



# STRATOS

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# Marketing Assets Management

STRATOS



# Marketing Assets Management STRATOS

## 1. Printed Materials

- Consumer Brochures
- Professional Brochures
- POS Materials
- General Ads Template

## 2. Digital Materials

- Launch Videos
- Social Media Videos
- Social Media Banners
- Hansaton campaign materials





# Printed Materials

## Brochures

### 3. Technical Audiological Brochure



### 4. Portfolio Information (027-6624-02)

#### STRATOS RIC Product Information

**Product Description**

|                       | AIQ sound ST E312 | AIQ sound ST R | AIQ sound ST BT |
|-----------------------|-------------------|----------------|-----------------|
| <b>Small version</b>  | AIQ sound ST E312 | AIQ sound ST R | AIQ sound ST BT |
| <b>Medium version</b> | AIQ sound ST E312 | AIQ sound ST R | AIQ sound ST BT |
| <b>Large version</b>  | AIQ sound ST E312 | AIQ sound ST R | AIQ sound ST BT |

**Key Features:**

- Intelligent AutoSense
- Directional Microphones
- Bluetooth®
- AIQ (Adaptive IQ)
- AIQ (Adaptive IQ) with AIQ (Adaptive IQ)
- AIQ (Adaptive IQ) with AIQ (Adaptive IQ)
- AIQ (Adaptive IQ) with AIQ (Adaptive IQ)

#### Performance Levels

|   | 5 | 6 | 7 | 8 | 9 |
|---|---|---|---|---|---|
| <b>Intelligent AutoSense</b>                    | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>Directional Microphones</b>                  | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>Bluetooth®</b>                               | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>AIQ (Adaptive IQ)</b>                        | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>AIQ (Adaptive IQ) with AIQ (Adaptive IQ)</b> | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>AIQ (Adaptive IQ) with AIQ (Adaptive IQ)</b> | ✓ | ✓ | ✓ | ✓ | ✓ |
| <b>AIQ (Adaptive IQ) with AIQ (Adaptive IQ)</b> | ✓ | ✓ | ✓ | ✓ | ✓ |

#### Acoustic Coupling

|               | S Receiver | M Receiver | P Receiver | SP Receiver |
|---------------|------------|------------|------------|-------------|
| <b>Large</b>  | ✓          | ✓          | ✓          | ✓           |
| <b>Medium</b> | ✓          | ✓          | ✓          | ✓           |
| <b>Small</b>  | ✓          | ✓          | ✓          | ✓           |

#### STRATOS RIC Charging Options

**CHARGE CASE (COI)**  
This device Charge Case is a single-chamber device that can be used to charge your device. It is a single-chamber device that can be used to charge your device. It is a single-chamber device that can be used to charge your device.

**CHARGE PAD (P)**  
This device Charge Pad is a single-chamber device that can be used to charge your device. It is a single-chamber device that can be used to charge your device. It is a single-chamber device that can be used to charge your device.

**CHARGE DOCK (D)**  
This device Charge Dock is a single-chamber device that can be used to charge your device. It is a single-chamber device that can be used to charge your device. It is a single-chamber device that can be used to charge your device.

#### STRATOS RIC Bluetooth® Versions

Bluetooth® 4.2, Bluetooth® 5.0, Bluetooth® 5.2

#### Wireless Communication Profiles

|                         | AIQ sound ST E312 | AIQ sound ST R | AIQ sound ST BT |
|-------------------------|-------------------|----------------|-----------------|
| <b>Bluetooth®</b>       | ✓                 | ✓              | ✓               |
| <b>Bluetooth® LE</b>    | ✓                 | ✓              | ✓               |
| <b>Bluetooth® SPP</b>   | ✓                 | ✓              | ✓               |
| <b>Bluetooth® HFP</b>   | ✓                 | ✓              | ✓               |
| <b>Bluetooth® HSP</b>   | ✓                 | ✓              | ✓               |
| <b>Bluetooth® A2DP</b>  | ✓                 | ✓              | ✓               |
| <b>Bluetooth® AVRCP</b> | ✓                 | ✓              | ✓               |
| <b>Bluetooth® MFP</b>   | ✓                 | ✓              | ✓               |
| <b>Bluetooth® HOGP</b>  | ✓                 | ✓              | ✓               |
| <b>Bluetooth® HOGP</b>  | ✓                 | ✓              | ✓               |

# Printed Materials

## POS Materials

### 1. Posters



Poster New Star 041-6214-02

### 2. Roll-up Banner



### 3. Sticky Notes



Poster Explore (041-6216-02)

Poster Feel at ease (041-6213-02)

# Printed Materials

## General Ads Template



**STRATOS**

**STELLAR DESIGNS**

**EXPLORE NEW GALAXIES OF HEARING**

With our new star: AQ sound ST R

**TINY. WIRELESS. RECHARGEABLE.**  
At 2.5 cm, the AQ sound ST R is our smallest rechargeable hearing wonder - powered by a Lithium-ion battery. With STRATOS we come even closer to preserving natural hearing and highlighting speech.

**HANSATON**  
hearing & emotions



**STRATOS**

**EXPLORE NEW GALAXIES OF HEARING**

**New Intelligent NoiseReduction feature**

**REACH A WHOLE NEW LEVEL OF SOUND PERFORMANCE.**  
Vibrant sound processing, more connectivity features and even easier handling make these new hearing aids heroes of everyday life.

**HANSATON**  
hearing & emotions

# Digital Materials

## Launch Videos

1. Teaser Video
2. Launch Video
3. Product Video
4. Lifestyle Analyzer Video





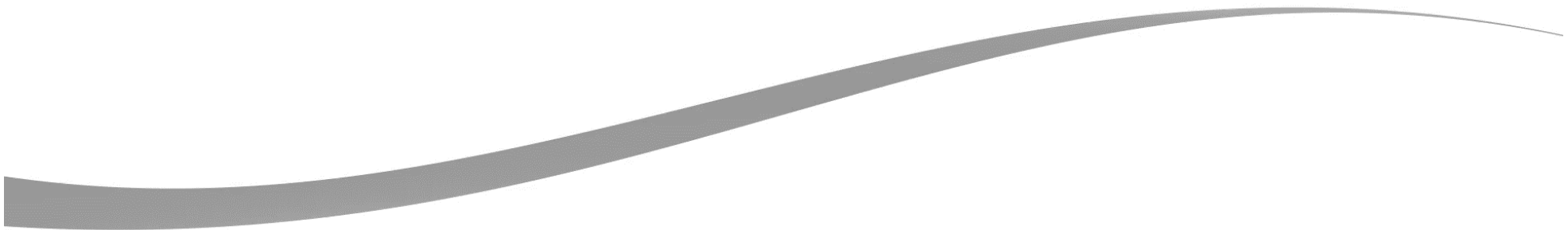
# Teaser Videos



# Launch Video



# Product Video



# Lifestyle Analyzer Video





# Digital Materials

## Social Media Videos



# Digital Materials

## Social Media Banners



# Digital Materials

## Hansaton Campaign Materials

- motif pictures with logo
- product pictures
- STRATOS logos



