

Press release

In the ear in an instant: Phonak presents Audéo ZIP - a new addition to the award-winning product family

Instant-fit high-tech CIC solution promises immediate customer satisfaction

San Diego, California / Stäfa, Switzerland (14 April 2010) – The latest addition to the successful Audéo product family by innovation leader Phonak, Audéo ZIP is a visually appealing yet discreet in-the-ear solution based on the proven CORE (Communication Optimized Real-audio Engine) platform. This new generation of instant-fit hearing aids is suitable for an outstanding 87 percent of ears and offers an ideal solution for first time users with mild to moderate hearing loss. Audéo ZIP is available in three attractive skin color tones and at three price levels from 19 April 2010.

Secure and instant fit in the ear

Audéo ZIP is almost invisible and very comfortable to wear. Thanks to its small form Audéo ZIP instantly fits 87 percent of ears. Special soft silicone domes ensure the right amount of venting and gain to match the respective hearing loss. The TwinVent technology guarantees that the ear remains as open as possible even with a deep seated fit.

The MultiFlex Canal allows for the necessary mobility and accommodates individual anatomical differences, ensuring that the hearing aid sits correctly and comfortably in the ear. The flexible canal adapts to the natural movement of the ear that occurs while talking or chewing, offering a level of wearing comfort that equals a custom fitted device.

High-tech features for ideal understanding in every situation

Audéo ZIP is based on CORE, the most powerful high-performance processor in the market. CORE provides unique benefits and allows for benchmark features such as SoundFlow (automatic adaptation to the sound environment) and the revolutionary SoundRecover technology (a non linear frequency compression algorithm that enables high-fidelity sound quality).

“We are very pleased to introduce a new generation of hearing aids that is tailored to the needs of first time users with mild to moderate hearing loss, a market segment with high potential“, says Valentin Chaperon, CEO of Phonak. “Audéo ZIP offers a great value proposition with its combination of high cosmetic appeal, intuitive use and excellent wearing comfort with the latest technological features.”

Audéo ZIP completes the Audéo family

Audéo ZIP is the latest addition to the award-winning Audéo product portfolio, a collection of tiny and stylish instruments with the power, flexibility and durability to fit every hearing need and lifestyle. All four Audéo family members – Audéo ZIP, Audéo MINI, Audéo SMART and Audéo YES – feature the innovative SoundRecover technology for expanded audibility and enhanced understanding.

Audéo ZIP mainly addresses first time users with a mild to moderate hearing loss and is available from 19 April 2010 in three attractive skin tone colors at three price levels.

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, 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.