

Phonak Launches Lithium-ion Rechargeable Battery Hearing Aids

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Phonak, a global provider of hearing instruments and wireless communication solutions, will soon launch the next generation hearing aid product platform **Belong**, which includes lithium-ion rechargeable battery technology in hearing aids. Built on the **Palio 3** technology and designed to simplify consumers' lives, the new **Audéo B Receiver-in-Canal (RIC)** products and the lithium-ion rechargeable hearing aid, **Audéo B-R**, will be released to the US market in August 2016, with Europe to follow in September. A [YouTube video highlights the features of the new Audéo B-R](#).



The launch of the **Belong** platform with the new **Audéo B RIC** products comes less than 24 months after the introduction of the **Phonak Venture platform**. The new products join **AutoSense OS**: the system designed to further enhance hearing performance. The new **Belong** platform includes **Audéo B-R**, reportedly the first hearing aid to feature a built-in lithium-ion rechargeable battery providing 24 hours* of hearing. According to Phonak, the **Audéo B-R** features the quickest charging, longest lasting rechargeable hearing aid that has yet been produced.

“Consumers are becoming increasingly active and require hearing solutions which can automatically keep up with their lifestyles,” said Martin Grieder, group vice president, Phonak. “**Audéo B** is evidence of our clear commitment to pioneer life-changing innovative hearing solutions in the marketplace. This ground-breaking technology provides consumers with the first of its kind lithium-ion rechargeable hearing aid, offering 24 hours* of hearing with one simple charge of just 3 hours.”

PHONAK
life is on

In its announcement of the new products, Phonak cites recent **Marke Trak** research, which reveals that rechargeable batteries and rechargeable hearing aids are top of the list of features that hearing aid users are seeking. Phonak reports that it created the **Audéo B-R** in response to this insight and based on years of research, development, and intensive testing. Today, lithium-ion is the fastest growing and most promising battery technology that offers 40% more power than conventional rechargeable batteries.

Ideal for those constantly on the move, Phonak rechargeable hearing aids also come with smart charging options. The 30 minute fast-charging option gives 6 hours of immediate use. Additionally, lithium-ion batteries last through the lifetime of a hearing aid, even after years of repeated charging. This, combined with the fact that the battery compartment is sealed, frees customers from the cumbersome task of regularly changing their batteries. The new technology is also environmentally friendly, with users typically going through around a 100 batteries per year and hearing aid. The power pack, which is easily attached to the **Phonak Charger Case**, provides power for 7 full charges of 2 hearing aids, ideal for short trips where no power source is available. In addition, Phonak offers a compact mini charger giving users full flexibility.

“Less than two years after the successful introduction of the **Venture** product platform, Phonak once again proves its unwavering commitment to pioneer life-changing innovative hearing solutions,” said Lukas Braunschweiler, CEO of Sonova. “The quickest charging, longest lasting rechargeable hearing aid ever produced will be a game-changer in

ease-of-use for our industry. It is further evidence of our promise to empower consumers to live a life without limitations. I am convinced that this groundbreaking new product will further support the long-term, sustainable growth of Sonova.”

The new Audéo B premium hearing aids come in a new design and will be available in 4 performance levels and 9 colors. All models are IP 68 rated, meaning that they are dust tight and protected against water. For more information on the new platform and hearing aid, watch the [YouTube video](#).

Source: Phonak, Sonova