

Media Release

Phonak Virto Black receives highest honor at International Red Dot Product Design Awards

Soon-to-be-released Phonak Roger On also earns Red Dot Award for its potential to help hearing aid wearers hear better while social distancing.

Stäfa, Switzerland, April 12, 2021 – Phonak, a leading global provider of life-changing hearing solutions, is pleased to announce it has been honored with two international Red Dot Awards for excellence in product design for its Virto Black hearing aid and Roger On remote microphone. Virto Black, the first custom made, Bluetooth® connected in-the-ear hearing aid shaped like a modern hearable, received the “Red Dot: Best of the Best,” which is awarded for groundbreaking design and is the highest award in the competition, reserved for the best product in a category. The sought-after distinction “Red Dot” has been the revered international seal of outstanding design quality.



In January 2020, [Virto Black](#) made its debut at the world-renowned CES 2020 in Las Vegas and was also voted “Best of the Best” by the editors of Engadget in the Accessible Tech category. Engadget, a leading consumer technology publication, recognized that Virto Black blurred the lines between a hearing aid and an earbud. Its stigma-busting yet stylish design was intended to help people seek treatment sooner while boasting innovative hearing technology that could meet the needs of even severe forms of hearing loss.

“This news reinforces our commitment to continue finding innovative and world class solutions for our consumers,” said Jon Billings, Vice President of Phonak Marketing. “Especially during this time where masks are required, it’s harder for anyone to hear clearly, yet alone patients with hearing loss who depend even more on reading lips. Virto Black’s in-the-ear design doesn’t interfere with the typical ear-loop mask and our new Roger On accessory will help amplify sound for hearing aid wearers over distance. Paired together, they will no doubt be a game-changer for our consumers.”

Debuting in Summer 2021, [Phonak Roger On](#) received the “Red Dot” award for its high design quality. Teenagers and adults who wear hearing aids or cochlear implants can still struggle to understand and communicate in noisy situations and over distance. The new Roger On remote microphone will feature enhanced technology and an improved pointing mode that allows the user to zoom in on a speaker by simply pointing, making it easier to have meaningful conversations.



Both Virto Black and Roger On will be celebrated at the Red Dot Design Week, June 21 to 25, 2021. They will also be included in the Red Dot Design Yearbook and on their online exhibition. For more information, please visit www.red-dot.de.

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About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was created in 1947 out of a passion for taking on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading innovator, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**

About the Red Dot Design Award:

In order to appraise the diversity in the field of design in a professional manner, the Red Dot Design Award breaks down into the three disciplines of Red Dot Award: Product Design, Red Dot Award: Brands & Communication Design and Red Dot Award: Design Concept. With more than 18,000 entries, the Red Dot Award is one of the world's largest design competitions. In 1955, a jury convened for the first time to assess the best designs of the day. In the 1990s, Red Dot CEO Professor Dr. Peter Zec developed the name and brand of the award. Ever since, the sought-after distinction "Red Dot" has been the revered international seal of outstanding design quality. The award winners are presented in the yearbooks, museums and online. More information is available at www.red-dot.de.