



## Phonak CROS II: The smart solution for single-sided deafness

*Compatible with the Venture platform, the latest generation of Phonak CROS delivers better speech understanding and is easier to fit*

**San Antonio, Texas / Staefa, Switzerland (March 25, 2015) – The new Phonak CROS II, based on the Venture platform, wirelessly transmits sound from the unaidable ear to a Venture hearing aid worn on the better hearing ear. This allows people with single-sided deafness to hear speech from the side they could not hear from before. The new fitting process for Phonak CROS II is as easy and intuitive as a normal binaural fit, and users can instantly experience the benefits of the CROS solution during the fitting session.**

“Fitting single-sided deafness has always been a challenge. Phonak has long been dedicated to providing an effective solution for people suffering from this type of hearing loss”, says Martin Grieder, Group Vice President Phonak. “Ever since its introduction in 2011, Phonak CROS has been a huge success. Leveraging our powerful Venture platform, we have now developed the next generation solution for single-sided deafness: Phonak CROS II is even easier to fit, consumes up to 30% less battery than the previous CROS generation and delivers better speech understanding in noise. These benefits help bring back quality of life to people affected by single-sided deafness.”

### Smart performance, better understanding

The new key feature of Phonak CROS II is StereoZoom. By focusing on a single voice in a crowd, it allows for improved speech understanding in noisy situations. CROS II also draws from the seamless adaptation of the Venture hearing aid which features AutoSense OS - the central brain of the Phonak Venture platform. This provides a fully automatic and effortless listening experience when moving from one soundscape to another.

Available in 11 color options, Phonak CROS II is compatible with Phonak Audéo V (RIC) and Bolero V (BTE) hearing aids.



The new smart solution for single-sided deafness will be available with immediate effect.

### 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.