



Press Release

Nothing to see, everything to hear

Smallest custom-made Phonak hearing aid offers excellent fit and is virtually invisible in the ear.

Stäfa, Switzerland (October 31, 2011) – With the new Phonak nano, users no longer have to choose between a discreet solution and excellent hearing performance. The smallest custom-made Phonak hearing instrument is virtually invisible in the ear while allowing for clear understanding even in challenging listening situations. The Spice+ signal processing technology is designed to create spontaneous acceptance and provide excellent overall sound quality. A new shell design allows the hearing aid to be worn comfortably within the ear canal.

With high ambitions, Phonak aimed to place its most innovative sound processor in the smallest custom shell, requiring no special impression techniques and delivering superb hearing performance. Phonak nano is the fulfillment of this vision. Many people with hearing impairment are self-conscious and prefer a hearing aid that is not visible. They wish for a small and discreet solution that is not easily seen, but which delivers outstanding sound quality in a wide variety of daily listening environments.

Nano size, great performance

The new custom design coupled with Spice+ technology ensures that there is no compromise between size and performance. A new composite shell material with ceramic-like reinforcement – especially adapted from the dental industry – allows for a significantly reduced shell wall thickness while maintaining strength and durability.

“Many people struggle with their hearing every day, but still refuse to wear a hearing aid because they do not want their colleagues, friends and family to know about it. We have worked hard to offer a solution that delivers outstanding hearing performance in a size that is extremely appealing”, says Alexander Zschokke, Interim CEO of Phonak. “The result is Phonak nano. It allows for effortless hearing, while also being virtually invisible in the ear canal.”

Comfortable fit, high spontaneous acceptance

Each Phonak nano is custom-crafted using advanced 100% digital design and production technology, as well as the latest material science. Thinner shell walls, a new faceplate and battery door design, together with other innovations, allow for optimum component positioning, resulting in a device that sits deeper in the ear canal. A tapered tip prevents contact with the bony portion of the ear canal for enhanced wearing comfort. Device geometry data is automatically transferred to the Phonak Target fitting software for an optimized first-fit result that improves spontaneous acceptance.

The smallest custom-made Phonak hearing instrument, Phonak nano, is available in two price and performance categories, Phonak Ambra nano (premium) and Phonak Solana nano (advanced).

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:

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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.