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Smallest ever Phonak custom-made hearing aid nano now available in three performance levels

Latest addition provides maximum hearing performance and minimum size at a standard-level offering

Stäfa, Switzerland (June 4, 2012) – Smallest ever Phonak custom designed Micro-In-Canal hearing aid nano is now available in three performance levels. This means we can address the needs of more people for whom virtual invisibility and excellent hearing performance are the top priority. The new Phonak Cassia nano in the standard performance level will appeal to those who appreciate value for money products but still expect state-of-the-art design and the latest technology.

Many people with hearing impairment wish for a small and discreet solution that is invisible to those around them, but still delivers outstanding sound quality in a wide variety of daily listening environments. For them the Phonak nano provides sophisticated Spice+ signal processing in the smallest ever Phonak custom shell. The Phonak nano, requires no special ear impression techniques and delivers the best hearing performance. “With Phonak Cassia nano we are now offering a virtually invisible custom-made solution in three performance levels to suit even more end-user’s personal preferences and budget”, says Maarten Barmentlo, GVP Marketing of Phonak. “Now even more wearers can enjoy effortless hearing, with a hearing aid that is virtually invisible in the ear canal.”

Maximum performance, minimum size

Since the introduction of Phonak nano last year, thousands of cosmetically conscious wearers could benefit from the combination of sound quality, comfort and discretion. The new custom design combined with the enhanced Spice+ technology ensures that there is no compromise between size and performance. The amazingly small size was made possible by reducing the shell dimension using materials science know-how to create a new composite material incorporating ceramic-like reinforcement. In addition, we applied computer-aided 3D design and modeling to minimize contact with the ear canal near the sound outlet, to ensure a comfortable fit. Furthermore a new faceplate and a specially designed battery door allow for individually optimized microphone and vent placement. This results in a device that sits deeper in the ear canal. Thanks to these design innovations and enhanced Spice+ technology Phonak nano can offer the wearer a great first fitting experience.

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.