

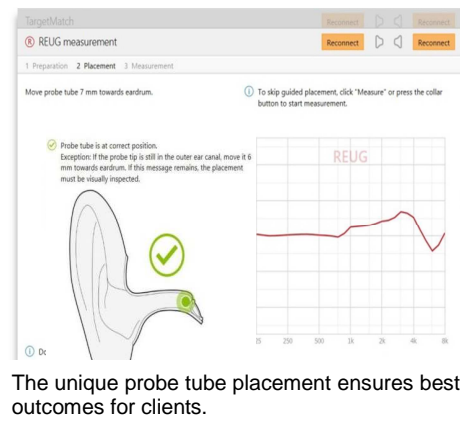
## Media Release

### Phonak TargetMatch outperforms non-integrated Real Ear Measurements<sup>1</sup>

**Staeфа, Switzerland – March 8, 2017** – Phonak, the leading global provider of hearing instruments and wireless communication solutions, is pleased to announce its second generation of TargetMatch with the release of the fitting software Phonak Target 5.1. This enhanced functionality demonstrates more accuracy and precision than traditional verification standards<sup>3</sup> by matching targets within 3dB of the calculated targets across the frequency range.

Benefits of TargetMatch at a glance:

- Guided probe tube placement, a unique solution to accurately and confidently position the probe tube to get the best outcome
- Binaural REM measurements
- Automatic and manual target matching
- Compatible with Phonak Adaptive Digital and standard prescriptive fitting formulae
- Compatible with Otometrics verification equipment and the Phonak Belong and Venture platforms
- Integrated 2cc coupler test box verification which addresses a wider range of clients (new with Target 5.1)



“We are excited to offer with TargetMatch an easy to use, fully integrated solution that outperforms traditional non-integrated REM fittings in terms of target matching and test, re-test reliability”, says Solange Anderson, Audiology Manager Fitting Software at Phonak. “Hearing care professionals will be able to positively impact overall patient satisfaction and loyalty, reduce follow-up visits and offer a better fitting experience for clients when using TargetMatch”.<sup>1,2,4</sup>

For more information on Phonak Target Match and Target 5.1., please visit:

<https://www.phonakpro.com/com/en/support/other-support/target-fitting-software/overview-target.html>

## About Phonak

In 2017, Phonak, a member of the Sonova group, proudly celebrates its 70th anniversary!

Headquartered near Zurich, Switzerland, Phonak 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.

## Media Relations Phonak

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

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

<sup>1</sup>Amlani A. (2016). Impact of Probe-Microphone Measurements and NOAH Quick-Fit on Patient Satisfaction and Loyalty. *Hearing Health & Technology Matters* <http://hearinghealthmatters.org/hearingeconomics/2016/amyn-post-consumer-psychology-of-real-ear-services/>

<sup>2</sup>Denys, S et al. (2016) Real-Ear Measurements Integrated in the Fitting Software: Test-Retest Reliability, Matching Precision and Perceptual Outcomes, ExpORL, KU Leuven (submitted)

<sup>3</sup>A +/-5 dB margin of error or mismatch between the calculated target and response curves is considered in the "acceptable range of mismatch error" according to the British Society of Audiology.

<sup>4</sup>Kochkin S. (2011) MarkeTrak VIII: Reducing patient visits through verification and validation. *Hearing Review*. 18 (6): 10-12.