

**For immediate release**

## **Phonak Roger Pen wins prestigious iF DESIGN AWARD 2016**

Stäefa, Switzerland – February 23, 2016 – Phonak, the global provider of the most complete product portfolio of hearing instruments and wireless communication solutions, today announced that its Roger Pen has been recognized for outstanding product design with the iF DESIGN AWARD, one of the most prestigious design competitions in the world.

The Roger Pen is an advanced wireless microphone for those affected by hearing loss. With its functional and inconspicuous design, it mimics a pen in shape and looks more like a stylish device than a medical instrument. The pen was selected to receive the coveted seal of design excellence in the category of Medicine/Healthcare by an international, high-profile jury of design professionals, press members and academics.



*The Roger Pen charging in docking station.*

“We are delighted and greatly honored to receive the iF DESIGN AWARD recognition,” said Drs. Hans Mülder, Marketing Director of Phonak Communications. “The award highlights our efforts to pair the highest standards in hearing performance, ease of use and innovation with outstanding design.”

Among design features to convince the iF jury is a special layer of lacquering on the pen’s surface that reduces friction noise significantly compared to ordinary lacquering. The Roger Pen’s design guarantees that speech is picked up in an optimal way thanks to a weight mounted inside the device, causing it to roll until the microphone openings face upwards. Both features improve hearing performance for those affected by hearing loss

Users benefit from an extra performance boost with the Roger Pen in the most difficult listening situations, such as in noise or over distance. It helps those affected by hearing loss to understand speech up to 62% better than people without hearing loss<sup>1</sup>.

The pen is easy to use: by clicking tiny receivers into their hearing aid, users can hear the speaker directly in the ear. The integrated wideband Bluetooth chip enables wireless cell phone calls and transmits the sound from the TV wirelessly to the ears, making users’ lives easier.

Images of the Roger Pen are available at the following link under *Wireless Accessory Photography*: <http://www.phonakpro.com/com/en/marketing/images-logos.html>

<sup>1</sup>Professor Thibodeau, Linda, PhD (2014), *Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids*, University of Texas, Dallas, USA, *The American Journal of Audiology*. Volume 23, 201-210, June 2014.

### **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.

## About iF International Forum Design GmbH

iF International Forum Design GmbH in Hannover is one of the largest, most renowned design centers in the world. The iF logo, which the competition winners receive as their award as part of a special iF design exhibition show from February 27 to May 29, is an internationally recognized trademark for outstanding design. With more than 20,000 competition entries from approx. 60 different countries each year, the iF awards are among the most respected design prizes in the world. [www.ifdesign.de](http://www.ifdesign.de)

For more information, please visit [www.phonak.com](http://www.phonak.com) or contact:

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### **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.