Ultra-responsive ERA chip

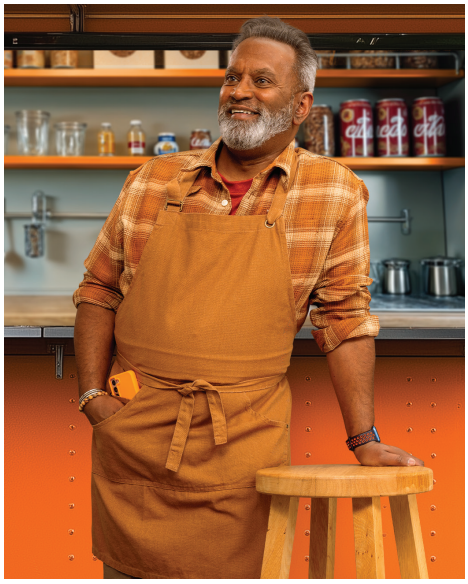
Products on the Smile platform are powered by the ERA™ chip and connect your clients to their digital universe like never before, outperforming the competition and delivering many reasons to smile.

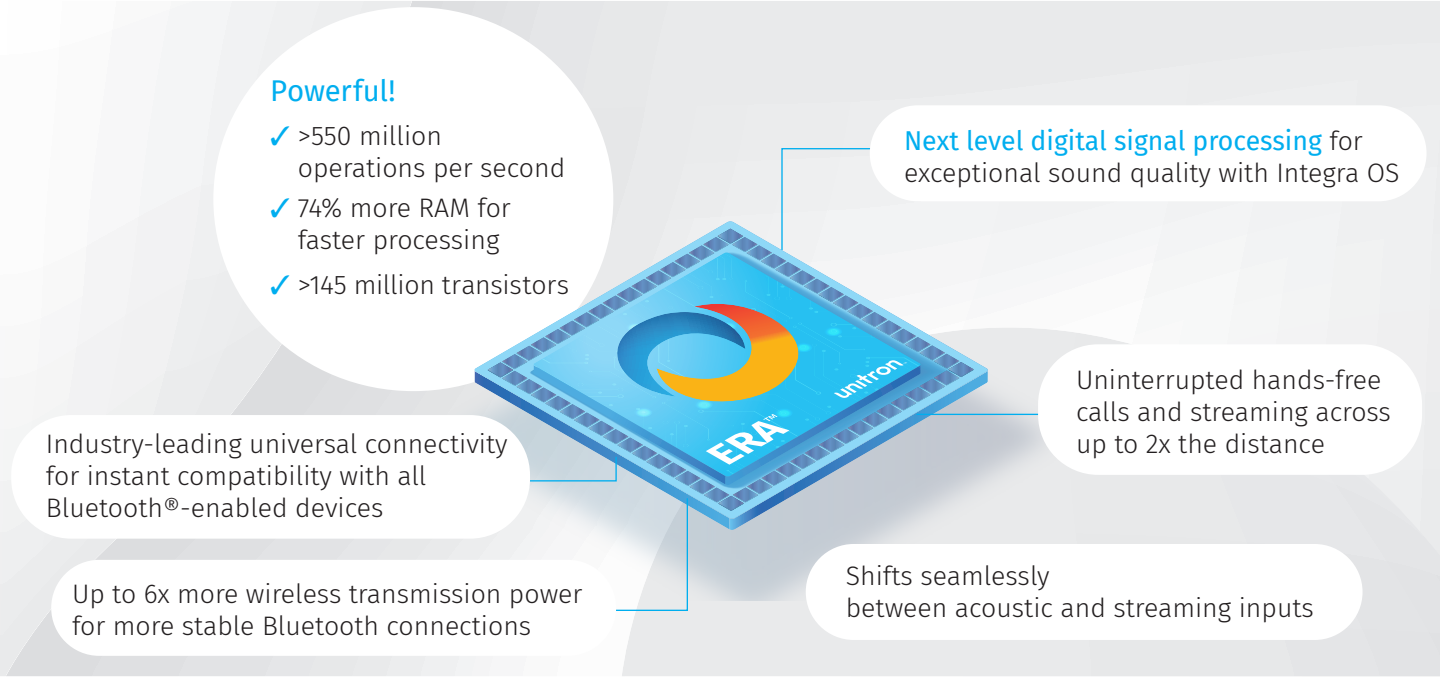
We know that connectivity plays a fundamental role in communication, enables connections, offers entertainment and collaboration, and it's becoming more and more important in our ever-evolving world. Our social networks are often remote, virtual, and at the touch of a button instead of in person.

This highlights the need for seamless, effortless and reliable connectivity in hearing instruments, as they must serve as the bridge to the digital universe. With the Sonova ERA chip, market-leading connectivity takes a major leap forward.

Our powerful ERA chip builds the foundation for connectivity you and your clients can count on. ERA is a true multi-talent and comes in with a patented antenna design, offering power flexibility and stability.

What does universal connectivity look like with ERA?





Connectivity and versatility in the hearing industry are not all equal. Sonova's universal connectivity continues to set the benchmark, connecting to more than 6800 smartphones, both Android and iOS. Unlike other solutions that require complicated setups or are limited due to their protocols, such as ASHA or MFi, our connectivity is simple, comprehensive, and ready for the future.

Unmatched stability, speed, efficiency and convenience

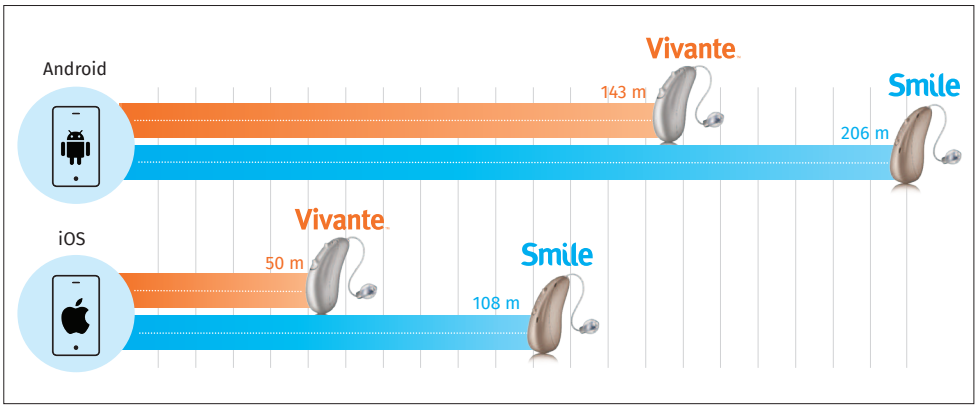
ERA isn't just about more connections – it's about better connections. Here's how:

- Patented antenna design – In combination with a new innovative antenna design ERA enhances connection stability and efficiency, ensuring users experience fewer interruptions and even more consistent performance.
- Incredible processing power – With 552 million operations per second and 74% more RAM compared to its predecessor PRISM, ERA delivers exceptionally fast processing speeds. Bluetooth connections are established almost instantly, and the system intelligently reverts back into the previous program when streaming is paused, ensuring no words slip by.
- Extended range – Thanks to up to 6x higher transmission power compared to PRISM™, ERA ensures a more stable Bluetooth connection, allowing for uninterrupted hands-free calls and streaming up to double the distance. Whatever your clients do for work or pleasure, their connection remains solid.
- Seamless device switching - Wearers of hearing instruments powered by Era can maintain two active connections, making it effortless to switch between laptops and phones, and can pair with up to eight devices. It supports Bluetooth® Low Energy and Bluetooth classic, including Hands Free Profile and Advanced Audio Distribution Profile for high audio quality.
- Comprehensive connectivity - ERA's universal connectivity doesn't stop at Bluetooth. It also includes Roger™, Airstream and a Sonova binaural real-audio transmission protocol – bringing all these capabilities together on a single chip.

Exceptional connection stability

We vigorously tested ERA's performance against two key competitors, focusing on outdoor connection stability with both Android and iOS devices. ERA outperformed the competitors, maintaining a stable connection up to 108 meters with iOS devices and up to 206 meters with Android devices.

This translates to more reliable connectivity in real-world conditions, regardless of where the phone is – whether in a pocket, a backpack or even further away. And Era even improves the experience for others.



Distance until unidirectional connection dropped out when transmitting a phone call signal to the hearing aids. Please contact claims@sonova.com if you are in tested in further information.

Imagine a client just finished a fitness class. They are wearing hearing instruments, but they have their smartphone in a bag or backpack and receives a phone call. Depending on where the smartphone is located, in the past, sometimes the link between the primary hearing instrument (which picks up their own voice) and the smartphone could be interrupted by other items in the bag, the clothing or the body position.

Because the signal sent by the phone is much stronger, even though they could hear the far end talker fine, sometimes the conversation partner would experience interruptions or drop-outs. With a huge increase in transmission power of the Era chip (up to 6x), this is not an issue anymore. ERA constantly monitors the signal strength on both hearing instruments, and as soon as the non-primary device provides better connectivity to the smartphone, it becomes the one transmitting the voice signal. It's seamless, automatic, and without both the hearing instrument wearer and far end talker noticing. Clients and their conversation partners can enjoy uninterrupted hands-free calls.

The ERA chip ushers in a new standard of connectivity for today and tomorrow. ERA introduces the next level of digital signal processing (DSP) and thanks to ERA's efficient energy use, your clients can enjoy a full day of listening with Unitron Smile hearing instruments.

Love the experience.

Unitron makes life vibrant with amazing hearing solutions designed to make the experience easy.
Because everyone deserves to **Love the experience.**™

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