

Press release

## **Only a Phonak is a Phonak: All price categories and form factors now with innovative SoundRecover technology**

***Instant-fit Audéo ZIP sets new standards in CIC segment – Certéna Art and Versáta Art bring the benefits of SoundRecover to all price classes***

**San Diego, California / Stäfa, Switzerland (14 April 2010) – Innovation leader Phonak presents a new generation of hearing aids at this year's edition of the annual convention of the American Academy of Audiology. The revolutionary SoundRecover technology is now featured in new Phonak models such as Audéo ZIP, an instant-fit CIC hearing solution. Certéna Art and Versáta Art bring the benefits of SoundRecover also to budget-conscious and active customers. The new Phonak product range is designed to perfectly match the needs of every client regardless of type of hearing loss, lifestyle, age or budget.**

### **Audéo ZIP: in the ear in an instant**

Thanks to its small form Audéo ZIP instantly fits 87 percent of ears. Special soft silicone ear pieces ensure the right amount of venting and gain to match the configuration of hearing loss. The TwinVent technology guarantees that the ear remains as open as possible even with a deep seated fit. Based on the CORE (Communication Optimized Real-audio Engine) platform, Audéo ZIP offers the latest technological features including optimized feedback suppression, a sophisticated automatic and the revolutionary SoundRecover technology. Audéo ZIP mainly addresses first-time users with a mild to moderate hearing loss and is available from 19 April 2010 at three price levels.

### **Unique SoundRecover technology across all price classes and form factors**

All of the current Phonak products are based on CORE, the most powerful high-performance processor in the market. With real-time audio streaming, StereoSound transmission and CableFree Fitting, CORE provides unique benefits and allows for benchmark features such as ZoomControl (directional focus to the front, back, right and left), DuoPhone (transmission of caller's voice on both ears in real-time) and SoundFlow (automatic adaptation to the sound environment). The highlight CORE feature SoundRecover is now available in all price categories and form factors, and for all degrees of hearing loss. The unique non linear frequency compression algorithm enables high-fidelity sound quality that makes listening effortless and completely natural and allows wearers to once again enjoy all the sounds of life: conversations in a restaurant, children laughing, music, birds singing and the whisper of a loved one. Phonak is the first manufacturer to offer the combination of extended bandwidth data and SoundRecover for significantly improved speech understanding in quiet and noise.

"After five years of research and development, we have introduced the sophisticated technology SoundRecover to the market. We are proud to now offer this important innovation to everyone, regardless of hearing loss and budget," says Valentin Chaperon, CEO of Phonak. "SoundRecover is the only scientifically proven method to extend hearing by restoring high-frequency sounds that would otherwise be inaudible."

### **Enlarged feature set with Certéna Art and Versáta Art**

Based on the proven product family Certéna, Certéna Art brings SoundRecover to budget sensitive clients. Certéna Art is the only standard segment product family on the market offering full CORE wireless connectivity and CableFree Fitting. The new flexible Versáta Art is ideally suited for users leading an active life. In addition to SoundRecover, it is equipped with the full set of CORE wireless functionalities for easy access to the modern communication world. Versáta Art features SoundFlow Advanced, an exclusive three-base blending functionality for seamless transitions between numerous

specific listening programs. Certéna Art and Versáta Art are designed for users with mild to profound hearing loss and are available from 19 April 2010.

### **Enhanced TV experience with Phonak TVLink**

Set up in one step in just 60 seconds, with minimum transmission delay and a range of up to 30 meters, the new Phonak TVLink offers a new dimension of TV experience. The StereoSound technology makes mono sound transmission a relict of the past and enables minimum transmission delay between the TV and the hearing aid for a perfect listening experience.

### **Expanded use of diagnostic tool LiSN-S for adults**

LiSN-S, the diagnostic tool developed by National Acoustic Laboratories (NAL) and distributed by Phonak, has been expanded with the addition of norms for American English for adolescents and adults. This provides hearing care professionals with access to new groups of patients such as teenagers and adults thought to have an auditory processing disorder. LiSN-S is immediately available in the USA and in Canada.

### **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.

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

### **Sylvia Meyer-Rothen**

Corporate Communications

Tel: +41 58 928 01 01

Email: [sylvia.meyer-rothen@phonak.com](mailto:sylvia.meyer-rothen@phonak.com)

Phonak AG

Laubisrütistrasse 28

CH - 8712 Stäfa

Tel: +41 (0)58 928 01 01

Fax: +41 (0)58 928 20 11

[www.phonak.com](http://www.phonak.com)

### **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.