



Press Release

Phonak pediatric portfolio completed with the new Nios S H2O

Micro-size, water and dirt resistant: Nios S H2O is the latest addition to pediatric hearing solutions presented by Phonak.

Stäfa, Switzerland (October 31, 2011) – The Phonak pediatric portfolio, consisting of Nios S H2O and Naída S products, is based on the new Spice+ technology and covers all ages and hearing loss degrees. The new water and dirt resistant housing of Nios S H2O and the proven Naída S design gives children more freedom without compromising their hearing. All pediatric solutions incorporate key features such as non-linear frequency compression, enhanced feedback suppression, outstanding directionality and Dynamic FM compatibility. For teenagers who are looking for a more discreet hearing aid, tailored solutions are offered beyond the pediatric portfolio with Audéo S SMART and Naída S CRT.

A portfolio designed with children's needs in mind

Regardless of age and hearing loss degree, the Phonak pediatric portfolio offers a solution to every need. The new Nios S H2O is designed for children with mild to severe hearing loss and takes their challenging ever-changing listening environments fully into account. The micro-size, water and dirt resistant housing of Nios S H2O is available in two price and performance levels. Children with moderately-severe to profound hearing loss will find an excellent solution for their power hearing requirement within the Naída S product family. It offers both the SuperPower (SP) and UltraPower (UP) model and is available in three different performance and price levels.

"We are proud to present a full range of pediatric hearing solutions," says Alexander Zschokke, Interim CEO of Phonak. "Thanks to their water and dirt resistant housings, Naída S and Nios S H2O are extremely robust and are the perfect companion for children during all kinds of activities and adventures."

Speech and language development at its best

The Phonak pediatric portfolio is designed to support speech and language development. For children with hearing loss, high frequency audibility often presents a challenge, such as hearing the sounds of a mother's voice. "SoundRecover", a feature unique to Phonak, makes previously inaudible high frequency sounds audible. The non-linear frequency compression applied is directly proportional to the degree of hearing loss, providing natural sound quality and consistent exposure to all high frequencies.

Wireless technology touches every aspect of a child's life from home entertainment systems to education. The Phonak Dynamic FM and wireless accessories open up the world of connectivity to children of all ages. Listening in a noisy classroom, chatting on the phone, enjoying music on an iPod, watching TV, or communicating on the computer are made easier with all Phonak pediatric solutions.

Freedom of choice for teenagers with hearing loss

As children grow older, they become more aware of their appearance. Beyond the pediatric portfolio, teenagers' needs can be met with Audéo S SMART and the new water resistant Naída S CRT. These impressively sleek devices are combined with a variety of wireless connectivity options, in the smallest possible housings, offering state-of-the-art technology, connectivity and last but not least, an award winning design.

About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 60 years. The combination of expertise in hearing technology, mastery in acoustics and strong cooperation with hearing care professionals allows Phonak to significantly improve people's hearing ability and speech understanding and therefore their quality of life.

Phonak offers a complete range of digital hearing instruments, along with complementary wireless communication systems. With a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit www.phonakpro.com and www.phonak.com or contact:

Audrey Jourdan Modarres

Corporate Communication

Tel: +41 58 928 01 01

Email: audrey.jourdan@phonak.com

Phonak AG

Laubisrütistrasse 28

CH - 8712 Stäfa

Tel: +41 (0)58 928 01 01

Fax: +41 (0)58 928 20 11

www.phonak.com

Phonak – 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.