

Wi Series – Wireless Products

# Wi series™



Hearing Is Our Concern

# wi series™

## Remember when listening was effortless?

Introducing new Wi Series by Starkey — the hearing aids designed to make listening easy and enjoyable again. Wi Series' advanced features are engineered to:

- Reduce listening effort in noisy environments\*
- Improve listening to music and TV
- Help phone calls sound better
- Not whistle or buzz
- Fit comfortably, customized for your ears

Wi Series is Starkey's most advanced hearing aid on the market today. It features our latest noise reduction and speech preservation system, and virtually eliminates buzzing and whistling. It is designed to deliver incredible sound clarity even in the noisiest situations.

Wi Series can also stream stereo sound directly from your TV, radio or computer to your hearing aids. Now you can hear your TV or radio at the volume you want directly through your hearing aids — while those around you can listen at the volume that's most comfortable for them.

If you have been looking for the one hearing aid designed to make both conversations comfortable and TV and music sound like never before, you've found it.





“They’re just like wearing headphones, only they’re way more comfortable because they’re fit to my ears.”

–Terianne S.

Participated in Advanced Clinical Evaluation

## Designed to enhance TV & radio listening.

With Wi Series, you can stream audio from your TV, radio or computer directly to your hearing aids — for stereo sound you need to hear to believe!

## Set it and forget it.

Wi Series works with Starkey’s SurfLink™ Media streamer, our set-and-forget wireless transmitter. With SurfLink, there’s no manual pairing involved. Once you plug it into your TV or stereo, you’re done!

- It automatically streams sound directly to your hearing aids when you’re in range.
- You can transition from one device to another simply by moving from room to room.
- It lets others in the room listen to the TV or stereo at the volume they prefer.

Sound from your TV...



when connected to the transmitter...



streams stereo sound directly to your hearing aids.



# Engineered to deliver a better experience.

Wi Series' advanced technologies are designed to let you:

## Hear conversations, not commotion.

Starkey's proprietary noise reduction and speech preservation system, **Voice IQ**, is designed to significantly reduce listening effort.\* Engineered to reduce noise between syllables, it is designed to deliver maximum comfort and the clearest speech possible even in the noisiest environments.

## Enjoy TV and music again.

Our new wireless integrated circuit platform, **IRIS™ Technology**, lets you connect directly — and wirelessly — to most media devices. Now you can stream stereo sound directly from your TV, radio and computer to your hearing aids, like headphones.

## Listen distinctly with both ears.

Thanks to **Ear-to-Ear Wireless Communication**, Wi Series is able to wirelessly — and automatically — communicate between both hearing aids, eliminating the need to manually adjust both devices.

## Hold a conversation anywhere.

It is typically easy to hear voices in front of you in quiet environments, but more difficult in noisier surroundings. **InVision Directionality** is designed to solve that by filtering out unwanted background noise, so you can focus on hearing the conversation you're having.

## Say goodbye to feedback.

One of the most common complaints from hearing aid wearers is feedback, the annoying whistling and buzzing they sometimes hear. With **PureWave Feedback Eliminator**, Starkey's best feedback management system, feedback shouldn't be a complaint anymore.

## Stop sweating a little moisture.

Thanks to **Advanced HydraShield®**, Starkey's proprietary moisture protection system, Wi Series is 100% resistant to water, humidity, perspiration and corrosion — both inside and out.

# Engineered to deliver maximum

“The sound quality was excellent.  
It was easy to hear. I didn’t have  
to be looking at someone to see  
what they were saying to me.”

–Molly C

Participated in Advanced  
Clinical Evaluation

**Performance** – 3x more powerful  
with multicore processing: designed for  
virtually no whistling, better hearing in noise  
and telephone compatibility.

**Comfort** – Comfortable, high-resolution  
sound with smoother transitions between  
quiet and loud environments. Automatically  
adapts to the environment you’re in.

**Personalization** – Our individualized  
hearing and lifestyle assessment can help  
ensure your hearing aids match your exact  
hearing loss and listening needs.



# Designed to fit your life.

No matter where you are or what you're doing, Wi Series is designed to make listening easier. It's the ideal hearing aid for people who are active and on the go, enjoy spending relaxing time at home — or both.



Morning walks & news programs



Birds, crickets & the wind



Movies, music & TV

Dinner and a night out with friends



Ball games



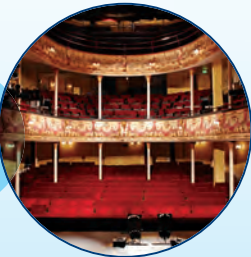
Lunch conversations



Phone calls

# Wi series™

Theater & live music



Work meetings



Family time



# Wi Series hearing instruments.

Our award-winning design and wide selection of color options give you a discreet, sleek hearing aid you can wear anywhere.

## Standard Colors *with chrome microphone cover*



*Sterling*



*Champagne*



*Pearl*



*Bronze*



*Slate*



*Onyx*

## Receiver-In-Canal (RIC)



- Comfortable open fit
- Sleek design barely visible when worn
- For mild to moderate hearing loss
- Variety of color options available

## Receiver-In-Canal – Absolute Power (RIC AP)



- Ultimate power & performance
- Replaces large behind-the-ear products for power needs
- For moderate to severe hearing loss
- Custom-made for you
- Variety of color options available

# wi series™

## Experience more.

When you wear Wi Series, you'll experience more than just the latest hearing aid technology available today. You'll experience the one hearing aid designed to make listening easy and enjoyable...again.

Consult your hearing care professional and start experiencing Wi Series for yourself.





A global hearing technology  
company headquartered in  
Eden Prairie, Minnesota, U.S.A.

Starkey Laboratories, Inc.  
6700 Washington Avenue South  
Eden Prairie, MN 55344-3476  
800.328.8602

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

[www.wi-series.com](http://www.wi-series.com)

Individual results may vary. Patients shown have  
participated in an advanced clinical evaluation.

© 2010 Starkey Laboratories, Inc. All Rights Reserved.

84677-000 12/10 BROCC0233-00-EE-ST

\*Sarampalis, A., Kalluri, S., Edwards, B., Hafter, E. (2009, October). Objective  
measures of listening effort: Effects of background noise and noise reduction.  
Journal of Speech, Language, and Hearing Research, 52, 1230-1240.