



Media Release

“Love at first sound” - Phonak Extends the Benefits of Marvel Hearing Aid Technology to Children with Sky Marvel

Stäfa (Switzerland), August 21, 2019 – Phonak, the world’s leading hearing aid provider, is extending the proven benefits of Marvel hearing aid technology to children and infants with Sky™ Marvel (M). The innovative Sky M was designed and engineered to provide pediatric wearers the best hearing solution possible for optimal speech and language development as well as speech intelligibility and ease of use. It offers the first operating system designed for children, 24 percent better speech understanding in noise¹, maximum access to all speech sounds, and a powerful rechargeable battery that lasts all day. All Sky M devices now have RogerDirect™ integrated, which allows the Roger microphones to stream directly to Marvel hearing aids without having to attach an external receiver and the children to fully participate in conversations even in very noisy environments such as school activities. Thanks to Marvel technology, Sky M is the world’s first pediatric hearing aid to offer universal Bluetooth® connectivity to Android and iOS devices. Given that 78% elementary students report they regularly use a tablet or smartphone and almost 80% of schools report using tablets in the classroom², Sky M will ensure that children with hearing loss in the classroom have equal access to all these technologies. Sky M devices are available in a wide range of colors and sizes, and designed to help children with mild, moderately severe, severe and profound degrees of hearing loss.

Facilitating the building of strong relationships, essential for children’s development

According to the National Scientific Council on the Developing Child, children experience the world through relationships³. The quality and stability of these relationships lay the foundation for a wide range of developmental outcomes, including self-confidence, a sense of well-being, motivation to learn and achievement in school and later life. Research shows that back-and-forth interactions and turn-taking conversations are critical for building important bonds.

Sky M offers clear, rich sound and access to more words and more conversations. Thanks to industry leading connectivity solutions, for children with hearing loss it is now easier than ever before to stay in touch with loved ones, and communicate using smart devices like their peers.

“Establishing close relationships is essential for a child’s optimal social, emotional and cognitive development, and Phonak is committed to offering every child with hearing loss the best possible start in life,” said Martin Grieder, Group Vice President of Marketing for Sonova “Enabling children of all ages to communicate more effectively allows them to fully nurture their important relationships from the first moment, be it in family life, in school or socially.”



Phonak’s Unmatched Pediatric Innovation Legacy

Phonak’s commitment to pediatrics has earned it the reputation as the world’s most-trusted pediatric hearing aid brand. Phonak’s holistic approach to well-hearing for children includes educational programs for children, parents and hearing care professionals, and a broad portfolio of easy to use, [high-performing hearing solutions](#) that meet the needs of children of all ages, from infants and toddlers to teenagers.

Meet the other members of the Marvel 2.0 Family

The latest update of the Marvel portfolio now comprises the Phonak Audéo™ M-RT Receiver-In-Canal (RIC) model, the Phonak Bolero™ Marvel Behind-The-Ear (BTE) model, and the Phonak Sky™ Marvel pediatric models.

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[With Marvel 2.0, Phonak makes RogerDirect™ available in all Marvel hearing aids.](#)

The Audéo Marvel-RT, Bolero Marvel and Sky Marvel will begin shipping in select countries on August 26. Additional information, visuals and videos about Phonak Marvel technology are available at www.phonak.com, www.phonakpro.com/marvel and on [YouTube here](#).

¹ Wolfe, J., Jones, C., & Rakita, L. (2018). Noise technologies: What do kids need and what do they want?, Phonak Field Study News, Retrieved from www.phonakpro.com/evidence, accessed August

² Ofcom. (2019). Children and parents: Media use and attitudes report 2018. Retrieved from <https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens/children-and-parents-media-use-and-attitudes-report-2018>, accessed August 19th, 2019.

³ National Scientific Council on the Developing Child. (2004). Young children develop in an environment of relationships. Retrieved from <https://46y5eh11fhgw3ve3ytpwxt9r-wpengine.netdna-ssl.com/wp-content/uploads/2004/04/Young-Children-Develop-in-an-Environment-of-Relationships.pdf>

⁴ World Health Organization, "Childhood Hearing Loss – Act Now, Here's How", 2016, https://www.who.int/pbd/deafness/world-hearing-day/WHD2016_Brochure_EN_2.pdf

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About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was created in 1947 out of a passion for taking on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading innovator, 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 creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**