

## Phonak launches Sky V: setting new standards for hearing performance

**Phoenix, Arizona/Staefa, Switzerland – April 13, 2016 – Phonak, the global provider of the most complete product portfolio of hearing instruments and wireless communication solutions, today launched Sky V, a game-changing development in hearing performance and ease of use to support speech and language development throughout your child's growth.**

Sky V features a new dedicated automatic program optimized for children – AutoSense Sky OS. It is 39% more accurate in identifying yelling and shouting, such as on a busy playground compared to the adult system. And children are better able to focus and learn in noisy classrooms, as AutoSense Sky OS is 30 percent more precise.<sup>1</sup>



*Sky V comes in 16 housing and 7 ear hook colors*

“At Phonak, we know that children are not small adults. We are committed to developing specific high-quality products for the various listening environments children are confronted with, from playground to college dorm,” said Martin Grieder, Group Vice President of Phonak. “Sky V keeps pace with your child’s development and helps them explore the world with confidence and ease.”

Based on the Venture platform, the device integrates the second, improved version of Phonak SoundRecover, so that children can access a broader range of sounds and develop their speech and language skills.<sup>2</sup>

For children, parents and hearing care professionals alike, Sky V sets new standards for durability and ease of use. The lightweight housing is tamperproof as well as water- and dust-resistant.

Combining Sky V with the Roger product portfolio is especially powerful: the new Roger with directional setting improves children’s ability to hear their friends speaking in a noisy setting by 26%.<sup>3</sup>

With a strong focus on ease of use Sky V is RogerReady, automatically activating the Roger program when it detects the microphone’s signal, and a new indicator light makes it even easier for parents to know that their child’s hearing aid is powered on.<sup>4</sup>

It comes in five different models and is available immediately. For more information, please visit: [www.phonakpro.com/pediatric](http://www.phonakpro.com/pediatric)

<sup>1</sup> Phonak Insight Automatic and Directional for Kids (2016).

<sup>2</sup> SoundRecover2 for Pediatrics: Improving audibility where it matters most. Phonak Field Study News (2016).

<sup>3</sup> A powerful noise-fighting duo: Roger and Phonak directionality. Phonak Field Study News (2016).

<sup>4</sup> Bohnert, A (2015). Internal validation, LED usability study. Mainz University.

### 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](http://www.phonakpro.com) or contact:

Katherine Bart

PR Manager

Phonak AG

Tel: +41 58 928 33 26

Email: [katharina.bart@phonak.com](mailto: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.