

## Press release

### Phonak pediatrics solutions ensure a child's speech access is continually optimized

*Dedicated pediatric Phonak Sky Q family and an expanded range of wireless solutions, including the new Roger technology, support children every step of the way*

**Nuremberg, Germany / Stäfa, Switzerland (October 16, 2013) – The dedicated pediatric solutions from Phonak, featuring the new Phonak Sky Q hearing aids family and the Roger technology, ensure a child's speech access is continually optimized whatever their environment. The Phonak Sky Q product portfolio includes four models across three performance levels based on the powerful Quest platform. The broad Mix & Match color range with 17 housing colors and seven ear hook tones lets children create their personal hearing aid design. The SoundRecover algorithm enables maximum access to high-frequency sounds, and the Roger technology bridges the understanding gap in noise and over distance, ensuring optimized access to speech even in challenging listening situations. The enhanced Phonak Target Junior mode allows hearing care professionals to fit even more accurately and verify that the hearing aids are programmed correctly. The Phonak pediatric solutions will be immediately available in the market.**

“From the initial testing and diagnosis through to hearing aid selection, verification and support, children's needs are different from those of adults. Leveraging on our 40 years of pediatric experience and our global network of partners and experts, we have worked on a portfolio of solutions that is designed to maximize access to speech and language at every stage of a child's development”, says Maarten Barmantlo, Group Vice President Marketing for Phonak. “Our Sky Q product family, based on the powerful Quest platform, and the expanded range of wireless solutions including the new digital standard Roger support children every step of the way.”

#### **Phonak Sky Q: Because a child is not a small adult**

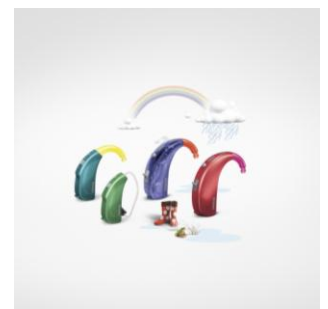
The **Phonak Sky Q** hearing aid family, featuring four different models – including a size 13 RIC (Receiver-In-Canal) – across three performance levels ensures there is a Phonak Sky Q model to fit every child. All Phonak Sky Q models are resistant to water, sweat and dust (IP67). The broad Mix & Match color range, featuring 17 housing color options and seven ear hook tones, such as “Caribbean Pirate” and “Dragon Orange”, allows children to create their individual hearing aid design.

The non-linear frequency compression algorithm SoundRecover ensures maximum access to high-frequency sounds that are essential for children to develop age-appropriate speech and language skills. The Binaural VoiceStream Technology™, driven by the processing power of the Phonak Quest platform, allows for unparalleled understanding in windy situations, on the phone, and in group situations.

#### **Expanded Wireless Communication Portfolio**

The expanded Phonak Wireless Communication Portfolio ensures enhanced access to speech and language in challenging situations. The new ground-breaking Roger technology, a core element of the new pediatric portfolio, bridges the understanding gap in noise and over distance, e.g. in the classroom or on the playground. Roger offers a unique signal-to-noise ratio in these situations, surpassing traditional FM by 54%\* and Dynamic FM by 35%\*.

The compact wireless **Roger Clip-On Mic** offers easy one-click connection to Roger receivers and is ideal for parents of young children to use at home, at the park or in the car. The inconspicuous **Roger Pen** with fully automated microphone settings and Bluetooth connectivity enables young listeners to hear and understand in loud noise and over distance. Both microphones can be used standalone or alongside other Roger Clip-On Mics or additional Roger Pens, to allow conversation with multiple



Colorful models: Sky Q ensures there is a hearing solution to fit every child

speakers. **Roger inspiro** is a durable and easy-to-use teacher microphone that has been designed for use in the classroom.

The expanded range of Phonak wireless accessories also includes the new **Phonak DECT CP1** cordless phone. Used like a regular phone, it transmits conversations simultaneously to both hearing aids, maximizing speech understanding significantly\*\*. The DECT phone can be used by the whole family.

#### **Enhanced Target Junior mode: easier fitting and verification**

The enhanced Target Junior mode, with many new features including a new easy and efficient verification guide, makes it even easier to fit the Phonak Sky Q models. The four refined age ranges (0-3, 4-8, 9-12 and 13-18 years) allow hearing care professionals to even more accurately address the needs of all children.

The new Verification Assistant, a four-step software assistant, ensures that the hearing aids are programmed correctly. The new Toolbox includes the latest pediatric fitting information, e.g. current fitting protocols and full details of the rationale behind Junior mode's DSL and NAL fitting defaults.

The new Phonak portfolio of pediatric solutions will be immediately available in the market.

More information on the Phonak pediatric solutions is available under:

[www.phonakpro.com/pediatric](http://www.phonakpro.com/pediatric)

[www.eschooldesk.com](http://www.eschooldesk.com)

[www.chatbyphonak.com](http://www.chatbyphonak.com)

\* Professor Thibodeau, Linda, PhD (2013), Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids, University of Texas, Dallas, USA, International Journal of Audiology

\*\* M. Schulte, Hearing Center Oldenburg, (2013), Phonak DECT CP1 study

#### **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.

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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.