

We envision a world where all people can enjoy the sounds that enrich everyday life. With Sonic, everyday sounds better.

**cheer**  
Nano BTE and CIC



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**Cheer the  
enjoyment**



**cheer**



miniRITE  
and IIC

**cheer**



**Everybody, on your feet!**

Give a shout for Cheer, a well-rounded lineup of products with the kind of performance you'll love. With Cheer, you'll find first-pick features like wireless connectivity. Technologies specializing in speech understanding. And the outstanding natural sound Sonic is known for. Choose the model and style that fits the way you work and play. And give a Cheer for better hearing every day.

# Features to rally around



The whoop of a crowd. The chatter among good friends. The smiles and asides you enjoy one-on-one. They're the everyday moments you want to root for. And they're the reason Sonic created Cheer.

Developed to give you the upper hand on hearing, this family of products is prepared to excel. Cheer starts with the Sonic Speech Variable Processing platform to keep sounds clear and natural. Then it adds a full roster of features to really up the excitement.



## Give a Cheer for sound that's natural

**Speech Variable Processing** preserves the nuances of speech – the soft and loud sounds that occur in every word. These small details are what allow you to understand individual words and enhance overall speech clarity. With Speech Variable Processing, priority is given to speech sounds, making you feel connected to the people around you.

**Frequency Transfer** in Cheer 60 is to help make everyday conversations even more clear if you experience severe high-frequency hearing loss.

## Speech understanding in noise

Amplification isn't everything. Cheer uses noise-reducing strategies to help you get the most out of deep discussions or daily chitchat.

**Speech Priority Noise Reduction** separates speech from surrounding noise, making conversations more comfortable and clear.

**Soft Noise Reduction** reduces the annoyance of low-level sounds like the whir of a fan or hum of a refrigerator.

The **Adaptive Directional microphone system** in Cheer 60 and Cheer 40 hones in on the source of a sound and helps reduce unwanted noise so you can stay engaged in your surroundings.

## Score one for simplicity

Cheer is configured to provide hands-free operation in most listening situations. When you do want to interact with your device, Cheer features are easy to access and delightfully intuitive.

With **Binaural Coordination\***, Cheer can synchronize actions between the left and right devices. For example, **volume and program changes** made on one device automatically occur on the other at the same time.

**Non-telephone Ear Control\*\*** reduces or mutes environmental sounds on your opposite phone ear for more focused telephone listening.

\*Cheer wireless models only  
\*\*Cheer 60 models only

## It's a win with wireless

Wireless connectivity puts your hearing instruments into play with your favorite technologies like TVs, mobile phones, MP3 players, and more. Use these optional accessories with Cheer to make your modern lifestyle even more fun and hassle-free.

### SoundGate 3\*

Connects Cheer to Bluetooth® devices like mobile phones, music players, PCs and more.

### SoundLink App\*

Change your listening program, adjust the volume, and switch between accessories, all from your iPhone® or Android™ smartphone.¹



¹) SoundLink App for iPhone runs on iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 4s, and iPhone 4, and requires Sonic wireless hearing aids and SoundGate 3 with firmware 3.1 or later. SoundLink App for Android smartphones requires Sonic wireless hearing aids and SoundGate 3 with firmware 3.1 or later.

### Phone Adapter 2\*

Allows you to accept calls from your landline phone directly to your hearing instruments.

### TV Adapter 2\*

Transmits audio from the TV directly to your hearing devices via SoundGate 3.

### Bluetooth®



### SoundGate Mic\*

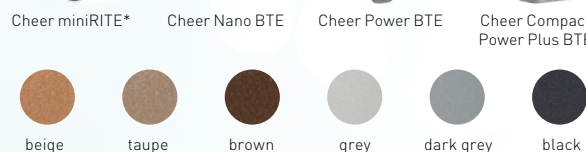
Have someone across the room—or even across a long table—clip on this microphone. You'll hear their words loud and clear.

### RC-N Remote Control\*\*

Allows easy operation of program and volume changes.

\*Cheer 60 and Cheer 40 wireless models only  
\*\*Cheer 60, Cheer 40 and Cheer 20 wireless models only

## Cheer for the starting lineup: Styles that stand out



From the nearly invisible IIC (Invisible-In-Canal) to powerful BTE (Behind-the-Ear) styles – and everything in between – Cheer will have you on your feet. Cheer comes in a variety of colors, and many are available with wireless connectivity. Ask your hearing care professional which Cheer is right for you.



\*Cheer 60 and Cheer 40 only  
\*\*Cheer 60 only