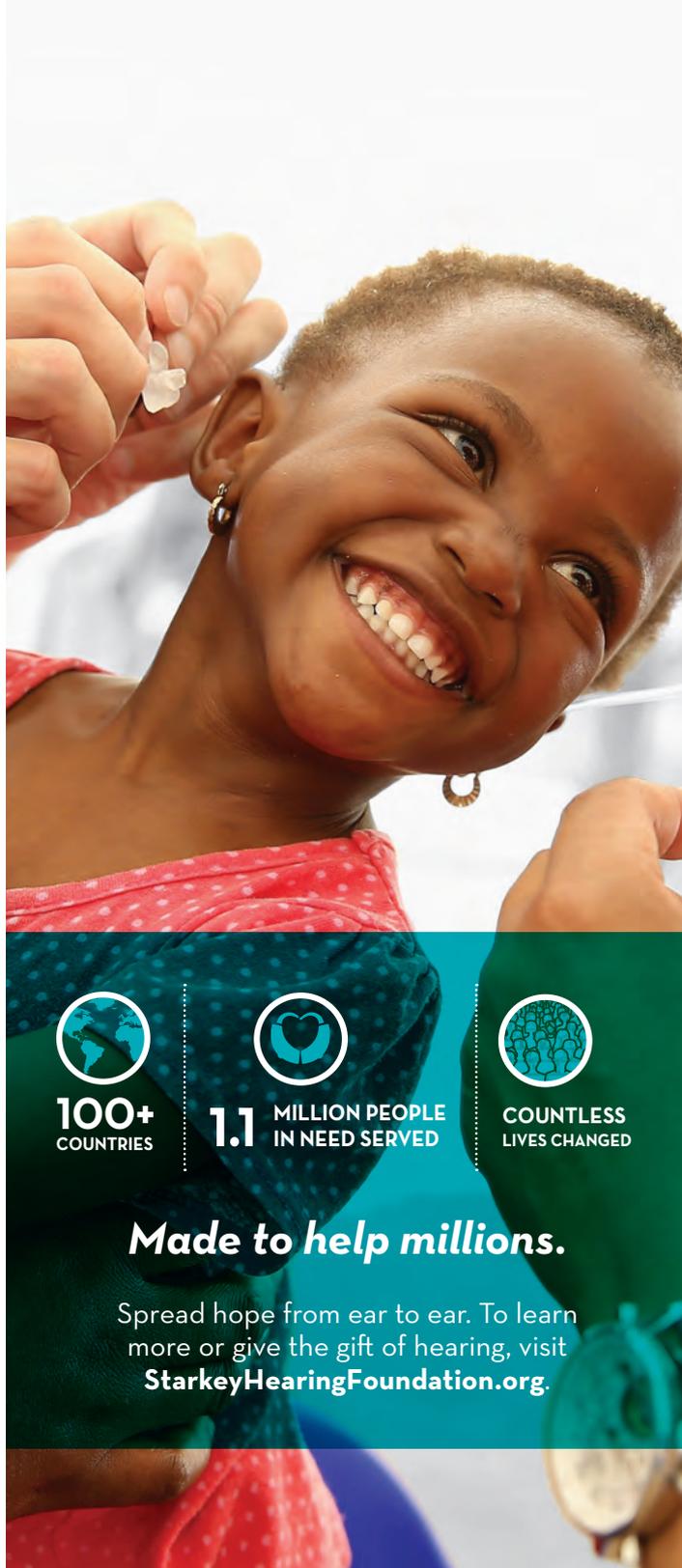
# Made So the World May Hear



*Our Founder and CEO, William F. Austin, has always held a strong belief that the gift of better hearing results in a fuller and richer life.*

We prove our dedication to this philosophy daily, through our support of Starkey Hearing Foundation. And for every NuEar hearing aid purchased, we help someone in need.

The gift of hearing opens up new worlds of opportunity. It connects individuals to life and helps them realize they can accomplish more than they ever thought possible. Starkey Hearing Foundation uses hearing as a vehicle to change lives around the world.



**100+**  
COUNTRIES



**1.1** MILLION PEOPLE  
IN NEED SERVED



COUNTLESS  
LIVES CHANGED

**Made to help millions.**

Spread hope from ear to ear. To learn more or give the gift of hearing, visit [StarkeyHearingFoundation.org](http://StarkeyHearingFoundation.org).

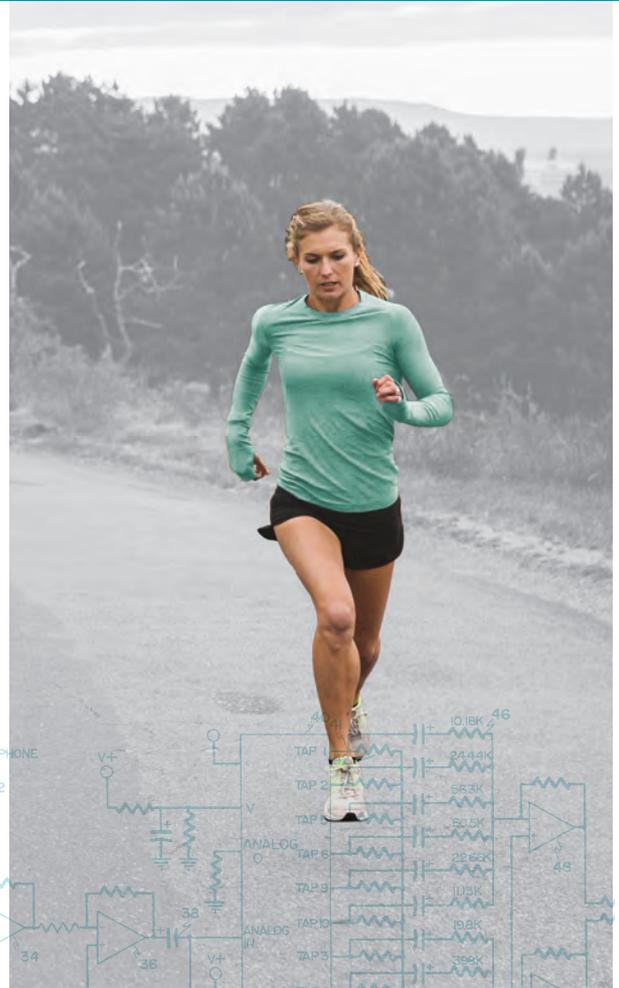


# Made for you

With **iNOW iQ** hearing aids, people with hearing loss can go anywhere and do everything more conveniently than ever.



*Simply put, iNOW iQ hearing aids are made for the speed of life.*



iNOW iQ and TruLink are compatible with iPhone 7 Plus, iPhone 7, iPhone SE, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, iPad Pro, iPad Air 2, iPad Air, iPad (4th generation), iPad mini 4, iPad mini 3, iPad mini with Retina display, iPad mini, iPod touch (5th generation) and Apple Watch. Use of Apple Watch requires iPhone 5 or later. "Made for iPod," "Made for iPhone," and "Made for iPad" mean that an electronic accessory has been designed to connect specifically to iPod, iPhone, or iPad, respectively, and has been certified by the developer to meet Apple performance standards. Apple is not responsible for the operation of this device or its compliance with safety and regulatory standards. Please note that the use of this accessory with iPod, iPhone, iPad or Apple Watch may affect wireless performance. Apple, the Apple logo, iPhone, iPad, iPod touch, FaceTime, Apple Watch and App Store are trademarks of Apple Inc., registered in the U.S. and other countries.

<sup>1</sup> Norton, A. (2015). Older Adults' Hearing Loss May Be Tied to Earlier Death. HealthDay News. Retrieved from <http://health.usnews.com/health-news/articles/2015/09/24/older-adults-hearing-loss-may-be-tied-to-earlier-death> | <sup>2</sup> Lin, F. R., Yaffe, K., Xia, J., Xue, Q., Harris, T. B., Purchase-Helzner, E., ... Simonsick, E. M. (2013). Hearing Loss and Cognitive Decline in Older Adults. *JAMA Internal Medicine*, 173(4), 293-299. doi:10.1001/jamainternmed.2013.1868 | <sup>3</sup> Friedland, D. R., Cederberg, C., & Tarima, S. (2009). Audiometric pattern as a predictor of cardiovascular status: Development of a model for assessment of risk. *The Laryngoscope*, 119:4733-486. Retrieved from: <http://onlinelibrary.wiley.com/doi/10.1002/lary.20130/abstract> | <sup>4</sup> Reinemer, M., & Hood, J. (1999). Untreated Hearing Loss Linked to Depression, Social Isolation in Seniors. *Audiology Today*, 11(4). Retrieved from: <http://www.audiology.org/publications-resources/document-library/untreated-hearing-loss-linked-depression-social-isolation> | <sup>5</sup> World Health Organization. (2015). Deafness and hearing loss. Retrieved from: <http://www.who.int/mediacentre/factsheets/fs300/en/> | <sup>6</sup> Johns Hopkins Medicine. (2011). Hearing Loss And Dementia Linked in Study. Retrieved from: [http://www.hopkinsmedicine.org/news/media/releases/hearing\\_loss\\_and\\_dementia\\_linked\\_in\\_study](http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_and_dementia_linked_in_study) | <sup>7</sup> Agarwal, S., Mishra, A., Jagade, M., Kasbekar, V. & Nagle, S. K. (2013). Effects of Hypertension on Hearing. *Indian J Otolaryngol Head Neck Surg*. 2013 December; 65(Suppl 3): 614-618. Published online 2013 February 17. Retrieved from: <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3889339/> | <sup>8</sup> Johns Hopkins Medicine. (2012). Hearing Loss Linked to Three-Fold Risk of Falling. Retrieved from: [http://www.hopkinsmedicine.org/news/media/releases/hearing\\_loss\\_linked\\_to\\_three\\_fold\\_risk\\_of\\_falling](http://www.hopkinsmedicine.org/news/media/releases/hearing_loss_linked_to_three_fold_risk_of_falling) | <sup>9</sup> Better Hearing Institute. (n.d.). Hearing Loss Treatment. Retrieved from: <http://www.betterhearing.org/hearingpedia/hearing-loss-treatment>

**NUEAR®**

[www.NuEar.com](http://www.NuEar.com)

Global Headquarters  
6700 Washington Avenue South  
Eden Prairie, MN 55344  
800.626.8327

NuEar.com