

Press release

Phonak Naída Q plus expanded Phonak Wireless Communication Portfolio: Powerful solutions for people with severe to profound hearing loss

New wireless accessories are easier to use than ever and offer highest performance

Nuremberg, Germany / Stäfa, Switzerland (October 16, 2013) – With the Naída Q product family plus the expanded Wireless Communication Portfolio, Phonak presents a powerful solution for people with severe to profound hearing loss. The Phonak wireless accessories are easier to use and demonstrate than ever while offering highest performance. They provide the extra boost that people with severe to profound hearing loss often need in challenging listening situations. The expanded portfolio includes microphones based on the new ground-breaking Roger technology that bridges the understanding gap in noise and over distance: the Roger Pen and the Roger Clip-On Mic. The new Phonak DECT cordless phone simultaneously transmits sound to both hearing aids and increases speech understanding significantly. The Phonak Wireless Communication Portfolio will be immediately available in the market.

Even with the latest hearing aids, some challenging listening situations may require a boost. This is in particular the case for people with severe to profound hearing loss. “Our expanded Wireless Communication Portfolio has been designed to offer this boost while being easier to use than ever”, says Maarten Barmantlo, Group Vice President Marketing for Phonak. “The combination of our power hearing aid Naída Q and a Phonak wireless accessory of choice ensure access to speech and language even in the most challenging situations, e.g. when communicating in loud noise or over distance.”

Phonak Naída Q: the most complete portfolio of power hearing aids

Three different water-resistant BTE and RIC (Receiver-In-Canal) models, available across four performance levels make Naída Q the power hearing aid of choice for people with severe to profound hearing loss. Based on the Quest platform, it features the unique Binaural VoiceStream Technology™ for wireless exchange of full bandwidth audio signals between hearing aids, and the SoundRecover algorithm that compresses and shifts high-frequencies, expanding audibility to include the full spectrum of sounds.



Roger Pen: discreet design, highest performance

Roger: hearing boost in loud noise and over distance

In certain cases, however, many users with significant hearing loss still require an extra performance boost, e.g. when communicating in loud noise or over distance. The ideal solution: a microphone that wirelessly transmits the speaker's voice directly into the user's hearing aids. The new Phonak digital standard, Roger, running on the 2.4 GHz band, improves understanding in these situations better than any other FM system, surpassing standard FM by 54%* and Dynamic FM by 35%* while being easier to use than ever. The compact wireless **Roger Clip-On Mic** can be worn discreetly on the shirt. The inconspicuous **Roger Pen** with fully automated microphone settings and Bluetooth cell phone connectivity can be placed on the table, held in the hand, or passed to a speaker. Both Roger microphones connect easily to the Roger receivers on the hearing aids with a single click and can be used standalone or alongside other Roger Clip-On Mics or additional Roger Pens, to allow conversations with multiple speakers.

Expanded Wireless Communication Portfolio

The expanded range of Phonak wireless accessories also includes the new **Phonak DECT CP1 cordless phone**. Used like a regular phone, this phone simultaneously transmits incoming phone calls to both hearing aids, which greatly improves speech understanding** compared to a normal phone. It includes a booster mode for moments when users are not wearing their hearing aids and a range of ringtones to further ensure good audibility. The Phonak DECT is as easy to use as any other cordless phone and can be used by the whole family.



Phonak DECT CP1: phone calls simultaneously to both hearing aids

Further information on Phonak solutions for people with severe to profound hearing loss:

www.phonakpro.com/wireless-communication
easyguide.phonakpro.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.

For more information, please visit www.phonakpro.com or contact:

Kathy Bühler
Product Communications
Phonak AG
Tel: +41 58 928 01 01
Email: kathy.buehler@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.