



Press release

Phonak presents the most complete portfolio of solutions ever

Innovative solutions with the Quest platform at the core maximize understanding in even more listening situations

Nuremberg, Germany / Stäfa, Switzerland (October 16, 2013) – Phonak today presents its most complete portfolio of solutions ever, with the Quest platform at its core. The Wireless Communication Portfolio, including the new digital standard Roger and the Phonak DECT CP1 cordless phone, offers people with severe to profound hearing loss an extra boost in a range of challenging listening situations. The most comprehensive portfolio of pediatric solutions—featuring Phonak Sky Q hearing aids, Roger technology and the significantly improved fitting software Junior mode within Phonak Target – has been designed to meet children’s specific needs. The new Phonak solutions for the cost-conscious, Phonak Baseo Q-15 and Tao Q-15, enable great sound based on the Quest technology and an outstanding first fit acceptance.

“We are proud to be the first manufacturer who brings such a complete and competitive portfolio of solutions based on the same platform to the market within such a short time frame”, says Maarten Barmantlo, Group Vice President Marketing for Phonak. “The successful Quest platform is now available in all five performance levels and our solutions offer users the exact boost they need in a range of challenging listening situations. Our Premium, Advanced and Standard levels all feature the unique Binaural VoiceStream Technology™. We have also expanded our offering in the Essential level, and introduced a new complete Basic portfolio.”

Powerful solutions for adults with severe to profound hearing loss

Phonak hearing aids offer a host of features based on the Binaural VoiceStream Technology™ that enable an excellent performance in a broad range of difficult listening situations. 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 to overcome these challenges is a microphone that wirelessly transmits the speaker’s voice directly into the user’s hearing aids. The new Phonak digital standard, Roger, improves understanding in these situations better than any other FM system, surpassing traditional FM by 54 %* and Dynamic FM by 35 %*. The compact and easy-to-use 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 used as a standalone microphone or alongside other microphones such as Roger Clip-On Mics or additional Roger pens.

The Roger microphones are part of the expanded Phonak Wireless Communication Portfolio which also features the new **Phonak DECT CP1** cordless phone. The DECT phone transmits the conversation simultaneously to both hearing aids, maximizing speech understanding significantly compared to using a standard home phone**. It includes a booster mode for moments when users are not wearing their hearing aids, and can also be used by the whole family.

Phonak pediatric solutions: Because a child is not a small adult

From the initial testing and diagnosis through to hearing aid selection, verification and support, children’s needs are different from those of adults. Based on 40 years of experience in pediatric audiology and in close collaboration with pediatric fitters worldwide, Phonak has developed the most complete portfolio of pediatric solutions ever. It includes **Phonak Sky Q**, an expanded range of wireless accessories with the new Roger technology and the significantly improved fitting software Junior mode within Phonak Target. The portfolio of solutions has been designed to meet specifically the needs of children, and to ensure that their access to speech and language is continually optimized.

The Phonak Sky Q hearing aid family features four different models, including a size 13 RIC (Receiver-In-Canal), across three performance levels. All Phonak Sky Q models are resistant to water, sweat and dust (IP67), feature the SoundRecover algorithm for maximum access to high-frequency sounds and Binaural VoiceStream Technology™ that allow for unparalleled understanding even in difficult listening situations. The broad Mix & Match color range for hooks as well as housings, featuring 17 color options, let children create their personal hearing aid design. The enhanced Target Junior mode, with many new features includes a new easy and efficient verification guide and makes it even easier to fit the Phonak Sky Q models.

Phonak solutions for the cost-conscious: Great sound and easy fit

The Phonak Baseo Q-15 and Tao Q-15 models bring the proven Quest technology to cost-conscious clients for the first time, ensuring great sound and an easy fit. All models offer an outstanding first fit acceptance and can be fit with the Phonak Target software, allowing hearing care professionals to use one software for all their fitting needs. The Baseo Q-15 and Tao Q-15 models offer a perfect balance between performance and affordability, making them the most competitive offering in this performance class.

New Lyric generation: Engineered to perform for more users

In addition to its complete portfolio of solutions based on the Quest platform, Phonak presents the new Lyric. The contact lens for the ear addresses people with a mild to moderate hearing loss who are looking for a 100% invisible, 24/7, hassle-free hearing solution that can be worn for months at a time. Placed in the ear canal by a Lyric trained specialist, Lyric cannot be seen from the outside and is worn during all daily activities, even showering or sports. The new Lyric has been engineered to perform for even more people with an increased gain of 2dB and an additional volume level. The innovative and compact design geometrically fits 75%*** of the eligible users. Thanks to the improved module encapsulation, lateral oleo- and hydrophobic nano-coating plus a medial cerumen shield the new Lyric provides greater device protection against earwax and moisture.

The complete portfolio of solutions presented at the EUHA congress 2013 will be immediately available in the market.

* 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

** Schulte, M. (2013), Phonak DECT CP1 Study, Hearing Center Oldenburg, Germany

*** Fit rates calculated on a study population of 450 ears, after screening out 254 ears from an initial population of 704 ears, due to medical (e.g. uncontrolled diabetes, new to anticoagulation therapy, immune issues, poor skin quality, etc.) and other lifestyle contraindications, as outlined on the medical screening form.

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:

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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.