

## Press release

### Phonak Audéo V: Next generation Receiver-In-Canal (RIC) hearing aid family based on new Venture platform

*Twice the processing power and up to 30% less battery consumption – AutoSense OS next generation automation technology providing consumers with maximum convenience and a seamless listening experience*

**Staeafa, Switzerland (October 15, 2014) – Hearing aid users are very clear about what they expect from a hearing aid: Performance in different listening environments. A seamless listening experience through easy operation. Convenient phone use and as little interaction as possible. Based on these insights, Phonak has developed the next generation RIC hearing aid family: Phonak Audéo V, powered by a new chip technology that offers twice the processing power while reducing battery consumption up to 30% is available in four new styles and in four performance levels.**

“Clear speech understanding in daily life situations: This is what people with hearing loss expect from a hearing solution. As simple as it may be in quiet surroundings, as challenging it still is on the move or in noisy locations”, says Martin Grieder, Group Vice President Phonak. “This is where we have put the focus in developing our new platform and our latest generation of hearing aids. Whether in the car, on the phone or in a restaurant: The new Audéo V RIC hearing aids offer precise performance all while seamlessly adapting from one soundscape to another.”

#### A seamless listening experience



Less effort, more ease:  
The Phonak Audéo V  
family of RIC hearing aids

The Phonak Audéo V hearing aid family runs on AutoSense OS, the “central brain” of the new Phonak hearing aids. It captures and analyzes incoming sound and can draw on over 200 settings to match the sound environment exactly and to seamlessly provide the best setting for that environment – all without requiring any manual interaction.

Discussions in a noisy car environment while driving to work? Audéo V reduces broadband noise to create a stable listening environment (**Speech in Car program**). Listening to music in a concert hall or in the living room in the evening? Audéo V provides an extended dynamic range, slow compression speed and increased gain for a richer music experience (**Music program**). A chat with friends in a crowded café on the weekend? Audéo V zooms in on a single voice, improving speech intelligibility (**Speech in Loud Noise program**).

The Phonak Audéo V RIC hearing aid family is available in four newly designed styles, all wireless, at four performance levels. All Phonak Audéo V RICs come with the Binaural VoiceStream Technology™ and a push-button. The re-designed housings are reinforced with high-tech composite materials for extra durability.

#### Great performance, maximum convenience

The enhanced Wireless Communication Portfolio keeps Phonak Audéo V hearing aid users connected – on the phone, watching TV or in a noisy environment. This range of accessories offers an additional boost in performance with minimal effort.



- **Phonak EasyCall** connects any Phonak wireless hearing aid to any Bluetooth enabled cell phone – even non-smartphones and older models. Permanently attached to the back of the phone, it streams

Keep your preferred phone:  
EasyCall connects to any  
Bluetooth enabled cell phone.

the conversation directly to both hearing aids in unmatched sound quality.

- **Phonak ComPilot Air II**, a handy clip-on streamer and remote control, allows for easy control of all Bluetooth-enabled audio devices such as cell phones, TVs, tablets and computers. Its neckloop-free design and stereo sound quality turn the streamer into the perfect companion for every multimedia user who wears a Phonak hearing aid.
- The **Phonak RemoteControl App** turns any smartphone into an advanced remote control for Phonak Venture hearing aids. In combination with Phonak ComPilot Air II or ComPilot II, the App enables direct selection of hearing programs, audio sources or the listening situation as well as individual left or right volume control.
- The **Phonak Virtual Mirror App** uses an iPad to mirror a client's ear with a Phonak hearing aid. It allows hearing care professionals to virtually change the color according to their clients' preferences, send high definition images via email and directly place orders with the touch of a button.

The Phonak Audéo V hearing aid family is immediately available in the USA, Germany, Switzerland and Canada; other markets will follow in early 2015.

For more information on the Phonak Audéo V RIC hearing aid family, please visit:

[www.phonakpro.com/audeo-v](http://www.phonakpro.com/audeo-v)

#### **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](http://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.