

Press release

## **New CROS solution from Phonak for unilateral hearing loss**

***Full bandwidth audio transmission, a unique range and a compact design guarantee an enhanced listening experience for people with unilateral hearing loss***

**Stäfa, Switzerland (January 24, 2011) – Phonak CROS offers a flexible and powerful solution for people who are affected by unilateral hearing loss which cannot be overcome with a hearing aid. The innovative transmitters have been developed on the basis of state-of-the-art Spice technology and enable voices to be transmitted to the user's better ear with the best possible sound quality using full bandwidth audio transmission. The new Phonak CROS solution is extremely easy to fit with the help of Phonak Target™ fitting software.**

People with unilateral hearing loss have severe hearing loss in one ear which cannot be relieved by means of a hearing instrument. Sounds and speech can barely be perceived, if at all, on the side of the unaidable ear and it is not possible to filter out background noise. CROS (Contralateral Routing of Signals) solutions even out auditory perception by redirecting sound signals transmitted to the unaidable ear to the better ear. If the better ear is also affected by a loss of hearing, a hearing aid can pick up the sound signal and amplify these. This is referred to as a BiCROS solution.

With Phonak CROS, Phonak provides a powerful and esthetically attractive solution for people who have one unaidable ear, and either normal hearing or a loss of hearing in the other.

### **Wireless radio transmission**

Based on the full bandwidth audio transmission and enhanced processing capacity of the Spice chipset, Phonak CROS enables sound signals to be transmitted wirelessly. The CROS transmitter redirects the audio signal at full bandwidth from the unaidable ear to the hearing instrument (receiver) in the other ear. The beauty of the new Phonak CROS technology is that the sound transmission does not require any additional internal or external components that take up unnecessary space and could break. This solution offers scope for a particularly flexible use.

Another advantage of the new Phonak CROS solution is that it is compatible with the full range of new wireless Spice hearing aids. This allows the user to benefit from innovative Phonak features such as SoundFlow, Real Ear Sound and UltraZoom with SNR-Boost, SoundRecover and FlexControl. As well as normal hearing, the new Phonak CROS solution can accommodate all levels of hearing loss in the better ear. It offers an individually adapted solution for every user – regardless of their degree of hearing loss, their budget or their lifestyle.

### **A unique range with an award-winning design**

Phonak CROS is the smallest CROS solution on the market. The elegant BTE transmitter encased in the distinctive, award-winning Audéo S SMART housing is available in a range of seven attractive colors. The specially designed universal CROS retention offers a comfortable fit while ensuring that the auditory canal remains fully open. In addition, custom made CROS Tips (retention) are available for a particularly comfortable fit. The transmitter is thus virtually invisible behind the ear. Phonak CROS is also available in a discreet ITE version.

### **Easy to fit with Phonak Target**

Phonak CROS can be fitted in a few simple steps with the help of Phonak Target fitting software. This new software guides the user intuitively through the fitting process, following a procedure determined by the individual requirements of the hearing care professional and his customer. For BiCROS fittings, the volume control between the transmitter and the hearing instrument can also be adjusted according to the personal preferences of the user.

The Phonak CROS models are available now.

### **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) and [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.