**Unitron Stride V-UP**

**B2B2C Co-branded Marketing Letter**

# New Customers

### There is power in choice

Dear <Client Name>,

Severe-to-profound hearing loss can significantly affect your daily experiences. You may struggle to pick up on subtle speech sounds or follow conversations in noisy environments. Watching television or using the phone can become particularly frustrating.

With the technological advancements offered by our new Ultra Power hearing aid, **Stride™ V-UP**, you have the power to love the experience again. It all begins with the simple choice to take the next step forward.

**What makes Stride V-UP such a powerful choice?**

### The Power of Conversation

Stride V-UP on the Vivante™ platform features the intelligent technology that automatically detects where speech is coming from and adapts to enhance conversation while minimising background noise. It also includes an advanced feature called frequency compression 2 to improve your ability to hear particularly difficult high frequency speech sounds.

### The Power of Connection

Take phone calls, stream music, podcasts and access digital assistants directly to your hearing aids! Stride V-UP connects with both Apple and Android devices, and you can switch seamlessly between two active Bluetooth® connections. Plus, the built-in telecoil for landline phone use adds even more convenience to staying connected.

**The Power of Control**  
Stride V-UP’s automatic features deliver hassle-free listening, but you also have the power to personalise your experience. The intuitive Remote Plus mobile app allows you to make your own adjustments on the go, receive tips and guidance, share feedback with us and more. You can also choose the optional Remote Control to discreetly adjust volume and change programs.

**The Power of Convenience**  
Stride V-UP is designed to be easy to wear, use and maintain. It features:

* long-lasting 675 battery
* IP68 rated housing
* accessible multi-function button
* optional accessories like Roger devices or PartnerMic for listening in noise and over distance, or the TV Connector for wirelessly streaming media in stereo sound
* comfortable, contoured design
* 6 attractive colors to match skin, hair tones and your personal style

### The choice is yours Let us help you enjoy the sounds of the good life again. Finding the right fit with Stride V-UP is easy with 3 powerful pre-sets to suit your lifestyle and preferences, giving you a great start to your hearing journey.

**Schedule a no-obligation consultation by calling us at XXX.XXX.XXXX or visiting www.clinicname.com.**

Sincerely,

<Provide Name, Credentials>   
<Provider Title>