

When you fit custom, fit Phonak

More choices. Custom craftsmanship. Precision fitting.



PHONAK

life is on



When you fit custom, fit Phonak.

By fitting Phonak, you will provide your Custom Products clients with the same performance that you expect from Phonak BTEs. Our exclusive SoundRecover technology is available across the Custom Product line, and our Acoustically Optimized Venting (AOV) is designed to minimize occlusion.

Please take a moment to read about AOV and SoundRecover on the following pages. I'm proud to say that as a result of these proprietary technologies, every Custom Product produced by Phonak is technically superb, virtually foolproof and ready to wear.

Just as important is the pride of ownership I see across our staff. Phonak's mission is to help open up the world of hearing through the manufacturing of world-class digital hearing systems. Every day, I see our highly energized and engaged team live up to that commitment with their dedication. The Manufacturing and Service teams represent a collective 3,000 years of experience, and everyone here has your back.

And importantly, the fastest growing company in Custom Products is here to stay. On behalf of everyone at Phonak, we look forward to being your source for Custom Products.

Sincerely,



Mike Orscheln
President & Chief Executive Officer
Phonak US



Only a Phonak is a Phonak

Our fastest chip ever

By fitting our new Spice products, you have access to our fastest processing chip available in our full line (Ambra, Solana and Cassia) of Custom Products and BTEs, as well as in Audéo S RICs. This new chipset has twice as many transistors and double the computational power and interface speed as our CORE chipset. As a result, Phonak Custom Products give your clients more features, which result in enhanced hearing even in challenging situations and allow for automatic adaptation to ever-changing hearing environments.

SoundRecover

This Phonak exclusive feature compresses and shifts high frequencies into adjacent areas of audible hearing, expanding hearing without producing artifacts. SoundRecover has triggered a paradigm shift in the approach to amplification of high frequency sounds for all degrees of hearing loss. SoundRecover picks up where extended bandwidth leaves off, expanding perceptual bandwidth while maintaining sound quality and comfort. Wearers can now enjoy a full spectrum of sounds. In addition, a significant portion of wearers report that SoundRecover is the most important feature of their Phonak hearing instruments. Tens of thousands of wearers are using SoundRecover today. Phonak's SoundRecover technology is available in all Premium, Advanced and Economy level Custom Products.

AOV

Our venting is designed to create the correct-sized vent for each individual's hearing loss and canal geometry, providing maximum venting and minimum occlusion. Phonak internal data has documented that instruments with AOV have a significantly reduced remake rate compared to instruments that do not have AOV. What that means for you is increased client satisfaction. And since venting with feedback is never acceptable, Phonak WhistleBlock provides effective feedback management while maintaining usable gain.






A Phonak is for everyone – More choices

Phonak's mission is to enrich the lives of the hearing impaired by providing the best products and services to the hearing healthcare professional. To achieve that, Phonak has designed hearing instruments for every lifestyle, hearing loss, personal preference, budget and age. Custom Products are no exception. Phonak Custom Products provide your clients with the same exceptional performance you expect from Phonak BTEs.

Spice Custom Products – a portfolio of possibilities

- Selection of product by battery size
- Shell styles CIC, MC, ITC, HS, FS
- Receivers M, P and SP for each shell and battery size
- Automatic EasyPhone activation
- Wireless and non-wireless (Petite) technology
- Directional and omni microphone choices
- A variety of user control options: volume control, program switch, telecoil and remote control
- Various shell and faceplate color choices
- Wax protection options
- Compatibility with Phonak's Dynamic FM products (through iCom + MLxi or through MyLink+)

Spice Custom Product matrix

							
Battery		CIC	Mini canal	In the canal	Half shell	Full shell	Receiver
non-wireless	10	•	•	•	•	•	M, P, SP
	312		•	•	•	•	M, P, SP
	312 Et directional			•	•	•	M, P, SP
wireless	312			•	•	•	M, P, SP
	312 Et directional			•	•	•	M, P, SP
	13 Et directional			•	•	•	M, P, SP

Wide range of faceplate and shell colors

We optimize customization by building shells in smaller batches. As a result, we have the flexibility to produce your choice of 15 colors quickly.

Faceplate colors



Shell colors



Custom earpieces for RIC and BTE instruments

The most beneficial fitting results are achieved with a perfect earpiece. An optimal earpiece is one that sets benchmarks in:

- wearing comfort
- fitting the individual anatomy of the ear
- retention in all daily activities
- durability
- improving hearing performance

Here at Phonak, we use our experience making custom earpieces to expand the existing limits in these areas and to offer you a complete Phonak solution - a Phonak hearing instrument and custom earpiece.

Every Phonak custom earpiece can be ordered with Acoustically Optimized Vent technology, bringing with it all the benefits AOV has to offer.

Custom earpieces



SlimTip



SlimTip with extra retention



SlimTip Soft



cShell



cShell Soft

"The only thing that should come back is the client's hearing ability."

Susanna Merlini
Quality control manager



A Phonak gets it right – Custom craftsmanship

Advanced scanning software

All impressions are digitally scanned to create the 3D model of the hearing aid that supports a more accurate fit of our elegantly small instruments. As a result, 99 percent of instruments we build are exactly as ordered. Our Production Customer Response team personally contacts our customers in the remaining one percent of the cases to find the best alternative solution. And we keep every impression indefinitely.

Exceptional quality control

Using proprietary software, our quality control process goes well beyond ANSI standards. The software is calibrated to target to promote an excellent fit based on a wearer's canal geometry and hearing loss in each ear.

3,000 years combined expertise

We know how important your clients are to you, so we are sure you'll feel good about Phonak Custom Products knowing that our team has over 3,000 combined years of custom product manufacturing experience. Additionally, our Production Customer Response (PCR) team acts as a liaison between you and our Production Team and is ready to handle any unique requests for you. They leverage decades of personal fitting experience to ensure that your clients' needs are exceeded and all your questions are answered in a timely and expert fashion.



A Phonak leads the way - Precision fitting

Digital laser customization

Phonak uses modern 3D software and advanced laser tools to design and cut each individual Custom Product for the smallest size and most comfortable fit.

Computer aided design for precision fitting

Phonak Spice Custom Products take acoustic and anatomic individualization to the next level. Our 3D modeling process takes into account important aspects, such as microphone location and the size and shape of the product. This results in an optimized first fit precalculation.

Service excellence

It's all about service excellence at Phonak. We're driven to making things right the first time in all our Custom Product fittings, and it's extremely gratifying when we hear great client success stories from our customers. To make those success stories happen, we have to provide you an extraordinary level of support and fit everything to your exact specifications. We are ready to deliver on service excellence.

And we turn on a dime

We're also driven to achieve efficiency - a one-day turnaround as our ultimate goal. We not only want to get it right, but also get it to you quickly, so you can be the hero for your clients.

A Phonak comes alive

Phonak uses a fully-integrated digital production system to design, manufacture and test our Custom Products. Each phase is closely monitored, starting from entering the order in the computer system to final quality control.

1. Order entry

Upon ordering, the device receives a unique serial number which identifies the device for its lifetime.



2. From the ear impression to digital data

The fine contours of the impression are laser-scanned and converted into a 3D representation that is an exact replica of the ear canal of the client.



3. Virtual construction and design

To get the best cosmetic and acoustic performance, the shells are virtually constructed. This includes placement of all the electronic and mechanical components.



4. 3D-printing technology

Our state-of-the-art 3D-printers then build the shells. The technology is fast, accurate and environmentally friendly.



5. A special post-processing treatment

After shell printing, the shells are placed in a high speed centrifuge to remove any residual fluid. A final hardening process is designed to increase the quality and longevity of the device.



6. A Phonak gets its name

Every hearing system is as unique as the client it is made for. The individual serial number, brand and product name is laser engraved on the shell or earpiece.



7. Manual expertise

All the components are carefully placed inside the shell according to the virtual 3D model. Next, the hearing instrument receives further dedicated expert attention, requiring a high level of workmanship in manual honing, drilling, milling, gluing, lacquering and polishing.



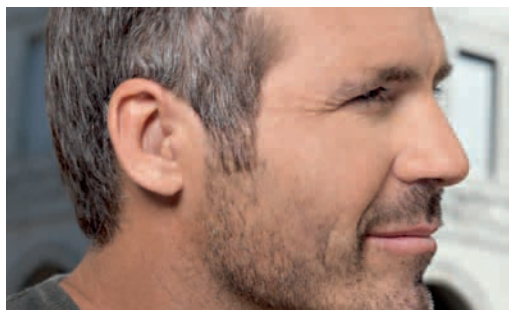
8. Preparing for the finish line

Before final testing, every detail is checked and double-checked by hand. It is thoroughly inspected by many experienced eyes. It is scrutinized for cosmetic appearance, symmetry, and overall appearance. This ensures that every hearing instrument meets the highest esthetic expectations.



9. Is it worthy of being a Phonak?

Prior to any custom made hearing instrument or product being shipped, the acoustic performance is judged by a specialist. Each instrument is then acoustically measured by a computer to make sure all required data values are met. At the end, each device is preprogrammed to the individual hearing loss of the enduser.



Why fit Phonak custom products?

- Our fastest processing chip ever
- SoundRecover
- AOV (Acoustically Optimized Venting)
- Batch production
- Advanced scanning software
- 3,000 years of combined expertise
- Exceptional quality control
- And, we turn on a dime

Thank you for your interest in Phonak Custom Products. Remember, when you fit custom, fit Phonak.





Life is on

We are sensitive to the needs of everyone who depends on our knowledge, ideals 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.**