



For Immediate Release

Phonak Spice+ offers greater benefit for end consumers and fitters

Available for all Spice products launched over the last 12 months, Spice+ delivers significantly enhanced sound quality, improved first fit acceptance, a simplified fitting workflow as well as exciting new products

Stäfa, Switzerland (October 31, 2011) – Significantly improved signal processing, an intuitive workflow with the fitting software Phonak Target 2.0 as well as breakthrough new products are the pillars of Spice+. Designed to further support the hearing care professionals, Spice+ technology was developed with the aim to further enhance the powerful innovations launched last year with the Phonak Spice Generation, offering enhanced solutions available to the entire Spice portfolio.

Hearing in quiet environments – not as easy as it sounds

Improved speech understanding in noisy listening environments was the major innovation focus during the development of the Phonak Spice Generation. Thanks to the unique Phonak Zoom Technology innovations in the area of directional hearing, this goal has been achieved. The focus of the research and innovation for Spice+ was to leverage the acquired knowledge for listening in noisy surroundings to improve hearing in quiet places. It is often, wrongly, assumed that hearing in quiet environments is a static listening situation that does not require sophisticated signal processing strategies. However, quiet environments offer a surprising variety that can greatly profit from a differentiated approach to amplification. Thanks to the new signal processing strategies implemented in Spice+, sounds embedded in a quiet environment are treated differentially leading to true sound quality benefits for the end consumer.

A smoother fitting workflow for the hearing care professional

As a hearing manufacturer, it is our goal to offer, the hearing care professionals an easy to use and intuitive fitting software. Phonak introduced Phonak Target 1.0 in 2010. We are now pleased to present Phonak Target 2.0. We have streamlined the workflow, simplified the program manager and added further important convenient elements. The beauty of Phonak Target 2.0 is that it requires no additional training to the hearing care professionals. The slight adjustments that were made to the software are intuitive and will have a high impact on further simplifying the workflow and improving first fit acceptance.

And there is more... a host of exciting new products

With Spice+, Phonak is introducing a variety of great new products such as an entire portfolio of WaterResistant solutions. The new micro-sized housings not only offer the highest water, sweat and dust repellent solution in the industry, their Spice+ performance is just as impressive. The three new models cover a wide range of solutions: from the go-to M H2O in three price points to the smallest Naída S CRT with an external receiver. In addition, the pediatric portfolio is being completed with Nios S H2O, an extremely robust and reliable new hearing aid for children and teenagers. Complementing this new range of products, Spice+ is also introducing the smallest ever Phonak custom device, Phonak nano. It is so small that it virtually disappears in the ear canal, at the same time fitters will be delighted to learn that it does not require special impression taking techniques. And last but not least, Phonak Spice+ launches the new accessory, Phonak ComPilot a combined streamer and remote control device that can speak using easy to follow voice alerts which significantly support ease of use.

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 and or contact:

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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.