





















MEDIA RELEASE

Sydney, Australia: 8 August 2013

Cochlear announces the Nucleus[®] 6 System – simply smarter in every hearing situation

Cochlear Limited, the global leader in implantable hearing solutions, has announced CE mark approval for Nucleus 6, its next generation cochlear implant sound processor.

Nucleus 6 delivers industry first innovations designed to provide superior outcomes in a way that makes hearing a lot easier for the recipient – in the smallest sound processor on the market.

Built on a completely new microchip platform with five times the processing power of the market-leading Nucleus[®] 5 sound processor, Nucleus 6 delivers:

- **SmartSound iQ** advanced sound processing to optimise performance in every hearing situation
- **True automation** with industry's only scene classifier, which analyses the sound environment and automatically applies the best sound processing technology
- **Direct wireless connectivity** to the sound processor linking customers to a wide range of Bluetooth and audio devices
- Fully integrated hearing aid functionality in every sound processor to boost residual hearing through acoustic stimulation
- Comprehensive data logging capability providing a rich source of information for the clinician to help optimise individual performance
- Smallest sound processor on the market

Optimising hearing performance in every hearing situation

With Nucleus 6, Cochlear introduces its third generation of input processing – **SmartSound iQ**. Different listening situations require specifically designed sound processing technologies to optimise hearing performance. SmartSound iQ delivers the broadest range of input processing capabilities available including new background noise and wind noise solutions.

'Simply smarter' with performance that adapts automatically

Nucleus 6 introduces the industry's first scene classifier, SCAN, which analyses the sound environment then applies the best sound processing solutions to optimise hearing performance. In the past, recipients had to manually change programs for different sound environments. With Nucleus 6 this happens automatically, so they don't have to think about it.

"With Nucleus 6, we have built on our long history of innovation in sound processing to give our recipients the best technology available so they can hear their best in real world hearing situations," said Dr Chris Roberts, Cochlear CEO/President.

Truly wireless connectivity

Nucleus 6 delivers truly wireless capabilities. Unlike other wireless solutions, sound can be streamed directly to the sound processor wirelessly from a wide range of Bluetooth and audio sources without the need for intermediary body worn devices. A range of new Cochlear wireless audio accessories including a TV streamer, remote microphone and phone clip will follow shortly after launch.

Bimodal wireless connectivity

The Cochlear wireless accessories can also simultaneously stream sound from Bluetooth and audio devices direct to GN ReSound hearing aids (which include ReSound, Beltone and Interton brands) as well as the Nucleus 6 sound processor. This provides an integrated, bimodal solution for those people who have both a cochlear implant and GN ReSound hearing aid.

Hybrid capability to enrich residual hearing

For customers who have residual hearing in their implanted ear, their hearing experience may be significantly improved if this residual hearing can also be amplified. Unique to Nucleus 6, every sound processor has the capability to operate as an all-in-one hearing aid plus cochlear implant sound processor, which delivers both electrical and acoustic stimulation simultaneously.

New clinical insights with comprehensive data logging capability

The Nucleus 6 System also includes a range of new innovations specifically designed for the clinician. Of major benefit is the industry's only comprehensive data logging capability, which monitors and records how the sound processor is being used and the types of sound environments experienced. Data logging provides rich information for the clinician to help them have better discussions with their patients to enable even better hearing outcomes.

Smallest sound processor on market

Despite the wide range of new features in Nucleus 6, all have been delivered in the smallest BTE (behind the ear) worn sound processor on the market. Water resistance is important for both lifestyle and reliability. With an IP57 rating, no BTE sound processor is more water-resistant. And now each sound processor has an advanced water-resistant nano-coating, making it more reliable around water than ever before.

The leading choice

The Nucleus 6 System has been built on the same principles that have seen Cochlear remain the company of choice for implantable hearing solutions for over thirty years. Today when choosing a cochlear implant, seven out of ten people globally choose Nucleus from Cochlear due to its leading technology, superior reliability and lifetime commitment to customers.

"Cochlear remains committed to providing its recipients with the opportunity to hear their best throughout their lifetime, no matter when they received their implant," said Dr Roberts. "Nucleus 6 is currently compatible with all Nucleus CI24RE and Nucleus CI500 implants and Cochlear is working hard to ensure that recipients with earlier implants will soon be able to access this new technology."

The Nucleus 6 experience

We have created a video called Molly's Day to help people see and appreciate the benefits of Nucleus 6. To see the video, visit www.cochlear.com/mollysday.

Ends

Media Contacts

Corporate

Piers Shervington +61 (0)2 9428 6555 / pshervington@cochlear.com

European, Middle East and Africa
Heike Grahlow +41612050469 / hgrahlow@cochlear.com

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Cochlear Nucleus 6



relevant work

Cochlear N6 Counselling Kit ResMed $S9^{TM}$ Series Cochlear Nucleus 5 Neuromonics

The Cochlear™ Nucleus® 6 Sound Processor works with the Cochlear implant to transfer sound to the ear. The Nucleus 6 System is the most advanced hearing solution to date, providing two processors to choose from to provide simply smarter hearing. The CP910 and CP920 sound processors designed by Blue Sky are both built from tough materials to withstand the most active lifestyles.

Like



The CP920 is not only stylish, it is also the most compact on the market. Alternatively, if you want to use plug in accessories, you can choose the CP910. Both processors will be able to work with a future range of wireless audio accessories.



Note: the Cochlear $^{\text{\tiny TM}}$ Nucleus @ 6 System is not approved for use in all regions – for more information, please contact your local Cochlear office.



back

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Hear now. And always

Six reasons why Nucleus 6 is simply smarter

Our most advanced cochlear implant system is designed to help you simply enjoy smarter hearing.





1. Superior hearing performance

Nucleus 6 comes with SmartSound iQ which has the widest range of advanced sound processing technologies designed to deliver a superior hearing experience.

Read more

2. Adapts to your environment

Nucleus 6 is the only system with a scene classifier, which analyses the sound environment and automatically applies the right sound processing technology for the best hearing in every situation.

Read more





3. Truly wireless

Nucleus 6 will be the only truly wireless solution that will stream audio directly to your sound processor from your TV, phone, or MP3 player, without the need for any intermediary neck-worn devices.

Read more

4. Use natural hearing

Nucleus 6 is the only system with the fully integrated capability to operate both as a hearing aid and a cochlear implant simultaneously, allowing you to make the most of your natural hearing.

Read more





5. Smallest sound processor

As our technology advances, we have worked to make our sound processors even smaller. With Nucleus 6, you now have the choice of the smallest sound processor on the market – the Nucleus CP920

Read more

6. Water resistant

No other behind-the-ear worn processor is more water resistant than Nucleus 6. It also has a **new water-repellent nano-coating**, making it more reliable around water than even before.

Read more



Disclaime

Please seek advice from your medical practitioner or health professional about treatments for hearing loss. They will be able to advise on a suitable solution for the hearing loss condition. All products should be used only as directed by your medical practitioner or health professional.

Not all products are available in all countries. Please contact your local Cochlear representative.

About hearing loss	 Products and solutions 	Resources	· Product support	 About Cochlear
What is hearing loss?	· Cochlear implants	Recipient Stories	Online Store	Company profile
Signs of hearing loss	Nucleus® 6 System	Cochlear Awareness Network	Rehabilitation resources	History of innovation
Impact of hearing loss	 Cochlear™ Nucleus® Aqua+ 	Support groups	Cochlear implants support	 Why choose Cochlear™
Hearing loss treatments	Upgrade information	Social media	Baha® system support	Contact us
Find a clinic	Bone conduction implants		 Hybrid™ system support 	
	Baha® 4 Attract System		Service Plans	
	Baha® 4 Connect System			



COCHLEAR NUCLEUS 6 SYSTEM



2014

PRODUCT MEDICAL AND SCIENTIFIC Blue Sky Design Group Pty Ltd S3 (Silicon & Software Systems

Limited)

Automatic Studio

DESIGNED BY: COMMISSIONED BY:

Cochlear Limited

DESIGNED IN:

Australia

The Cochlear Nucleus 6® System is our most advanced Cochlear Implant system, designed with a clear purpose – to help our recipients enjoy the best hearing outcomes in the simplest possible solution. At the heart of Nucleus 6® is a new custom-designed chip, five times more powerful than the chip in our previous market leading system; this enables a range of new enhancements such as automation, data logging functionality and wireless capabilities. The system is delivered with leading edge ergonomic attributes in a stylish and modular design with an intuitive user interface that delivers enhanced simplicity and usability.

VIEW WEBSITE (HTTP://WWW.COCHLEAR.COM)





Cochlear Nucleus 6 System

Category	Designed By	Commissioned By	Designed In	
Product Design: Medical and Scientific	Blue Sky Design Group Pty Ltd S3 (Silicon & Software Systems	Cochlear Limited	Australia	

Limited)

Automatic Studio

GOOD



The Sydney Morning Herald

BUSINESS

Cochlear looking for success in Nucleus 6

August 6, 2013 - 10.53am

Hearing implant maker Cochlear says its "game-changing" Nucleus 6 device will be the big driver behind its 2014 financial results.

The company says rollout of the device, which it describes as the most advanced cochlear implant sound processor ever released, is underway in Europe after its sale in the region was recently approved.

Regulatory approvals in other jurisdictions, including the key United States market, are expected during the year.

"We do think that how we go with Nucleus 6 will be important in terms of how fiscal 2014 will look, both in terms of various regulatory approvals and our ability to execute on these launches," Cochlear chief executive Dr Chris Roberts told reporters on Tuesday.

"And then it's how well we get traction on these truly game-changing features in this product."

The Nucleus 6 system has five times the processing power of the Nucleus 5 and can automatically process sounds according to the sound environment of the patient, such as speech, noise, music, quiet or wind.

Dr Roberts said it was the most advanced cochlear implant sound processor ever released in terms of hearing performance and usability.

Cochlear on Tuesday posted a net profit of \$132.6 million for the 2012/13 financial year, up from \$56.8 million in the previous year.

Its 2011/12 result was pulled back by \$101.3 million in after-tax expenses linked to a recall of the CI500 series implant in September 2011.

The latest result was in line with guidance provided in June, when the company flagged weakness in its key market in the United States.

Cochlear subsequently lost nearly a fifth of its market value as investors dumped shares.

Dr Roberts on Tuesday said a record number of patients globally had received a Cochlear implant over 2012/13 and the company had focused on bringing new products to market, especially Nucleus 6.

But over the year, sales in the Americas had fallen four per cent to \$284.4 million.

Sales of sound processor upgrades to existing cochlear implant recipients in the Americas were down \$17.0 million ahead of the release of the Nucleus 6.

Sales in Europe, the Middle East and Africa dropped one per cent to \$283.0 million and sound processor upgrade sales were also down ahead of the release of the Nucleus 6.

But the Asia Pacific region was the standout performer, with sales jumping 20 per cent to \$147.6 million on the back of a large tender sale to China.

Shares in Cochlear were 41 cents higher at \$59.56 at 1316 AEST on Tuesday.