

Phonak unveils Naída V portfolio of hearing aids

Phoenix, Arizona, USA / Staefa, Switzerland – April 13, 2016 – Phonak, the global provider of hearing instruments and wireless communication solutions, today launched a new generation of Naída hearing aids for users with severe to profound hearing loss, aimed at improving every facet of life with unparalleled benefits on hearing performance, handling, size and design.

Naída V's most distinctive benefit for users is SoundRecover2, the second and improved version of the Phonak frequency compression algorithm. For those affected most by hearing loss, high-frequency sounds pose a major hearing challenge. SoundRecover2 gives listeners with profound hearing loss access to more audibility of those sounds¹ – such as birds singing or a child's laughter.



Naída V: More audibility of high frequency sounds

“Phonak has been passionate for decades about innovation, especially for those affected most by hearing loss,” said Martin Grieder, Group Vice President of Phonak. “I am convinced the smaller size, reliability and unmatched hearing performance of Naída V on the Venture platform will surpass user expectations, as well as those of hearing care professionals.”

Combining Naída V with the Phonak Roger portfolio packs an even more powerful punch: wearers are able to understand 62% more speech when using Roger in noise and over distance than people with no hearing loss.²

Another product advancement is Naída V's convenience. It links up to Roger wireless technology without extra programming. Though more powerful, the device is one-quarter thinner in size from the previous version. Its housing is glass fiber reinforced, and water- and dust-resistant, giving users confidence they are wearing the best-designed hearing aid for their needs.

Phonak Naída V is available immediately in four performance levels and three models (RIC, SP and UP).

¹ Julia Rehmman, Siddhartha Jha, Silvia Allegro Baumann (2016) *Phonak Insight: SoundRecover2 – the first adaptive frequency compression algorithm*.

² Professor Thibodeau, Linda, PhD. (2014). *Comparison of speech recognition with adaptive digital and FM remote microphone hearing assistance technology by listeners who use hearing aids, University of Texas, Dallas, USA, The American Journal of Audiology. DOI: 10.1044/2014_AJA-13-0065*

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.