

Press release

Phonak presents Audéo MINI - the world's smallest behind-the-ear hearing system

A Phonak is for everyone: Extended CORE portfolio with new Audéo and Milo product families

Stäfa, Switzerland, October 1st 2009 – Phonak, leading manufacturer of innovative hearing solutions, extends its CORE-based product portfolio with the Audéo and Milo product families. The new CRT models Audéo MINI and Audéo SMART set new standards in size, sound quality and flexibility. With Milo and Milo Plus, the technology leader introduces the first basic segment products integrating CORE functionalities.

State-of-the-art technology across all price segments

With CORE (Communication Optimized Real-audio Engine) Phonak offers the industry's leading platform for audio processing. All of Phonak's current products are based on the CORE microprocessor, the fastest and most powerful chip in the market. It enables innovative technologies such as SoundFlow (automatic functionality), WhistleBlock (elimination of acoustic feedback) and ZoomControl (control of hearing focus). A highlight CORE feature is SoundRecover, which expands audibility, improving hearing of conversations in a restaurant, the laughing of children, birdsong or even quiet whispers. In addition, CORE enables the wireless connection to communication or entertainment devices such as telephones, TV sets, MP3 players or a PC.

„With the introduction of the new Audéo and Milo products, we are able to offer our partners an extended product portfolio based on the proven CORE platform“, says Valentin Chaperro, CEO of Phonak. „This way, they can present their clients high-performance solutions tailored to their individual lifestyles and budgets.“

The Audéo product line

Following the successful market introduction of Audéo YES, Phonak now presents two additional CRT (Canal Receiver Technology) hearing systems to meet the high demand in this market segment. They are characterized by their new and significantly smaller housings and their outstanding features. All Audéo products are based on the CORE platform and offer innovative technologies such as SoundRecover and SoundFlow.

With **Audéo SMART**, Phonak introduces the smallest wireless hearing system in the market. Audéo SMART offers maximum performance and unlimited connectivity to a wide range of communication and entertainment devices such as telephones, TV sets, MP3 players or the PC, thus enabling demanding users of hearing systems to lead an active life. Audéo SMART also offers flexible control options: It can be operated directly at the ear via a push button which can be configured as a program selector or a volume control. Alternatively, the hearing system can be operated via the myPilot remote control. ZoomControl allows for easy selection of hearing focus direction, especially beneficial in the car or in other situations in which the wearer cannot face the speaker.

Audéo MINI is the latest and worldwide smallest non-wireless CRT hearing system. It is almost invisible when worn behind the ear and impresses with its tiny size and attractive design. In addition, the new housing supports directional beamforming technology, for crystal-clear speech intelligibility and for improved suppression of background noise. Above all, Audéo MINI is very easy to handle: Thanks to the multi-program automatic SoundFlow, the hearing system adapts to the ever-changing environment in real time and without the need to push any buttons. Audéo MINI is ideal for clients who seek a high-performance, yet discreet and easy-to-use hearing solution.

The award-winning **Audéo YES** is still available in 17 color combinations, ideal for clients who seek state-of-the-art technology and like to express their individual style.

All Audéo hearing systems are suitable for people with mild to severe hearing loss and are available in three price categories from October 21st, 2009.

Milo and Milo Plus – stand-out basic segment products

Introducing the new **Milo** and Milo Plus, Phonak now offers two excellent hearing systems in the basic segment. For the first time, Milo brings to the basic price segment essential CORE features such as WhistleBlock, enabling precise feedback identification and cancellation. The highly durable and robust BTE and micro hearing systems are easy to fit and support the use of FM systems.

Milo Plus also employs the proven directional microphone system, Digital AudioZoom, allowing for better speech understanding in noisy environments, four manual programs and a range of in-the-ear products with AOV (Acoustically Optimized Venting).

Milo and Milo Plus are available from October 21st, 2009.

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 50 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.phonak.com, www.phonakpro.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.