

Press Release

## **Essential line: Phonak now offering four performance levels on Spice+**

### ***New Essential products provide state-of-the-art Spice+ features at an entry-level offering***

**Boston, MA, USA/ Stäfa, Switzerland (March 28, 2012) – Phonak is introducing the new performance level “Essential” based on the Spice+ technology at this year’s annual convention of the American Academy of Audiology in Boston. This very competitive offering includes a new product family named Phonak Dalia as well as an entry-level model of the award-winning Audéo S SMART I and Naída S I. Essential meets the needs of end-users who are seeking value for money products without compromising on latest technology and state-of-the-art features.**

Nowadays, people are often looking for an affordable hearing solution that will meet their needs in a variety of listening environments. The answer from Phonak is the launch of the Essential performance level, which offers a broad choice of form factors and the advanced functionalities of Spice+ technology. “With Essential we are not simply introducing a more affordable solution. We are offering an affordable, yet sophisticated solution enhanced with Phonak signature features of the Spice+ platform. We listened to the needs of the market and we came up with our own version of an entry-level product range, which offers second to none functionalities based on the latest Phonak technology”, says Lukas Braunschweiler, CEO of Phonak.

#### **A host of new products**

Phonak Dalia offers a range of three Custom and four behind-the-ear (BTE) styles. Thanks to Audéo S SMART I Essential also offers the advantages of a small-sized hearing aid with Canal Receiver Technology (CRT). For people with significant hearing loss, the new performance level also includes Naída S I models to deliver exceptional feedback-free audibility. All Essential products ensure high resistance to dirt and moisture. The three water-resistant models Phonak Dalia M H2O, Naída S I SuperPower and UltraPower even go the extra mile. People can spontaneously enjoy every life situation.

#### **Exciting features with the latest Spice+ technology**

Every product of the Essential range includes the Phonak signature feature SoundRecover, available for the first time ever in this performance level. In addition to excellent broadband amplification, SoundRecover compresses and shifts high frequencies, expanding audibility to include the full spectrum of sounds and enabling wearers to once again enjoy all the sounds of life. Alongside SoundRecover Spice+ features that complement the Essential portfolio are: UltraZoom Essential providing high performance directionality, NoiseBlock Essential and WhistleBlock working together to guarantee feedback-free listening pleasure and increased comfort in noisy conditions. With all of these benefits, the Essential products offer exceptional audibility and affordability.

**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](http://www.phonakpro.com) and [www.phonak.com](http://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.