

Phonak Target™



Fitting that fits you





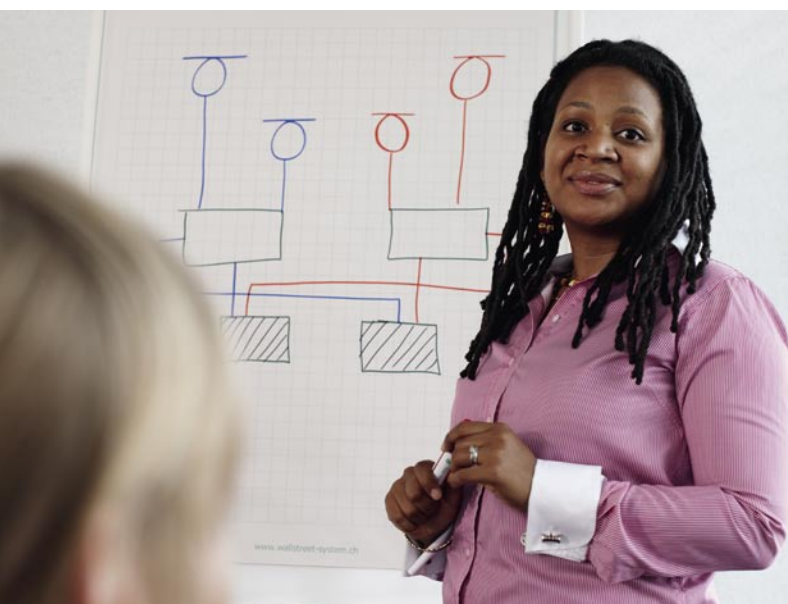
The beauty of the new fitting software, Phonak Target™, is that you can go with your flow, rather than follow rigid procedures. Hearing care professionals worldwide helped us develop and perfect Phonak Target™. We kept at it until we achieved the ideal combination of fitting sophistication and ease of use. Prepare to be delighted!

Phonak Target™. Fitting that fits you.

Thank you for your help with Phonak Target™

Repeated usability tests for more than 2 years, with over 200 hearing care professionals worldwide, have resulted in a fresh and transparent design that provides quick access to essential tools and services. Phonak Target™ is efficient and rewarding to work with and empowers you to fit your way.

New – but easy to get used to



Let's face it, any time we are confronted with new software, there is a certain amount of trepidation that it will take extra effort to get used to. Therefore, we paid special attention to ensure that, despite the many new elements, the effort to learn it would be minimal. In fact, we had the rather lofty goal to offer new software that could be used within a few minutes, even without training.

We know your time is precious, but are convinced that within a very short time you will embrace this landmark new software which will make the fitting process more efficient and enjoyable than ever. Phonak Target™ is the gateway to the best product portfolio in the market.

"I was not involved in the development of Phonak Target™. So when I was asked to test it for the first time, I was unsure of what to expect. I was impressed by how easy it was to find my way around, even though I had not yet had any training. I'm convinced fitters are going to love it."

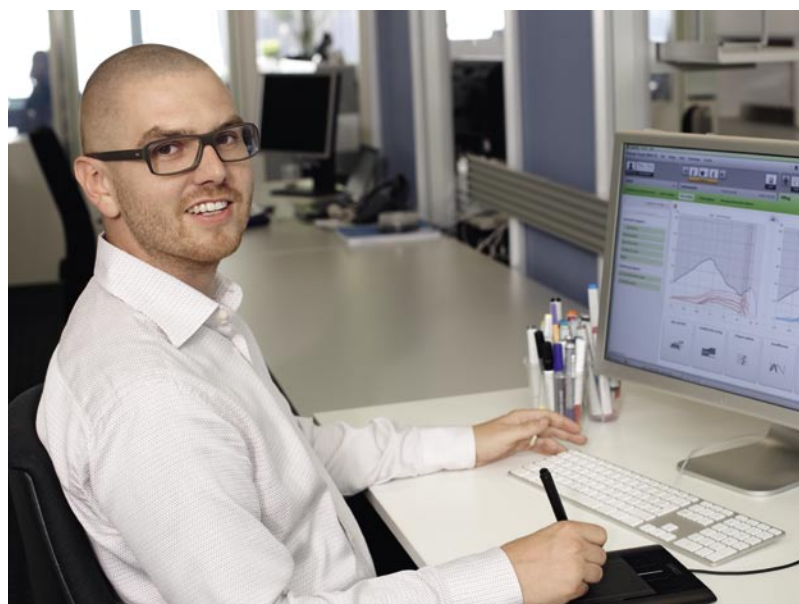
Davina Omisore,
Audiology and Education Manager

User centered design – the foundation of fitting that fits you

We really listened. Hearing care professionals worldwide told us about their individual fitting strategies, what they liked and disliked about existing fitting software and, most importantly, what they wished for. Taking all of this into consideration, we analyzed current solutions. We then engaged a team of software interaction designers to implement this learning in our new fitting software, Phonak Target™.

Just to give you an idea of the scope and ambition of this project, consider this: The graphical user interface and transparent architecture were created in close collaboration with over 200 hearing care professionals. Using state-of-the-art interaction design development tools, it was possible to closely monitor fitter actions while they used prototype versions of the software. The feedback was thoroughly analyzed and improvements were applied to subsequent versions. This process was repeated until no further helpful changes were deemed necessary.

These pioneering efforts have resulted in software that we know you will find delightful to work with. It supports your individual workflow, leaving you free to focus on your client.



"Interaction design is crucial in making software easy and pleasurable to use. Phonak Target™ sets a new benchmark in the hearing industry with an interface designed to provide fast and easy access to all fitting parameters and by supporting the individual workflow."

Daniel Demel, Interaction Designer

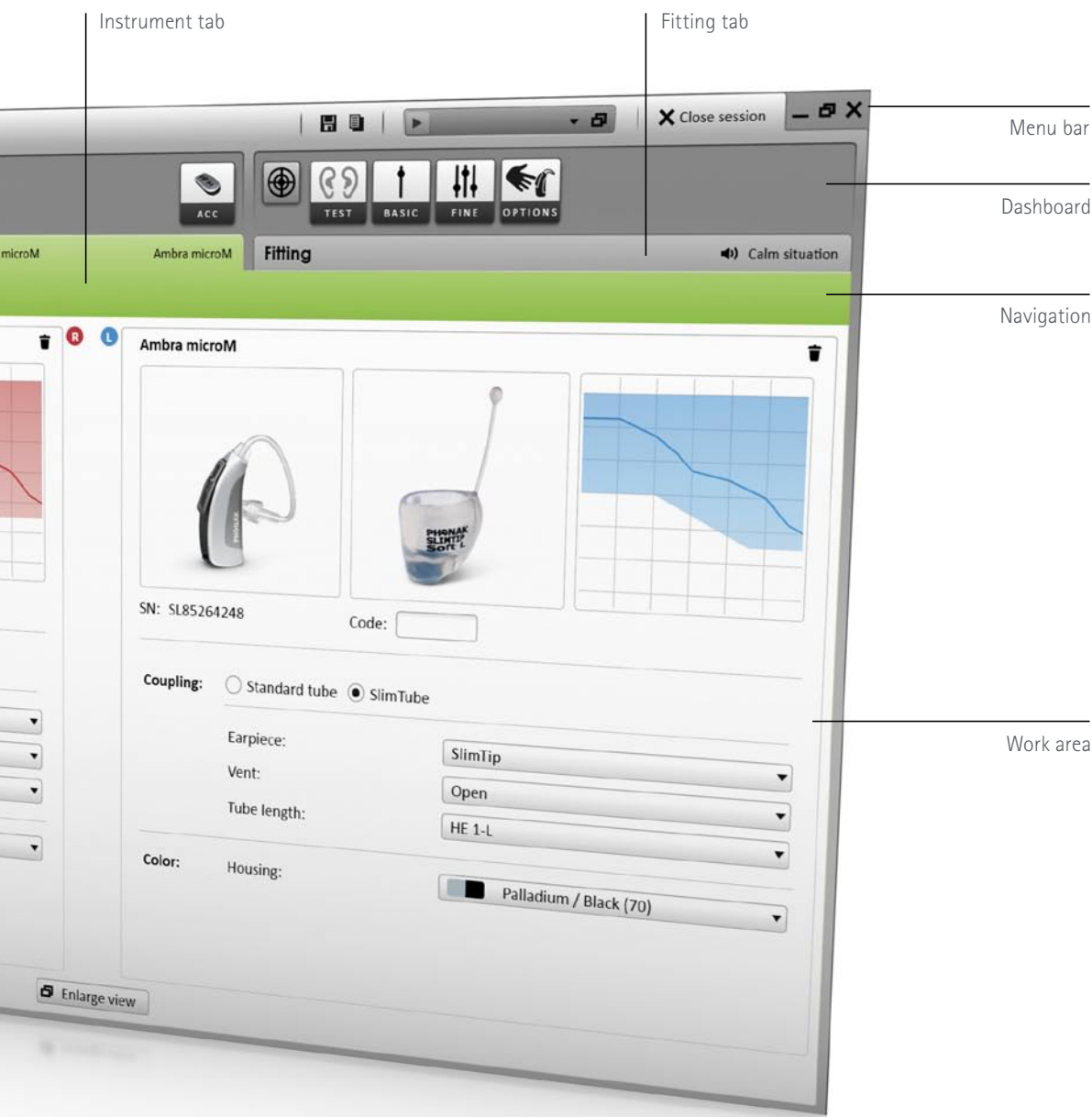
Phonak Target™ – a delight to use and operate

Phonak Target™ is logically structured in three distinct sections: Client, Instruments, and Fitting. Selecting a section provides direct access to all relevant screens. Each section has a separate tab and a dedicated dashboard area.

The dashboard is dynamic, providing progressive information about the fitting. This provides a quick overview which is especially useful for follow-up sessions.

To enhance client counseling, it is also possible to enlarge the view of various screen elements or display them on a second monitor.





Instrument tab

Fitting tab

Menu bar

Dashboard

Navigation

Work area

What makes Phonak Target™ so special?

Phonak Target™ presents a host of impressive fitting elements that will support your fitting success. We have selected the five elements that were most highly appreciated by the hearing care professionals who participated in the development of Phonak Target™.

Diagnostic Data History – keep track of everything at a glance

Real Ear Calibration – delightful listening experience, right from the start

Direct Sound Compensation – amplification only when and where it makes sense

Audibility Fine Tuning – precision tuning for individual preferences

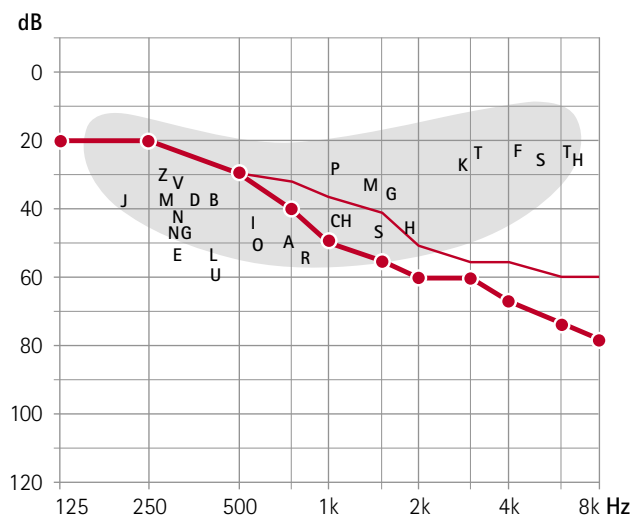
Transfer Settings – easy upgrade to Spice technology

Diagnostic Data History – keep track at a glance

Quick and easy access to previous diagnostic and verification results was a clear desire from hearing care professionals. For the first time ever, a client history tool has been integrated in fitting software. You can now conveniently access this information without changing programs or screen views.

Phonak Target™ includes a unique and helpful way to manage and review previous audiograms, showing the progression of the clients hearing loss over time. For easy comparison, it is also possible to overlap two audiograms in the same view, with or without the speech spectrum and sound examples. Additionally, Real Ear to Coupler Difference and Real Ear Unaided Response measurements can also be displayed chronologically.

These unique tools provide an easy overview of your client's entire audiological history and facilitate more effective counseling.



Phonak Target™ lets you directly compare two audiograms and display the average speech spectrum.



Phonak Target™ displays all available audiograms from either the NOAH or standalone database in chronological order.

Real Ear Calibration – a delightful listening experience, right from the start

For precise results and a better first fit, individual data beyond the audiogram and the selected acoustic coupling is essential. With the Phonak Spice Generation, it is now possible to calibrate the instruments directly in the client's ear. The beauty of this procedure is that no additional test equipment is required. With just one click, Phonak Target™ measures accurate feedback threshold data, estimates the Real Ear to Coupler Difference (RECD), and identifies the actual vent size.

True personalization for a great start
Instead of using averages, Phonak Target™ applies the individual Real Ear Calibration data for the precalculation. This personalized precalculation leads to higher spontaneous acceptance with far less tuning effort. You will also discover a very positive side effect – with Real Ear Calibration you are free to give the client even more attention.

Just one click provides all the relevant individual data essential for an optimal first fit – a key milestone for a successful fitting. A positive initial listening experience is the first step toward lasting hearing delight.



Direct Sound Compensation – amplification only when and where it makes sense

Reduced occlusion and better cosmetics make open fittings with slim tubing or external receivers increasingly appealing to both wearers and hearing care professionals. However, the interaction between amplification provided by the hearing instrument and sounds that directly enter the open ear canal can lead to undesirable effects. To overcome this, Phonak introduces Direct Sound Compensation, a clever new fitting innovation, as a supplement to the precalculation.

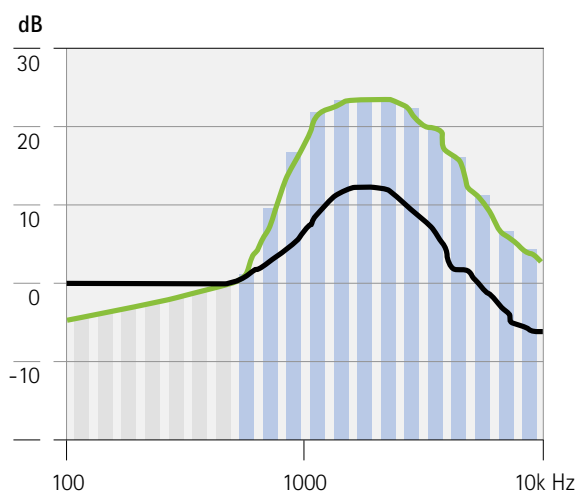
The best of both worlds

Direct Sound Compensation ensures that amplification is not applied for naturally audible

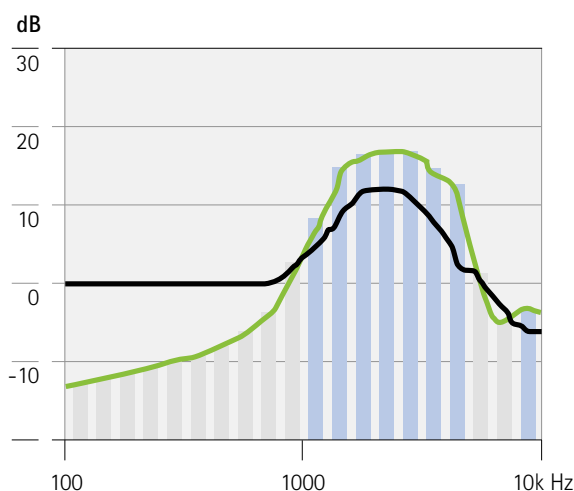
sounds. This dynamic process, exclusive to Phonak Spice Generation products, ensures that both direct and amplified sounds combine for best possible sound quality.

Validation studies show that clients appreciate the more natural sound when Direct Sound Compensation is applied. This enhanced precalculation algorithm is particularly desirable for clients with a mild to moderate hearing loss. These clients experience higher spontaneous acceptance compared to a precalculation without Direct Sound Compensation.

Direct Sound Compensation for 40 dB input



Direct Sound Compensation for 80 dB input



- Real Ear Occluded Gain
- Real Ear Aided Gain
- Gain applied
- No gain applied

Real Ear Occluded Gain (black line) and Real Ear Aided Gain (green lines) for soft (40 dB) and loud (80 dB) input levels for a mild hearing loss. No gain is applied where direct sound is already at or above the target gain. This dynamic process varies depending on the input level.

Audibility Fine Tuning – precision tuning for individual preferences



Hearing care professionals have long been asking for tools that allow them to fine tune features and settings to improve audibility for very specific sounds and situations. This wish has finally been fulfilled with the introduction of Audibility Fine Tuning, the efficient and focused way to personalize settings to accommodate individual user preferences and listening needs.

Targeted adjustments

This novel approach addresses the need for fine tuning to a specific hearing target, such as speech, own voice, overall loudness and even individual phonemes crucial for speech recognition and intelligibility. An appropriate sound sample can be played to isolate a target signal or simulate a specific listening environment to ensure tuning accuracy. Adjustments affect only gain levels and frequencies which are relevant to enhance the audibility of the selected stimuli.

With Audibility Fine Tuning, you can respond to client needs in a fast and precise manner. Hearing care professionals who took part in the extensive Phonak Target™ evaluation considered Audibility Fine Tuning to be a valuable additional fine-tuning tool.

"For years we have been searching for a new approach that would build a bridge between a client's reported experience and the fine-tuning tool. Audibility Fine Tuning does exactly that."

Ullrich Sigwanz,
Senior Product Manager – Software

Transfer Settings – easy upgrade to Spice technology

When refitting existing Phonak users with newer technology, it is desirable to maintain the basic elements of the successful fitting. The Transfer Settings function enables easy migration of key elements of the previous fitting, across models and product families and software versions, to the new fitting. Transferred elements include the finetuned frequency responses and the customized program structure.

This makes it easy to upgrade existing clients to Phonak Spice Generation hearing instruments. What's more, this great time-saver allows you to focus on the new features rather than repeating work you have already done.



The individual fine-tuned frequency responses and the customized program structure of an existing fitting can be easily transferred to a new fitting. This applies to instruments previously fitted with either iPFG or Phonak Target™.

Phonak Target™ offers even more features that will delight you

Plug and play

Phonak Target™ automatically identifies connected accessories like PilotOne and iCom. Just connect them and they will immediately be shown on the fitting dashboard.

Designed to enhance client counseling

To enhance the counseling process, it is helpful to be able to share relevant information with the client. Phonak Target™ supports a full screen view or use of a second monitor. Views like the audiogram, with or without the speech spectrum, the instrument selection, sound sample images, feature demonstrations, instruction movies and more can be shown to the client.

Always up-to-date

Phonak Target™ includes online services to keep you up to date. The news area provides all the latest Phonak information. The software update area makes it faster and easier than ever to stay current. An optional reminder will let you know when a software update is available.

Profit from our CableFree Fitting experience

Phonak Target™ supports the tried and proven Phonak CableFree Fitting solution, iCube. Enjoy a fast and smooth workflow without the hassle of tangled programming cables.

Get there faster

A fundamental development was to increase sophistication and significantly reduce start-up and programming time. With Phonak Target™, your fitting adjustments are now as quick as a blink of an eye.

Phonak Target™.

It's more than fitting.

It's fitting your way.

Phonak Target™ is the culmination of groundbreaking design and development efforts. We are certain you will quickly embrace this landmark new fitting software which lets you truly customize the fitting procedure to suit you and your clients.

- It's fast
- It's easy to get used to
- It's state-of-the-art
- It offers all the tools you need
- It's plug and play
- It's CableFree
- It has a fresh look and feel
- It's easy to update
- It enhances client counseling
- It's easy to transfer existing fittings
- It's designed for you
- It's the gateway to the Phonak Spice Generation hearing delight

**A dozen reasons
you will love Phonak Target™**





Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

**Interact freely. Communicate with confidence.
Live without limit. Life is on.**

www.phonakpro.com