

# HELPING YOU HEAR. BRINGING YOU NEW SOUNDS.

With Alpha 2 MPO ePlus™



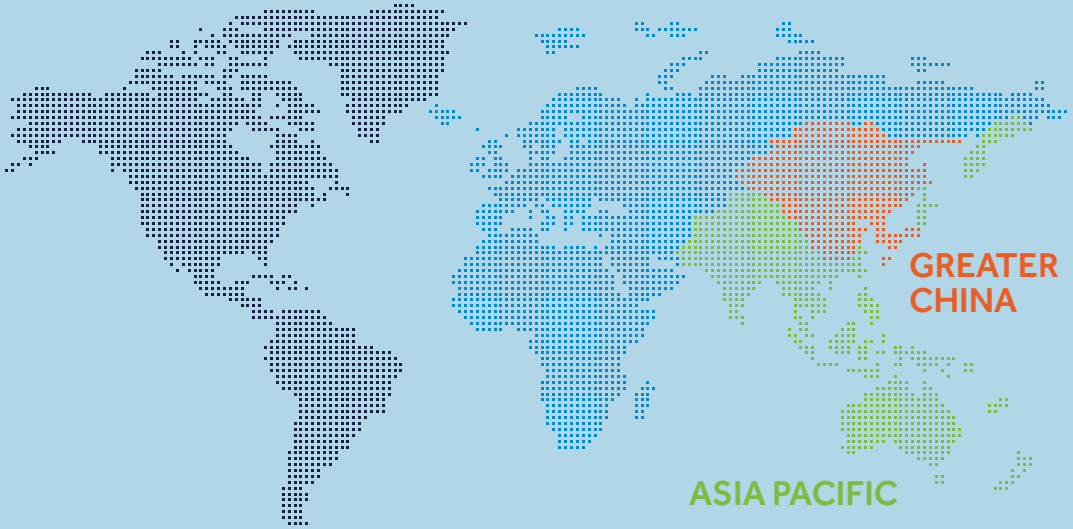
**Medtronic**  
Further, Together

OUR MISSION  
ALLEVIATE PAIN.  
RESTORE HEALTH.  
**EXTEND LIFE.**



AMERICAS

EUROPE, MIDDLE EAST,  
AFRICA (EMEA)



GREATER  
CHINA

ASIA PACIFIC

**9,000+**  
SCIENTISTS  
AND  
ENGINEERS

**155+**  
COUNTRIES

**88,000+**  
EMPLOYEES

**65**  
MILLION+  
LIVES  
IMPROVED

**480+**  
LOCATIONS

**50+**  
RESEARCH AND  
INNOVATION  
CENTERS

# TECHNOLOGY THAT ENHANCES YOUR DAILY LIFE

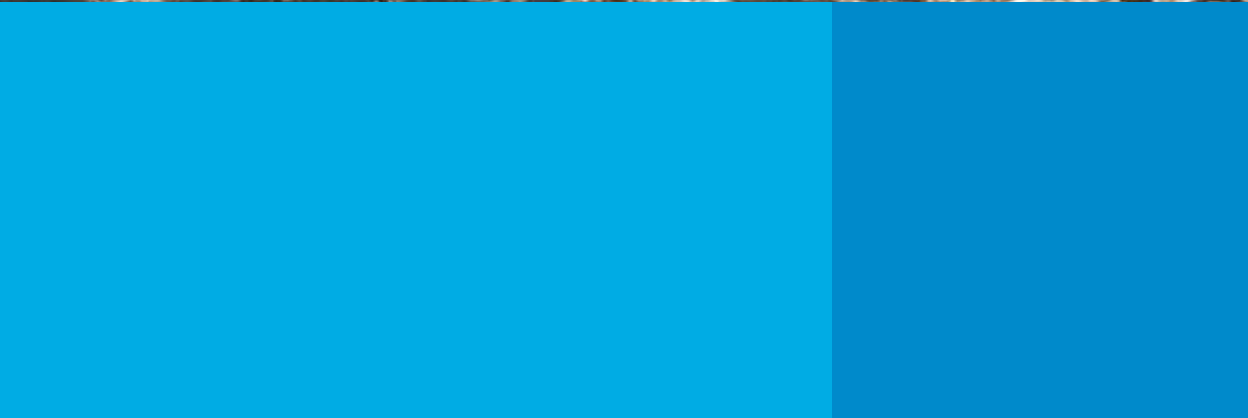
The completely programmable, digital system offers settings for different sound environments:

- 8 channels, 16 frequency bands and 4 programs.
- A dual-directional microphone that addresses noisy situations by amplifying sound in front of you and reducing background noise.
- Feedback is automatically reduced to control annoying squeals.
- Accessories allow for compatibility with FM, personal music players and mobile phones.
- The processor's digital input connects to most FM systems, including the Phonak Roger™ wireless systems.

The rechargeable system provides up to 1 year battery life.<sup>8</sup>

Processors are available in four colors and can be accessorized with Skinit™ decals.





# WE'RE HELPING PEOPLE LIKE YOU

The Alpha 2 MPO ePlus™ device is designed for patients of all ages who have:

- Conductive hearing loss.
- Mixed hearing loss.
- Single-sided deafness.

*Note: Your audiologist will determine if you are an appropriate candidate.*

The implanted device is indicated for those age five and older; headbands and softbands are available for all ages.



Alpha 2 MPO ePlus™  
Magnetic Bone-Conduction  
Hearing Device



Medtronic Magnetic Implant





## Make it Totally Yours!

Make your Alpha 2 MPO ePlus™  
blend right in

- Choose your color.
- Take a picture of your hair and get a Skinit™ to match.

OR

Express yourself with your  
Alpha 2 MPO ePlus™!

- Free Skinit™ stickers can be customized online.
- Customize with a photo of your pet, your favorite team logo, a cool design or something WILD...



Redeem your Skinit™ at:  
[skinit.com/sophono](http://skinit.com/sophono)



# SLEEK. DISCREET. HIDDEN FROM VIEW.

Medtronic™ offers the lowest profile implant on the market. The unique design eliminates the need for a post - or abutment - that sticks through the skin to hold the system in place. Instead, our magnetic titanium implant is secured to the skull, under the scalp. After surgery and healing, your skin remains intact and the sound processor with a magnetic spacer connects to the implant.

The small, contoured processor offers the lowest profile and can be hidden under your hair.

This means:

- You have no visible screws or other parts sticking out from your skull.
- You do not have to worry about routine cleaning of compromised skin around an abutment.
- You can lead an active lifestyle, choosing your magnetic spacer strength to match your activity level.
- The low-profile implant is less likely to have severe complications if you bump your head near the implant - far safer for a more active lifestyle.<sup>11</sup>





# BETTER PERFORMANCE FOR BETTER RESULTS



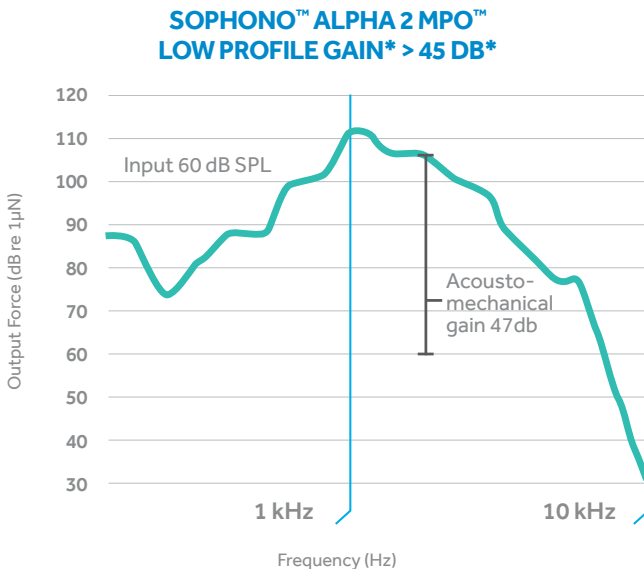
As compared to other magnetic devices, you can expect the highest performance with the Alpha 2 MPO ePlus™ system.

The Alpha 2 MPO ePlus™ system:

- Provides better speech comprehension and quality of life.<sup>1,2</sup>
- Performs better at higher frequencies (important for speech recognition) when compared to other magnetic systems.<sup>3,4</sup>
- Offers more sound amplification than comparable magnetic transcutaneous system.<sup>3,5</sup>
- The implant lies completely under the skin and has a low risk of skin issues.<sup>6</sup>

# GREATER GAIN

The Alpha 2 MPO ePlus™ system provides the highest functional gain, accompanied by outstanding sound quality. You can now experience our processor with 45 dB acoustic-mechanical gain, an increase of 16 dB.\*



\* Based on data from internal testing with acousto-mechanical gain at 1.6 KHz and 60 dB SPL  
\*\* Versus published comparable transcutaneous device specifications of acousto-mechanical gain at 1.6 KHz and 60 dB SPL

**45 dB**  
FEEDBACK-FREE  
GAIN

**7 dB**  
MORE THAN THE  
COMPETITION\*\*

YOUR BODY HAS A NATURAL  
ABILITY TO TRANSFER SOUND.  
**LET'S MAXIMIZE IT.**



The Alpha 2 MPO ePlus™ system is a bone-anchored hearing system. Using our proprietary TET™ technology, the device uses your body's natural ability to transfer sound through bone conduction.<sup>13</sup>

Here's how it works:

- The sound processor picks up sound.
- The sound is converted into vibrations.
- Using TET™ Technology, the processor drives the vibrations across the skin, through your skull bone and into your inner ear.

The bone-conduction device is placed in a simple and fast surgery.

The Alpha 2 MPO ePlus™ system is specifically designed to transfer amplified sound through the skin into the bone. We call this phenomenon Transcutaneous Energy Transfer (TET™).

Optimized for sound transmission through skin.<sup>13,14</sup>

Significant hearing and speech recognition improvement.<sup>1,2,3</sup>

# TALK TO AN AMBASSADOR

The Sophono™ Medtronic Ambassador Response Team or SMART Program gives you the opportunity to talk with someone who is using the Sophono™ hearing therapy and has volunteered to share his or her experience. This free program is a great resource as you decide which hearing solution is right for you or your child. Contact Customer Care at (844) 558-6656.

## SOPHONO™ IS YOUR TRUSTED PARTNER

- Sophono™ is part of Medtronic, the largest medical device company in the world.
- It is a safe alternative to more intrusive implants.<sup>7</sup>
- The device is designed with your safety in mind, and is MRI-safe up to 3 Tesla.<sup>8,9</sup>



*"It wasn't until Sophono™ came out with this magnet that was under the skin and then attached with an external magnet that it was the way to go—because you didn't have to worry about infection, you didn't have to worry about keeping it clean."*

*--David Differding (Dad of Claire and Julia)*

## REFERENCES

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Rx only. Refer to product instruction manual/package insert for instructions, warnings, precautions and contraindications.

For further information, please call Medtronic ENT at 800.874.5797 or consult Medtronic's website at [www.medtronicent.com](http://www.medtronicent.com).

# Medtronic

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China 86-10-5869-8989

Colombia 57-1-742-7300

Czech Republic 420-233-059-111

France 33-470-679-800

Germany 49-2159-8149-353

Greece 30-210-67-79-099

Hong Kong 852-2919-1300

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