

*Hear now. And always*

As the global leader in implantable hearing solutions, Cochlear is dedicated to bringing the gift of sound to people with moderate to profound hearing loss. We have helped over 4,50,000 people of all ages live full and active lives by reconnecting them with family, friends and community.

We aim to give our recipients the best lifelong hearing experience and access innovative future technologies. For our professional partners, we offer the industry's largest clinical, research and support networks.

That's why more people choose Cochlear than any other hearing implant company.

Views expressed by Cochlear recipients and hearing health providers are those of the individual. 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. Outcomes and results may vary. 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.

**Cochlear Medical Device Company India Pvt. Ltd.**

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# HEART TO HEART

- Meet our HEARo Goutam Karthik
- Innovations at Cochlear
- Cochlear connects on social media

Exclusive newsletter for Cochlear™ Nucleus® Recipients



**Celebrate  
WINNING with  
our HEARoes**

*Hear now. And always*







## Discover the hidden joy of life!

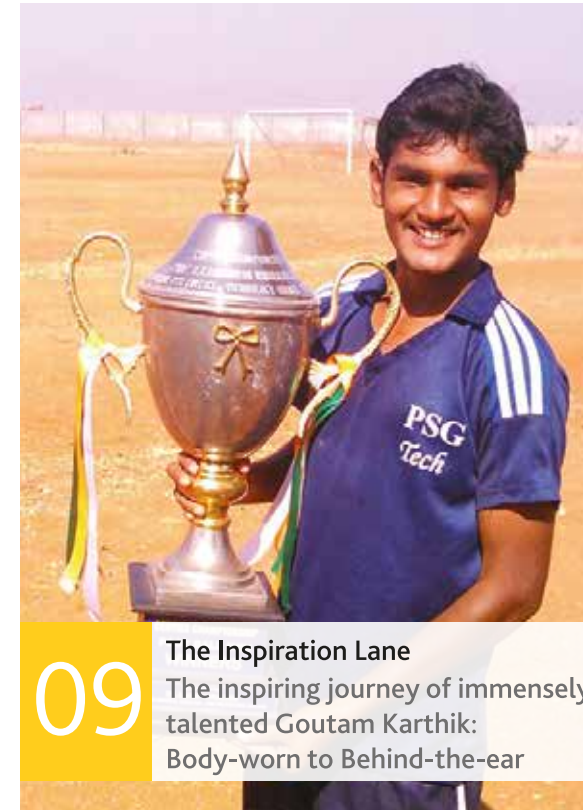
Introducing the new **KANSO®** sound processor from **Cochlear™** that hides itself to let you discover a new you.

Kanso is an off-the-ear sound processor that's so discreet it's barely noticeable, so small and comfortable you can forget you're wearing it.

Thanks to SmartSound® iQ and dual microphones, Kanso offers crisp and clear hearing, in a range of situations.

Log on to [www.cochlear.com/in/Kanso](http://www.cochlear.com/in/Kanso) or talk to your clinician for more details.

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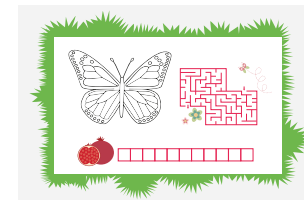
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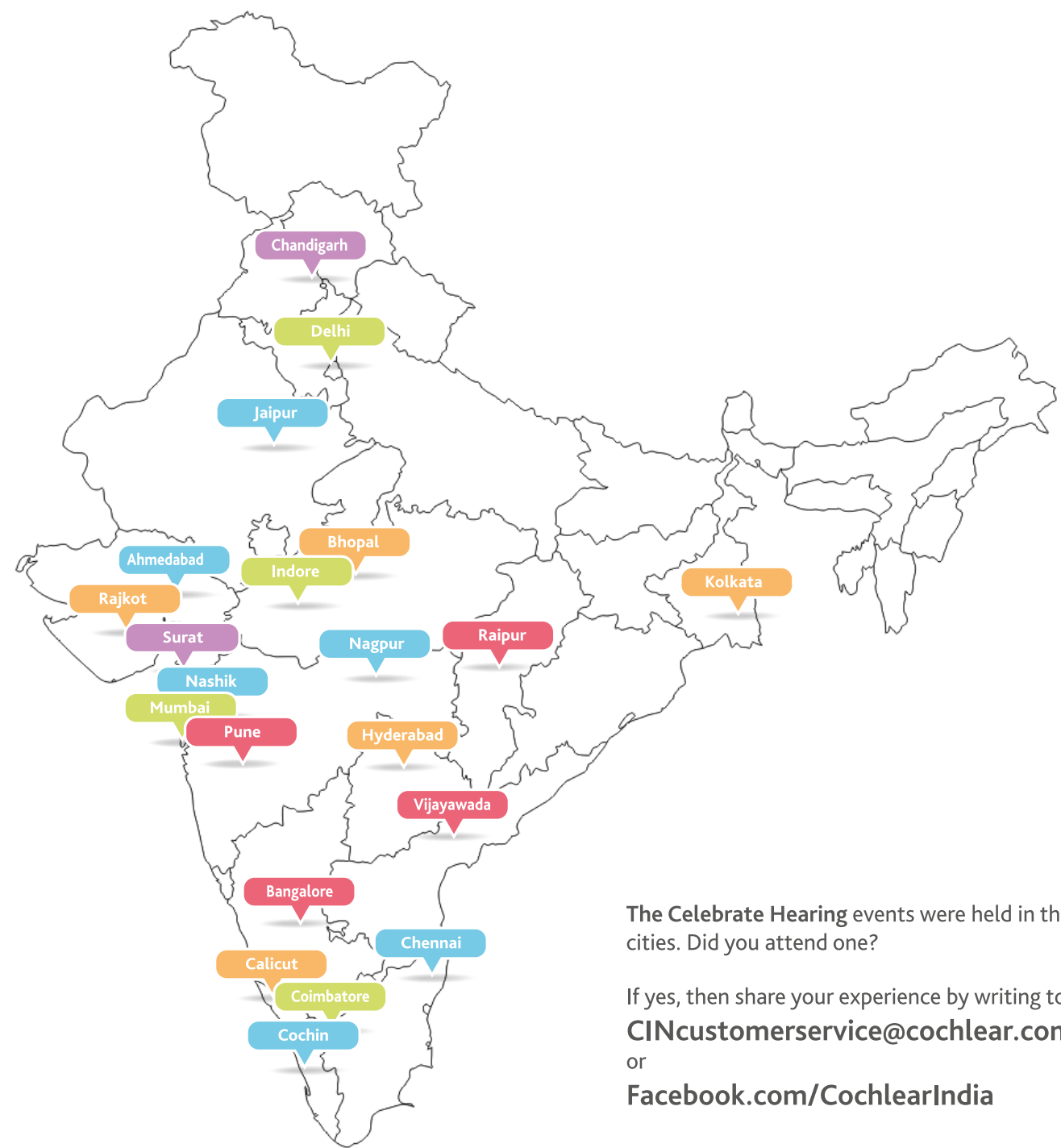
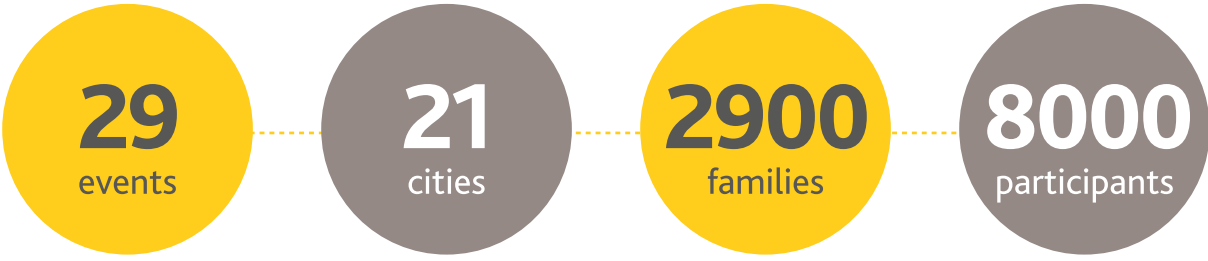
# Celebrate Hearing

How did we celebrate hearing?

Each of our recipients are budding stars and we celebrated as one happy family at Cochlear Celebrate Hearing events last year. Here we shared and took pride in all our achievements. We discussed and learnt from one another over fun and games.



Many cities, one family!



The Celebrate Hearing events were held in these cities. Did you attend one?

If yes, then share your experience by writing to us at:  
**CINcustomerservice@cochlear.com**  
or  
**Facebook.com/CochlearIndia**



# Celebrate Hearing

Why do we celebrate hearing?

At Cochlear, we are a proud global family.

Worldwide, our 4,50,000 recipients and their families stand together. We are united by our aspirations to succeed in whatever we do and live our lives to the best of our abilities.

We are inspired by each other. We are motivated by our challenges and are determined to succeed.

As a community, we celebrate our successes and wins. We take pride in achievements of our community members. Each family has taken the extremely courageous step towards breaking the barrier of silence and bringing their loved ones into the world of sound. Each one of you are a HEARo.

We salute each one of you, because you are a winner.



# Celebrate Hearing

How can we keep winning?

**What is success?**

Success is no accident. It is hard work, perseverance, learning, studying, sacrifice, and most of all, love for what you are doing or learning to do. We do all of these to achieve our dreams, because being able to achieve our dreams is success. As a part of the Cochlear Family, we believe that helping others achieve their dreams is "success" too. In other words, we believe in being successful together.

At Cochlear, we understand your drive to be better than you were yesterday. Even as winners, you try to dig deeper, rise higher, go further, and we want to be right beside you on your inspirational journey. As you seek more challenges and pursue bigger dreams with better hearing, allow us to share a few important lessons that our HEARoes across the globe have taught us...

(Read the 'Spirit of our HEARoes' in the next page.)





# Celebrate **Hearing**

Spirit of our HEARoes

True HEARoes believe if they strive for excellence, success will follow.  
Meet some of them, who never gave up along the way.

We were fortunate to have spoken to many inspiring HEARoes and learnt the secret recipe of success. Here are a few of our HEARoes.



**Shanice Fernandes, 21**  
Operations Analyst in Morgan Stanley, Leading Global Financial Services Company

Nucleus® 6 recipient  
Implanted 16 years ago



**Isha Vartak, 18**  
Pursuing Bachelor's Degree in Statistics and Psychology at the St. Xavier's College

Nucleus® 5 recipient  
Implanted 15 years ago



**Devanshi Tamudia, 25**  
Pursuing post-graduate degree in Textile Design in the National Institute of Design

Kanso® recipient  
Implanted 2 years ago



**Jehan Daboo, 20**  
Professional badminton player represents India in the Deaflympics

Bilateral Nucleus® 6 recipient  
Implanted 13 years ago



**Sunny Shah, 22**  
Graduate student in the University of Illinois at Urbana-Champaign, USA

Bilateral Nucleus® 6 recipient  
Implanted 15 years ago

# Celebrate **Hearing**

We learn success mantras from our HEARoes

“A DREAM IS A WISH YOUR HEART MAKES.”

-Walt Disney

## The Cochlear family is proud of our HEARoes!

They had the courage, perseverance to dream and the belief to make their dreams come true. But have you ever thought what their success mantra is?

Well, there seems to be no secret recipe for success, but at the heart of the success are four key mantras that make our HEARoes stand out.

Let us celebrate the four Mantras of success that matter:

be Cool

be More

be Free

be Sure

### be Cool

Being Cool is about being confident, smart and friendly.

Do you want to know?

- How being Cool helps achieve success?
- What makes it difficult for a Cochlear implant recipient to be Cool?
- How can Cochlear help in your effort to be Cool?

We will spill out all the secrets in the **9th issue** of Heart-To-Heart. Hold your curiosity till then.

### be More

Being More means nothing but developing the ability to do More and learn More by pushing your boundaries to a variety of activities. It is about seeking More opportunities and occasions to live life fully.

Do you want to know?

- What actions can help you to be More?

We will share some amazing facts and real life stories related to this mantra in the **10th issue** of Heart-To-Heart. We are sure this makes you more excited.

### be Free

Being Free is the ability to be worry free and not being restricted by limitation.

Do you want to know?

- Whether the Super HEARoes have the same worries and constraints related to hearing through the implant like you?
- How is Cochlear trying to help remove most of those worries and constraints from your life?

Don't worry, we will answer these questions in detail in our **11th issue** of Heart-To-Heart.

### be Sure

Living with a Cochlear implant is a unique experience. Hence, a strong bond of the Cochlear Family helps our HEARoes be Sure about receiving continuous support in their great efforts to achieve success in life.

Do you want to know?

- Who are the members of the Cochlear Family?
- How does the Family help the HEARoes?
- How can you become an active member of the Family?

We will make sure that your queries get answered in detail, but you must wait for the **12th issue** of your Heart-To-Heart magazine.



The Inspiration Lane

Following dreams fearlessly



Name:  
**Goutam Karthik**

Age:  
**22 years**

**Implanted at the age of 9**

Sound processors:  
**Upgraded to Nucleus® 5 (CP810)  
from SPrint® Sound Processor  
in 2012**

Hobbies:  
**Dancing, Playing football**

Education:  
**Engineering in PSG College of  
Technology, Coimbatore**



Great dancers are not great because of their technique, but they are great because of their passion! Our HEARo, Goutam Karthik believes in this adage.

Goutam is a Cool Guy!

He was not content with just the joys of hearing, but wanted to live life to the fullest and found his passion to be a dancer. He doesn't just enjoy the music, but dances to its beats. Goutam uses his behind-the-ear Cochlear Nucleus Sound Processor that helps him make his cool moves effortlessly. Goutam is very happy to have a huge gang of friends. He connects with them on the phone, whenever he wishes to. He also catches up with the latest English movies – in theatres or on TV.



Goutam is able to be Free

Not being able to hear music is a nightmare for any dancer! What if the processor falls off during an energetic move? What if he is not able to hear his coach from a distance when he is making his moves on the football field? Goutam's behind-the-ear sound processor is small and light in size compared to the earlier body-worn SPrint® sound processor that did not allow him to be free on the football field as much as on the dancing stage.

Goutam is Sure

He got his Cochlear implant when he was 9 years old. Goutam's father has been his pillar of support. Encouraging him to pursue his interests and standing by him throughout. Today he is confident of achieving bigger successes, and fearlessly reaching out for even his most impossible dreams. Today he is happy his dreams are coming true, with the support of his loved ones, family, friends and Cochlear family.

What separates Goutam from his peers, is his tenacity to fight against all odds. His self-belief to go beyond his hearing impairment, and overcoming all the extreme adversities, that come along with it.

Goutam emphasises that the Cochlear implant has gone beyond a hearing device – it has helped him become a "complete" individual. Something he thought was impossible as a child. Goutam is a true HEARo.

Goutam always wants to be More

While dancing is his passion, he always found time to be more. Goutam Karthik is a midfielder and represents his state at the first division football league. All along the way he has been able to pursue an engineering degree course from one of the reputed colleges in Tamil Nadu.



# Innovations at Cochlear

Research and innovation is at the core of Cochlear's existence

Innovation has been a continuous process at Cochlear ever since its inception 34 years ago. In this article we talk about the many milestones that Cochlear achieved over the last 20 years.



Based on the technology of a powerful Digital Signal Processor - Cochlear™ Nucleus® SPrint™ sound processor is introduced.  
The first MRI-safe implant up to 1.5 Tesla is introduced.



ESprit™ sound processor is introduced. It is the first BTE (Behind The Ear) speech processor that gave recipients freedom from long cables and body-worn components.



Cochlear celebrates their 30,000<sup>th</sup> Nucleus recipient, BJ Perez of San Antonio, Texas at the Houston Ear Research Foundation.



ESprit 3G Sound Processor is introduced. It is the first processor with a built-in telecoil. Telecoil enables better clarity of sound from phones.



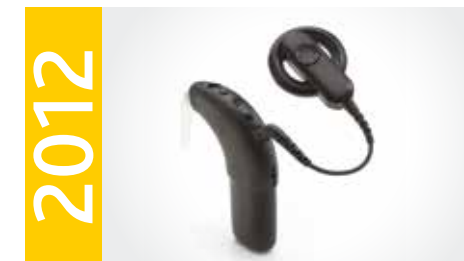
Heather Whitestone McCallum – former Miss America winner - becomes a Cochlear recipient. She is the first woman with a disability to be crowned Miss America.



Nucleus Freedom™ Sound Processor is the first to have different programs for different listening environments. It is also the industry's first water resistant Sound Processor.



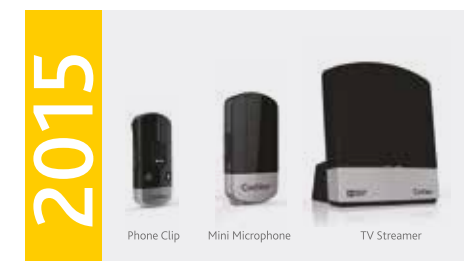
CP810 is the first processor with a remote assistant which is launched as a part of Cochlear Nucleus 5 System.



CP802 is launched. It is a low maintenance Sound Processor built on the latest technology platform. It is specially designed keeping in mind the extreme weather conditions of India.



CP910 & CP920 Sound Processors launched as part of the Nucleus 6 System. These have the capability to change programs automatically according to the listening environment of the user.



Cochlear launches Wireless Accessories for Nucleus 6 Sound Processors. The portfolio includes Mini Mic, Phone Clip and TV Streamer that transmits sound directly into the Sound Processor without any wires.



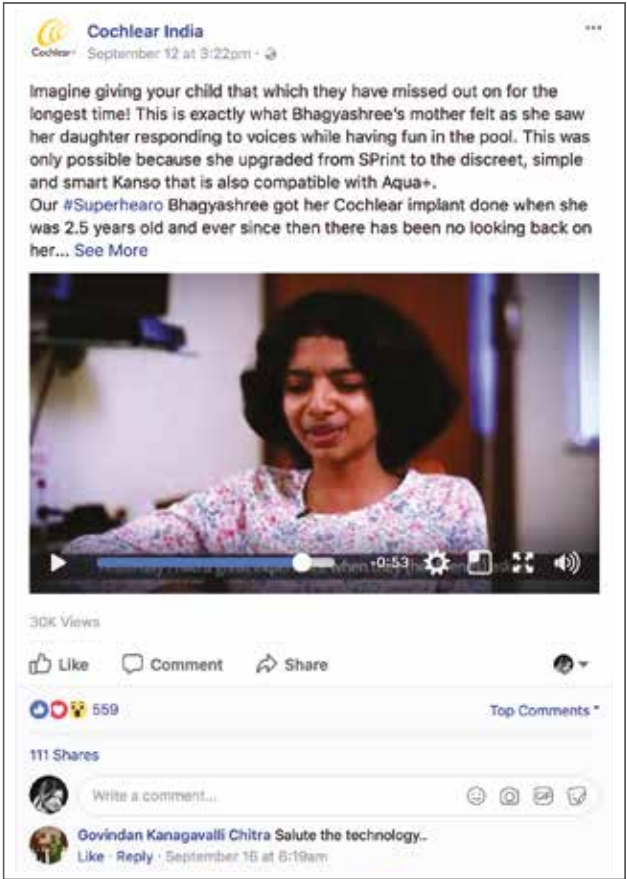
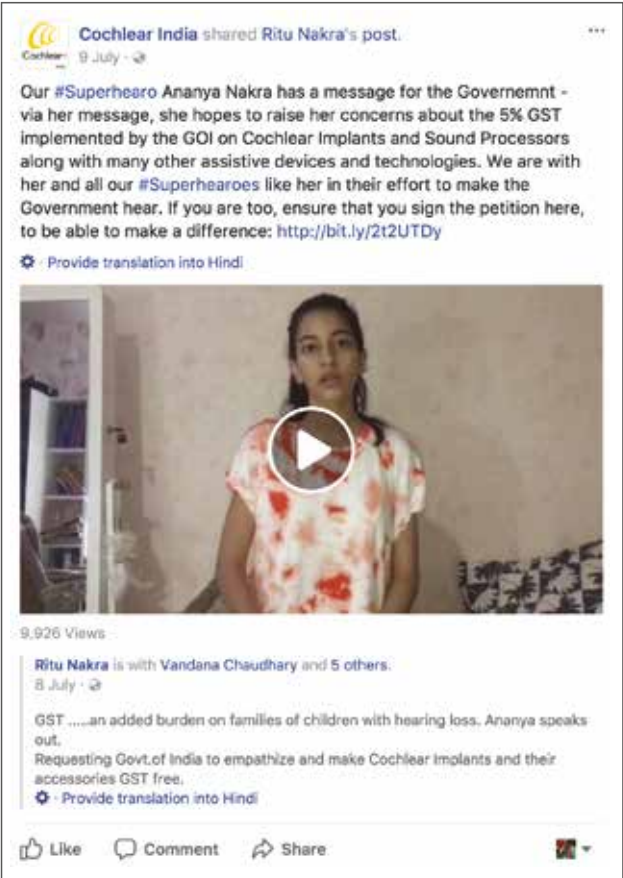
Cochlear introduced Kanso® Sound Processor.



# Cochlear Connect

What are the Cochlear Family Members saying on social media?

The Cochlear India Facebook page is a melting pot of stories, ideas and valuable updates for Cochlear Recipients. Have you joined yet?



Like us on Facebook at 'Cochlear India' and follow us on Twitter @CochlearIndia to share some of your moments with us and inspire more recipients and families.



“Yesterday, I had a great experience when my friends asked me, “Where’s your machine?” as they were not able to see it!”

- Bhagyashree Mohan, KANSO® recipient

## Cochlear™ StayNew Plan\*

Exchange your old processor to stay new

12-year old Bhagyashree Mohan from Aurangabad can speak 4 languages including Sanskrit, plays badminton and is learning Odissi dance. Despite her brilliant outcome, her mother knew that Bhagyashree’s hearing needs to stay new as she wants her daughter to stay ahead in life. They chose to upgrade to the lighter<sup>1</sup>, smarter<sup>2</sup> and simpler<sup>3</sup> KANSO from Nucleus SPrint in June 2017. (Watch Bhagyashree share her experience here, <https://goo.gl/zL5V9p>)

New Sound Processor	KANSO	CP910 CP920	CP810	CP802
Buyback – value on old Sound Processor	₹60,000	₹ 50,000	₹ 40,000	₹ 30,000

1. Lighter: KANSO, the 9th generation sound processor, weighing 13.9 gm is the lightest sound processor available in India. Definitely lighter than the bulky 4th generation SPrint sound processor (weighing 124 gm)  
2. Smarter: SmartSound iQ with SCAN technologies help KANSO to automatically adapts to changes in hearing environment for a better hearing experience. SPrint has manual program selection.  
3. Simpler: KANSO is a single unit sound processor with only one On/Off button. SPrint has multiple parts and six buttons for control.

\*Terms and conditions apply.

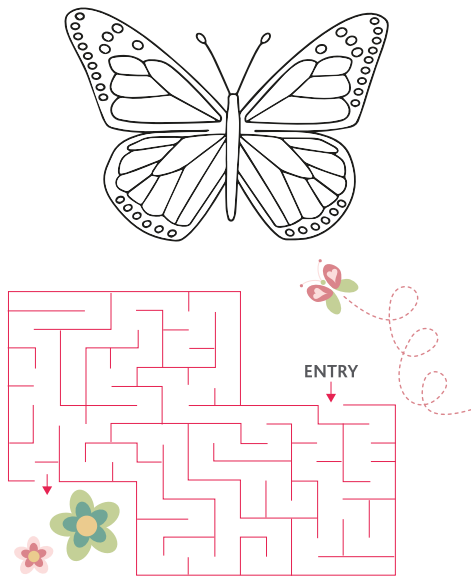


Fun Corner

Have some fun time reading and imbibing what you just read

- 1. What is the total number of members in the Cochlear family globally?
- 2. What are the four success mantras?
- 3. Which Cochlear sound processor is almost hidden, even when the recipient is wearing it?
- 4. Name the Cochlear recipient who is a fashion designer.

Colour the butterfly, and help it reach a flower



Can you solve this crossword?



Answers: 1. 4,50,000 2. Be Cool, be More, be Free and be Sure 3. Kanso 4. Devanshi Tamudia



If you have any questions regarding your processor, its accessories or any other query related to life with an implant, write to us at [CINcustomerservice@cochlear.com](mailto:CINcustomerservice@cochlear.com) and our team of experts will resolve it as best as they can.

You can send your child's craft, photograph, drawings, artwork etc. on [CINcustomerservice@cochlear.com](mailto:CINcustomerservice@cochlear.com) Selected entries will be published\* on the Recipients' Corner page.

 Search for 'Cochlear India' on Facebook and like us to keep in touch.

\*By submitting your child's artwork, you give us consent to publish the artwork along with your child's name in our newsletter.

Hear Now.  
Pay in Instalments.\*

Loan up to ₹12 Lakhs.



- Instant online approval of loan
- Available for Cochlear Implants, Sound Processors, Accessories and Services
- Available in select cities
- Contact your clinic or call on 022 - 6112 1140 for more details

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