

What's New?

New life-changing solutions



Phonak Belong™

From the world's leading provider of hearing solutions comes the extension to the Belong platform from Phonak. Now with even more cutting edge technologies, including direct connectivity made for all as well as Biometric Calibration, that are designed to change people's lives. We are proud to present to you the latest additions to our comprehensive portfolio.

A Sonova brand



PHONAK
life is on

When your hearing aid connects directly to any cell phone*, life is on

Introducing Phonak Audéo™ B-Direct hearing aids that easily connect to any cell phone and your TV



- Enjoy the freedom of universal connectivity
- Compatible with any Bluetooth® phone*



- Answer calls with a touch of your hearing aid
- Talk hands-free using your hearing aid as a wireless headset



- Experience excellent TV sound quality¹
- Turn your hearing aids into wireless TV headphones



Phonak TV Connector



Phonak Audéo B-Direct
actual size

* with Bluetooth® 4.2 wireless technology and most older Bluetooth phones

When a biometric hearing aid gives you access to better hearing performance, life is on

Introducing the world's first hearing aids with Biometric Calibration: Phonak Virto™ B

- Precisely calibrated to your client's individual ear anatomy for better hearing performance
- 2 dB improvement in directionality compared to Phonak products without Biometric Calibration²
- Fully automatic for effortless listening everywhere

So your clients can enjoy a truly customized listening experience.



actual size

When you can follow conversations from whatever direction they come from, life is on

Introducing the new Phonak CROS B Custom – the smart solution for single sided deafness

- When CROS B Custom is fit with a Virto B hearing aid, it enables clients with single-sided deafness (SSD) to hear speech clearly and follow conversations from whatever direction they come from.
- CROS B Custom with StereoZoom has the ability to focus on a single voice in a crowd. As a result, it delivers much better speech understanding in background noise.³



actual size

Quite simply the world's favorite fitting software³

Introducing Phonak Target 5.2

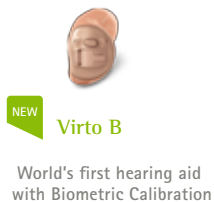
Unique wireless workflow for Audéo B-Direct

- Audéo B-Direct, Phonak Target 5.2, and Noahlink Wireless team up to provide a completely wireless fitting solution that does not require a body worn fitting device
- Audéo B-Direct is easily identified by pressing the push button on the hearing instrument to visually highlight it in the list of available devices.

Download

Update to version 5.2 through your current 5.1 Target software

- Step 1. Open Target 5.1.1
- Step 2. Click on the *update* icon
- Step 3. Select Phonak Target 5.2
- Step 4. Click Install



Unmatched hearing performance in everyday listening situations



Solution for single-sided deafness

Bluetooth® 4.2 wireless technology and most older Bluetooth phones

1. Field Study News under development. Full details available in September 2017 at <https://www.phonakpro.com/evidence.html>. Please contact claims@phonak.com for further information.
2. Ebbing, S & Omisore, D. (2015). Phonak CROS II – Improved speech understanding thanks to binaural beamforming. Phonak Field Study News, retrieved from <https://www.phonakpro.com/evidence.html>, accessed June 14, 2017.
3. Phonak Global Customer Satisfaction Survey, 2015