**Unitron Stride V-UP**

**B2B2C Co-branded Marketing Letter**

# Existing Customers

### There is power in choice

Dear <Client Name>,

Do you ever find yourself wanting more from your hearing experience?

Are you frequently faced with listening situations that pose unique challenges?

Are your current hearing aids not keeping pace with your lifestyle?

If you’ve answered yes to any of these questions, then we’re delighted to inform you that you have the power to choose a hearing aid technology that can meet even your most complex listening needs.

**Stride™ V-UP is a new Ultra Power Behind-the-Ear (BTE) hearing aid that offers you power, performance, connectivity and control for a totally personalised experience we think you’ll love.**

### Ultra Power can be ultra awesome

Make a bold, but easy choice for better hearing:

**Choose advanced sound performance**  
Stride V-UP is powered by the Vivante™ platform featuring technology that enhances the sounds you want to hear while minimising background noise, ensuring that you stay fully engaged in conversations in a broad range of listening situations. It includes frequency compression 2, an intelligent feature that improves your ability to hear difficult, high frequency speech sounds.

**Choose clear communication**  
You may find that some listening situations are more problematic than others, but you have choices to address these too. Stride V-UP works with a range of accessories to help with uniquely demanding situations, such as:

* Listening in noise and over distance: add a Roger wireless microphone or the PartnerMic lapel microphone
* Watching television: stream media wirelessly in stereo sound with the TV Connector

**Choose control**  
We understand that sometimes you want more control over your hearing care journey. Stride V-UP empowers you to personalise your experience by making discreet program changes and volume adjustments using your choice of the Remote Plus mobile app or the optional Remote Control. The newly refreshed Remote Plus app offers additional personalisation options and features that support you on your hearing journey.

**Choose connection**  
You have the freedom to choose how you connect with the people and media you love. Whether you're an Apple or Android user, you can effortlessly stream phone calls, music, podcasts and access digital assistants with seamless switching between two active Bluetooth® connections. Plus, Stride V-UP includes a telecoil for landline phone use adding even more convenience to staying connected.

**Choose an enhanced experience right from the beginning**  
When we fit you with Stride V-UP, we’ll be able to elevate your hearing experience starting at day one by matching your listening lifestyle and unique preferences to your choice of three powerful presets.

**Welcome to the Vivante experience**Ready to explore what these powerful new possibilities would look like in your life? Book an appointment to discuss the new choices in performance and personalisation available to you. Because more choice is always the right choice.

Call us at XXX.XXX.XXXX or visit www.clinicname.com.

Sincerely,

<Provide Name, Credentials>   
<Provider Title>