

Press release

The Listening Room™: Phonak and Advanced Bionics partner for better hearing

Free online rehabilitative website, originally developed for cochlear implant users, is now also available for hearing aid users

Staeфа, Switzerland (May 12, 2015) – Phonak and Advanced Bionics have partnered to offer hearing aid users a dynamic online resource with simple-to-use activities to support auditory training and rehabilitation. Originally developed for cochlear implant users, The Listening Room (www.thelisteningroom.com) has been further developed and is now also available for hearing aid users. Designed by certified auditory verbal therapists and speech and language pathologists, the website is free, immediately accessible and allows users to explore more than 30 lessons created specifically for all age groups.

Regular practice is important for hearing aid and cochlear implant users to develop strong listening and language skills. The Listening Room features three sections with content created specifically for the age groups; infants & toddlers, kids, and teens & adults. With its many different fun lessons, the interactive website offers dynamic exercises tailored for all levels of hearing loss.



The major benefits of www.thelisteningroom.com for hearing aid and cochlear implant users:

- Practice listening with dynamic, engaging exercises tailored to their age group and hearing loss level
- Learn to discriminate sounds and speech more easily
- Develop strong listening and language skills
- Track progress and rate the exercises
- Develop music appreciation

Since learning is more successful if the lessons are interactive and fun, The Listening Room features interactive murals, fun drag and drop activities, music clips, and word recognition and phrase recognition lessons.

The Listening Room is free of charge, immediately accessible, and will be continuously enhanced by Phonak and Advanced Bionics to offer new features and lessons to support hearing aid and cochlear implant users on their journey to better hearing.

To register, please visit www.thelisteningroom.com.

About Advanced Bionics

Advanced Bionics is a global leader in developing the most advanced cochlear implant systems in the world. Founded in 1993 and working with Phonak under the Sonova Group since 2009.

AB develops cutting-edge cochlear implant technology that restores hearing to the deaf and allows recipients to hear their best.

With sales in over 50 countries and a proven track record for developing high-performing, state-of-the-art products, AB's talented group of technologists and professionals from all over the world are driven to succeed, work with integrity and stay firmly committed to quality.

To learn more about AB and its revolutionary cochlear implant technology, please visit www.advancedbionics.com.

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.