



**For immediate release**

## **Phonak Roger Pen wins prestigious German DESIGN AWARD 2017**

Staeefa, Switzerland – October 25, 2016 – Phonak, the leading global provider of hearing aids and wireless communication solutions, today announced that its Roger Pen has been recognized for outstanding product design with the GERMAN DESIGN AWARD 2017, one of the most prestigious design competitions in the world.

The Roger Pen is an advanced wireless microphone for hearing aid users and cochlear implant recipients. With its inconspicuous design, it mimics a pen in shape and looks more like a stylish device than a medical instrument. The Roger Pen was selected to receive the coveted seal of design excellence in the category of Medical, Rehabilitation and Health Care by an international, high-profile jury of design professionals, press members and academics.



*The Roger Pen*

“We are delighted and greatly honored to receive yet another award,” said Drs. Hans Mülder, Marketing Director of Phonak Communications. “The German Design Award recognizes our efforts to combine stunning hearing performance with outstanding design. We feel especially honored, as it is not an open contest, but a competition only open to entries that have been nominated for the German Design Award by the German Design Council, one of its foundation members, or a German state’s economics ministry ”

With the Roger Pen, hearing aid users understand up to 62% better than people without hearing loss in noise and over distance, which is impossible with any hearing aid alone<sup>1</sup>. The device is easy to use, features wideband Bluetooth for wireless cell phone calls and transmits the sound from the TV wirelessly to the ears, making users’ lives easier. A network can be made of up to 10 Roger Pens so that a hearing aid user can be wirelessly connected to multiple talkers, allowing them to converse in the most challenging of all environments: in high noise, over distance with multiple conversation partners.

<sup>1</sup>Professor Thibodeau, Linda, PhD (2014), *Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids*, University of Texas, Dallas, USA, *The American Journal of Audiology*. Volume 23, 201-210, June 2014.

### **About the German Design Award**

The German Design Council, one of the world’s leading centers of expertise on design, bestows the German Design Award. Commissioned by the highest authority to represent new developments in the German design industry. Established on the initiative of the German Bundestag (the lower house of German parliament) as a foundation in 1953, it supports the industry in all matters consistently aimed at generating an added brand value through design. As a result, the German Design Council is one of the world’s leading competence centres for communication and brand management in the field of design. The exclusive network of foundation members includes in addition to designers and design associations, in particular the owners and brand directors of numerous renowned companies.

### **About Phonak**

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was born in 1947 from a passion and dedication to take on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading provider, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in changing lives and creating a world where 'Life is on' for everyone.

For more information, please visit [www.phonak.com](http://www.phonak.com), [www.phonakpro.com](http://www.phonakpro.com) or contact

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At Phonak, we believe that hearing well is essential to living life to the fullest.

For almost 70 years, we remain true to our mission by pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**