

Press release

More access to life's conversations: Phonak launches Roger EasyPen

New Roger EasyPen plus Naída Q hearing aids let hearing aid users hear better than normal hearing people

Staeфа, Switzerland (January 15, 2015) – Phonak announces the launch of the Roger EasyPen, another Roger wireless microphone for adults and teenagers. The Roger EasyPen is an inconspicuous device in the shape of an ordinary pen, but it is packed with Roger technology which has been scientifically proven to help hearing instrument users understand up to 62%¹ more speech in noise and over distance than people with no hearing loss. The discreet design helps users to take the device to meetings and public places, where normally they often would hesitate to bring assistive listening devices. The new Roger EasyPen extends the already powerful Roger portfolio of the Roger Pen and Roger Clip-On Mic and bundles maximum performance with ultimate simplicity.

“The ability to communicate affects the quality of our everyday lives. This is why Phonak has been committed to providing hearing care professionals and their clients with hearing solutions which truly make a difference for several decades. Those with severe to profound hearing loss often need an extra boost to have access to even more of life’s conversations”, says Martin Grieder, Group Vice President Phonak. “The combination of our power hearing aid Naída Q and Roger ensures access to more of life’s conversations even in the most challenging situations. The new Phonak Roger EasyPen which automatically adapts its settings to the surroundings is very easy to use and to explain, and we are convinced that it will appeal to even more users.”

Roger: bridging the understanding gap

Even the most powerful hearing instruments have limitations. Roger systems provide an extra performance boost in challenging listening situations, especially in noise or over distance. The Phonak Roger portfolio offers microphones and accompanying receivers to suit every listener by picking up the voice of the speaker and wirelessly transmitting it to the listener. Available in three different microphone options – Roger Pen, the new Roger EasyPen and the Roger Clip-On Mic – and three Roger receiver types – the discreet Roger design-integrated receivers, the miniature universal Roger X receiver and the body-worn Roger MyLink, the Phonak digital standard helps hearing instrument users understand up to 62% more speech in noise and over distance than people with no hearing loss.



Roger EasyPen: discreet design, maximum performance and ultimate simplicity

The new Roger EasyPen is the smart solution for every hearing aid user who desires full Roger performance bundled with ultimate simplicity. The device automatically adjusts its settings to suit the noise and speakers around the listener. A recent study has come to the conclusion that the automatic mode showed no significant difference to those obtained in the best manual mode, and indicates that the automatic mode may even have a greater positive effect as it eliminates the possibility of the user selecting a non-optimal manual mode.² The Roger EasyPen is available in three different colors.

Perfect partners for access to more of life's conversations

Together with Phonak Naída Q hearing aids, Roger brings a powerful solution to people with severe to profound hearing loss, offering them an outstanding hearing experience that overcomes even challenging situations – especially when dealing with near and far field speech and sound.

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

www.phonakpro.com/naida-g

www.phonakpro.com/roger

1 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

2 Phonak Field Study News: Comparison of Roger Pen Automatic Mode with Manual Mode, Hans. E. Mülder, Cathryn Williams, January 2015

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.