



Media Release

Phonak continues to break ground with a new lithium-ion rechargeable hearing aid and its first titanium-made custom device

Rechargeable Bolero™ B-PR behind-the-ear (BTE) hearing instrument announced only six months after the highly successful launch of Audéo™ B-R, the first of its kind lithium-ion rechargeable hearing aid.

Staefa, Switzerland – 21 February 2017 – Phonak, the world’s leading provider of hearing aids and wireless communication solutions, is extending its Belong platform to the Bolero family of BTE hearing aids, including the highly-anticipated lithium-ion rechargeable Bolero B-PR and the new Virto™ B –Titanium, a discreet custom aid whose construction from titanium makes it the tiniest and most discreet custom instrument the company has ever produced. Today’s announcement comes only six months after the celebrated global launch of the rechargeable Audéo B-R, broadening the Phonak industry-leading portfolio of rechargeable and super-discreet hearing solutions.

- With Bolero B-PR, Phonak extends its groundbreaking built-in lithium-ion rechargeable technology to a BTE, delivering 24* hours of hearing with one simple charge
- Virto B-Titanium is the smallest custom instrument Phonak has ever produced
- Innovative Virto B-Titanium is super-discreet when worn, perfect for first-time hearing aid wearers
- A titanium shell is half as thin as traditional acrylic shells, reducing size significantly

“The release of our lithium-ion rechargeable Audéo B-R was one of the most successful product launches in Phonak history,” said Thomas Lang, Senior Vice President of Phonak Marketing. “That’s why we are so excited to announce the extension of this pioneering rechargeable technology to the Bolero B-PR only six months later while simultaneously introducing Virto B-Titanium – the tiniest custom instrument Phonak has ever produced. More than ever, these new products reinforce Phonak’s commitment to fast-paced innovation, ease of use, and improved quality of life.”

Bolero B-PR: proven satisfaction with Phonak rechargeable solutions, now in a BTE

Phonak Bolero B-PR continues to build upon the proven benefits of the Audéo B-R rechargeable solution. A recent study¹ investigated both hearing aid wearer and hearing care professional satisfaction with Phonak rechargeable technology.

Results show that more than 9 out of 10 hearing aid wearers were “very satisfied” with battery life of their Phonak rechargeable hearing aids, with ease of use being identified as the number one advantage across both hearing care professionals (HCPs) and hearing aid wearers. Furthermore, the study found that 88% of hearing care professionals would recommend Phonak rechargeable technology to their fellow colleagues.

Virto B-Titanium: when a super-discreet hearing aid is titanium strong, life is on

Titanium is super strong, durable, highly-versatile and light-weight. It is used in everything from premium medical products and high-performance vehicles to the finest quality sporting goods products. With Virto B-Titanium, Phonak combines the benefits of titanium with the latest 3D printing technology. This results in the smallest custom device it has ever produced.

The custom-made Virto B-Titanium is super-discreet when worn, making it the perfect solution for first-time hearing aid wearers. Because the titanium shell is half as thin as traditional shells, the overall size is reduced significantly, thus increasing invisible-in-the-canal (IIC) fit rate by 64%. This enables the tiny

device to potentially fit patients with smaller ear canals who were not good candidates for IIC devices in the past.

Bolero B-PR and Virto B-Titanium run on new AutoSense OS™

Virto B-Titanium and all Bolero B models including B-M, B-P, B-SP, and the rechargeable B-PR run on AutoSense OS, the operating system from Phonak. The updated version of the AutoSense OS analyzes sounds every 0.4 seconds and draws upon multiple features, blending them to create over 200 distinct settings to precisely match sound environments. All this is done automatically, without any manual adjustments being made to the hearing aids. Recent studies^{2,3} at the Phonak Audiology Research Center confirmed that AutoSense OS delivered better speech understanding over patients' manual selection and unmatched hearing performance in everyday listening situations over two leading competitors.

The new Bolero B family including the rechargeable Bolero B-PR as well as the Virto B-Titanium will be available in the U.S. by February 27, 2017, with most countries in Europe following in March.

For more information on Phonak's latest lithium-ion rechargeable hearing aids, please visit www.phonakpro.com/rechargeable or www.phonakpro.com/bolero-b.

Additional information about the new Virto B-Titanium instrument can be found at www.phonakpro.com/virto-b-titanium.

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.

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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.**

^{*} Expected results when fully charged, and up to 80 minutes wireless streaming time.

¹ Nilsson M, Omisore D (2017). The Phonak rechargeable hearing solution: Part 2. Phonak Field Study News. https://www.phonakpro.com/content/dam/phonakpro/gc_hq/en/resources/evidence/field_studies/documents/fsn_rechargeable_hearing_solution_part_2.pdf

² Rakita L, Jones C (2015). Performance and Preference of an Automatic Hearing Aid System in Real-World Listening Environments. *Hearing Review*. 22(12):28.

³ Rakita L, Jones C. Comparing objective and subjective outcomes of automatic classification systems across manufacturers. *Field Study News*. July, 2016.