



Press release – embargoed until October 19, 2012

Phonak Quest overcomes the most challenging listening situations

The new Phonak Quest platform with unique Binaural VoiceStream Technology® offers innovative features and is now available in a full range BTE and ITE product portfolio.

Stäfa, Switzerland (October 19, 2012) – Phonak introduces the brand new platform Phonak Quest, which has been developed in close collaboration with hearing care professionals worldwide. It maximizes the capabilities of the leading chip technology and is based on the unique Binaural VoiceStream Technology®. The Quest platform offers the broadest range of features to deliver high end-user satisfaction in virtually every soundscape, even the most challenging ones, like windy and very noisy situations. Its new BTE and ITE product portfolio, Phonak Bolero Q and Phonak Virto Q opens new doors to the full soundscape of life.

The unique ability to stream in real time, bi-directionally, with the full audio bandwidth has already led to Phonak hallmark features such as ZoomControl and StereoZoom. By leveraging deep audiological insights obtained from hearing care professionals that work with Phonak products every day and pushing the boundaries of technology even further, Binaural VoiceStream Technology® is now able to help clients hear and interact better in the most challenging situations. These include listening in a windy situation and listening in loud noise. With the development of the new features Speech in Wind and auto StereoZoom Phonak has conquered two more challenging sound environments.

Up to 45% improvement in speech intelligibility

Wind noise has always proved a challenge to hearing aid wearers with even a gentle breeze disrupting clarity. Speech in Wind first detects the wind noise level in both hearing aids. Then, through sophisticated binaural processing the results are compared in real-time. The aid with the better speech signal is identified and the good signal is streamed to the other side. The resulting increase in speech intelligibility has been measured to be as high as 40%.

The second new feature, auto StereoZoom, is the only technology capable of narrowing the focus sufficiently by using Binaural VoiceStream Technology®. This leads to a significant 3 dB improvement in signal-to-noise ratio (SNR). For consumers this means an improvement in speech intelligibility of up to 45%. Thanks to the technical enhancements of the Quest platform, StereoZoom is now integrated into the SoundFlow automatic program. This eliminates the need for clients to make manual adjustments. The hearing aid automatically focuses on the voice they want to hear, allowing them to effortlessly interact in the most challenging of hearing environments.

Maarten Barmantlo, Group Vice President Marketing for Phonak says “Phonak has been leading the way in hearing aid innovations for over 60 years. Giving every voice its rightful place drives us to push the limits of technology every day. We can only do this by closely collaborating with hearing care professionals. By listening closely to them, we have gained invaluable knowledge of the needs of our clients. The result is Phonak Quest.”

Capturing voices and captivating looks

Phonak now introduces a full, completely redesigned, BTE range based on the Phonak Quest platform. The brand new Phonak Bolero Q portfolio offers a choice of four models addressing a wide range of cosmetic and audiological needs in three performance levels. All models are nano-coated with the latest in plasma coating technology to ensure an uninterrupted and pleasurable use. The color palette now includes eight new hair and skin tones to fulfill all individual wishes.

Phonak also introduces a full ITE portfolio based on the new platform. The Phonak Virto Q portfolio offers the highest flexibility with a wide range of options – from the tiniest Phonak product all the way to the most powerful full-concha. The popular Invisible-In-Canal (IIC) hearing aid nano is now available in two versions for an even higher fit rate. All Virto Q models are available in three performance levels.

Capturing the voice at the source

For situations where the voices are further away in a noisy environment, the new Phonak RemoteMic makes a real difference. In combination with Phonak ComPilot it takes the strain out of conversations in loud places by streaming voices up to 20 meters away directly into the hearing aids. This allows for superior speech intelligibility with less effort.

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:

Kathy Bühler

Product Communications

Tel : +41 58 928 4844

Email: kathy.buehler@phonak.com

Phonak AG

Laubisrütistrasse 28

CH - 8712 Stäfa

Tel: +41 (0)58 928 01 01

Fax: +41 (0)58 928 20 11

www.phonak.com

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.