

# Z SERIES™

.....  
WIRELESS HEARING  
PRODUCTS



Hearing Is Our Concern™

# DID YOU KNOW?

Your hearing health has a direct effect on your overall health.

## Better hearing health and wellness start here

People today are recognizing that the most important ingredient for a happy and fulfilling life is good health. Your health can have a far-reaching impact on quality of life, family, and financial security.

Hearing loss can occur for a number of reasons. Some causes can be natural and others would surprise you. As people age, they may begin to lose their hearing as a result of the natural aging process. One of the most common causes of hearing loss is exposure to loud noises.

There are also medical reasons for hearing loss like viruses, bacteria, heart conditions or stroke, head injuries, tumors and certain medicines. New studies have revealed some surprising causes as well, like diabetes or hypertension. **At Starkey®, we believe to hear better is to live better.**

UNTREATED HEARING LOSS HAS BEEN LINKED TO **DEMENTIA & ALZHEIMER'S**



THOSE WITH **UNTREATED HEARING LOSS** EXPERIENCE **A 30-40%** GREATER DECLINE IN THINKING ABILITIES COMPARED TO THOSE WITHOUT HEARING LOSS.



### DEPRESSION

UNTREATED HEARING LOSS GIVES RISE TO **POORER QUALITY OF LIFE**, ISOLATION AND REDUCED SOCIAL ACTIVITY, LEADING TO DEPRESSION.



### OTOTOXICITY

THERE ARE MORE THAN 200 MEDICATIONS (PRESCRIPTION AND OVER-THE-COUNTER) ON THE MARKET TODAY THAT ARE KNOWN TO BE OTOTOXIC - WHICH, QUITE LITERALLY, MEANS **"POISONOUS TO THE EARS"**.

**FEVER, MALARIA, MENINGITIS OR ANYTHING THAT ELEVATES TEMPERATURE CAN CAUSE DAMAGE TO HAIR CELLS IN THE INNER EAR AND CAUSE HEARING LOSS.**



**MAINTAINING HEALTHY WEIGHT & STAYING PHYSICALLY ACTIVE MAY HELP REDUCE THE RISK OF HEARING LOSS.**



### OSTEOPOROSIS

A STUDY LINKED OSTEOPOROSIS AND HEARING LOSS, THEORIZING THAT DEMINERALIZATION OF THE THREE MIDDLE EAR BONES MAY CONTRIBUTE TO A CONDUCTIVE HEARING IMPAIRMENT.



**HEARING LOSS IS TWICE AS COMMON IN PEOPLE WITH DIABETES COMPARED TO THOSE WITHOUT**



**THE INNER EAR IS EXTREMELY SENSITIVE TO BLOOD FLOW.**

INADEQUATE BLOOD FLOW AND TRAUMA TO THE BLOOD VESSELS OF THE INNER EAR CAN CONTRIBUTE TO HEARING LOSS.



**THERE IS A SIGNIFICANT ASSOCIATION BETWEEN HIGH BLOOD PRESSURE AND UNTREATED HEARING LOSS.**

SEVERAL STUDIES POINT TO A SIGNIFICANT CORRELATION BETWEEN **UNTREATED HEARING LOSS AND LOSS OF COGNITIVE FUNCTIONS.**



CURRENT SMOKERS HAVE A **70% HIGHER RISK** OF HAVING HEARING LOSS THAN NONSMOKERS

**TINNITUS AFFECTS PEOPLE.** IT CAN BE CAUSED BY HEARING LOSS, AN EAR INJURY OR A CIRCULATORY SYSTEM DISORDER.





*It's important to take an empowered, proactive approach to health during every stage of your life - let it begin with your hearing health.*

## Welcome to the next generation of **wireless hearing technology.**

We've relentlessly pursued the latest in wireless technologies to create **Z Series™**, Starkey's newest full family of wireless products featuring next generation **900 MHz technology** that leads the way in performance, comfort, personalization and connectivity.

Z Series wireless hearing aids are designed to:

- ✓ Help you hear and understand conversations better in noisy environments like restaurants
- ✓ Make loud sounds more comfortable while boosting soft sounds
- ✓ Stream TV, phone calls and more, directly to your Z Series hearing aids



Better hearing health and wellness made possible



*Starkey - America's Premier Hearing Solution Provider*

When it comes to comfortable, great sounding and personalized solutions for their hearing needs, people everywhere ask for Starkey – the only American owned and operated manufacturer of advanced hearing solutions. At Starkey, **Hearing is Our Concern™**

# Hear Better Stream Better

Z Series offers features you'll appreciate as you participate in an active lifestyle.

And Z Series tackles hearing in the most challenging and noisy environments by addressing noise and prioritizing speech, making conversations a more pleasant experience.

*Z Series. The perfect solution  
for people who want to live  
their life the way they want.*

At the heart of Z Series is the new 900sync™ Technology. It's wireless designed for today. This groundbreaking technology provides consistent performance in challenging environments like noisy restaurants, parties or outdoors. You can expect improved coordination between ears and a more natural 3D-like sound.

Stream and connect in the most challenging environments with **900sync Technology.**



## CAREFREE CONNECTIVITY

**SurfLink® Mobile 2** is a hands-free cell phone transmitter, assistive listening device, media streamer, and hearing aid remote all rolled into one. When paired with Z Series, it's everything you'll need to talk on the phone, enjoy TV, music and so much more. You'll get clear and consistent wireless streaming any time, anywhere.

**SurfLink Media** is a set-and-forget media streaming solution that connects to TVs, MP3 players and more to wirelessly stream audio directly to your hearing aids when you're in range.

**SurfLink Remote** lets you adjust and control your wireless hearing aids with the push of a button.

Hear Better  
Work **Better**

Socialize Better  
Feel **Better**

## YOU WANT

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To hear comfortably in  
challenging environments

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Improved high-frequency hearing

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To easily adapt to new sounds

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A comfortable, personalized  
listening experience

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No buzzing or whistling

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Durable, dependable hearing aids

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Customizable tinnitus relief

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Better wireless streaming

## Z SERIES DELIVERS

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**Acuity Directionality™**, designed to improve speech audibility in difficult listening situations along with **Speech ID**.

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Technology that replicates high-frequency sounds like women's and children's voices into lower frequencies so they're easier to understand.

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Starkey's new feature speeds your transition to new hearing aids by gradually adjusting settings to allow your hearing aids to learn new sounds.

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**Sound comfort technology** designed to provide distortion-free listening comfort for loud sounds while ensuring ultimate clarity for soft sounds.

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

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**HydraShield®2** our pioneering water and wax repellent moisture protection system, to ensure durability and dependability.

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Advanced **Multiflex Tinnitus Technology** integrated into Z Series to bring relief to those who suffer from ringing in the ears.

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Groundbreaking technology that provides consistent wireless performance in noisy restaurants, parties or sporting events utilizing **SurfLink® Mobile 2** and other **SurfLink** accessories.

Features may vary by hearing aid style or technology level.





# What's Right For You?

Z Series hearing aids are designed to enhance your hearing experience in a variety of listening environments. What you need depends on your lifestyle and how active you are.

**BASIC TECHNOLOGY**  
QUIET



**i30**

**SELECT TECHNOLOGY**  
ONE-ON-ONE



**i70**

**ADVANCED TECHNOLOGY**  
NOISY







**i90**

**PREMIUM TECHNOLOGY**  
VERY NOISY



**i110**

**LISTENING ENVIRONMENTS**

-   
CROWD
-   
CAR
-   
THEATER
-   
PARTY
-   
WORKPLACE
-   
MALL
-   
MEETING
-   
RESTAURANT
-   
OUTDOORS
-   
WORSHIP
-   
CONVERSATION
-   
HOME

# Z series™

## Styles and Colors



Starkey's easy to adjust Z Series hearing aids are available in several styles and a variety of discreet and stylish colors. Consult your hearing care professional and start experiencing Starkey's Z Series for yourself.

### Color Guide



Black



Slate



Sterling



Bright White  
with Sterling



Espresso



Bronze



Champagne

Custom products available  
in skin tone colors.



# Hearing Instruments

## COMPLETELY-IN-CANAL (CIC)

- Virtually invisible
- For mild-to-moderately severe hearing loss
- Custom-made for you



## RECEIVER-IN-CANAL (RIC)

- Sleek design, barely visible when worn
- For mild-to-moderate hearing loss
- Variety of color options available
- Available in RIC 312 and micro RIC 312 styles
- Multiflex Tinnitus Technology available on the micro RIC 312



## IN-THE-CANAL (ITC)

- For moderate-to-severe hearing loss
- Custom-made for you



## IN-THE-EAR (ITE)

- Easy to adjust
- For mild-to-severe hearing loss
- Custom-made for you



## BEHIND-THE-EAR (BTE)

- Discreet, barely visible design
- For moderate-to-severe hearing loss
- Variety of color options available
- Available in BTE, Power Plus BTE and mini BTE styles







# HEAR BETTER LIVE BETTER

WITH THE NEXT  
GENERATION Z SERIES

With Z Series, Starkey gives you a way to live your life better with the next generation of wireless hearing technologies delivering the performance, personalization and connectivity your lifestyle demands.

**Z series**<sup>™</sup>



# SO THE WORLD MAY HEAR®



**The Foundation uses hearing as a vehicle to change lives around the world.**

Our founder and CEO, Bill Austin, has always held a strong belief that the gift of better hearing results in a fuller and better life.

We prove our dedication to this philosophy daily, through our support of **Starkey Hearing Foundation**.

Starkey Hearing Foundation travels the globe delivering the gift of hearing to thousands of people each year who would otherwise live in the isolation of a silent world. The Foundation provides more than 200,000 hearing aids annually to children and adults through our global hearing missions and the daily efforts of the domestic Hear Now program.

The gift of hearing opens up a whole new world 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.

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*For every Starkey hearing aid purchased, we help someone in need. Starkey Hearing Foundation has provided more than **1 million** hearing aids to people in need worldwide and is committed to providing **1 million** more this decade.*

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

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