

Phonak sets new standards in learning with Roger for Education portfolio

Phoenix, Arizona/Staefa, Switzerland – April 13, 2016 – Phonak, the global provider of the most complete product portfolio of hearing instruments and wireless communication solutions, sets new standards in hearing performance, ease of use and design with a new portfolio of four Roger for Education products for more effective classroom learning and participation.

The new portfolio, based on Phonak Roger technology, is proven to give children the best speech understanding in the classroom¹, which represents one of the greatest challenges for children with hearing loss.

Students are able to better hear their teachers and also understand their classmates in the classroom thanks to an automatic function for small groups on Roger's Touchscreen Mic, shown to be preferred by 100% of children listening to their peers.²



The award-winning Roger Touchscreen Mic

Phonak is not stopping there: The Roger classroom package also sets new standards for easy handling, flexibility and compatibility. Roger's Pass-around microphone, Multimedia Hub, Charging Rack and the Touchscreen Mic are extremely convenient for students or teachers to use. And Roger is compatible with virtually all hearing instrument brands, cochlear implants and bone-anchored hearing devices.

"The innovative new Roger for Education portfolio fosters a dynamic learning environment where students and teachers are able to fully engage with each other through easily-operated solutions that are practical to use," said Martin Grieder, Group Vice President of Phonak. "We are convinced the powerfully, easily-operated and aesthetically pleasing Roger classroom solutions will appeal to children and education professionals alike."

The Roger Touchscreen Mic was recognized for high design quality by Red Dot, one of the world's largest and most distinguished design competitions, highlighting the increasing importance of product look and feel for Phonak users.

The complete portfolio is available immediately. For more information, please visit www.phonakpro.com/pediatric

¹Professor 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*.

²Small Group mode, *Phonak Insight*, 2016

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:

Katherine Bart

PR Manager

Phonak AG

Tel: +41 58 928 33 26

Email: katharina.bart@phonak.com

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.