

Backgrounder

Phonak Slim™: The stylish hearing device meant to be seen

Styled in a variety of two-tone colors and delivered exclusively as a right-and-left pair

Stäfa, Switzerland, April 26, 2022 – Phonak Slim is designed for comfort and personalized to look and feel more like a hearing accessory and less like a traditional hearing aid.



Silencing the Stigma

Phonak creates hearing solutions that change people's lives so they can thrive both socially and emotionally. Its broad portfolio ranges from devices that are completely invisible to products that hearing aid wearers can proudly show off. Phonak Slim is the company's latest addition to the latter group of stigma-busting hearing aids that are meant to be seen. It aims to embrace those who have been reluctant to use hearing aids because of how they look, or how they make them feel.

With Slim, Phonak delivers a product that is not only comfortable, but challenges the perception of what a hearing aid can be. It is the first Phonak hearing solution to be sold exclusively as a pair, with unique left and right hearing aids, each featuring an inward bend that follows the natural contour of the head.

Phonak Slim will be offered in three attractive two-tone colors - Silver/Black, Graphite/Black, and Copper/Black - and comes with its own uniquely designed charging case.

A Match Made for Hearing Care Professionals and Hearing Aid Clients Alike

Phonak Slim boasts the features and functionality of the company's best-selling Paradise platform, which features universal Bluetooth connectivity and delivers crisp, natural sound¹. At the same time, it comes in an innovative design to appeal to those who are looking for a more unique style.

Features include:

- Personal digital solutions
 - Updated myPhonak app
 - New Target 7.3 - Phonak fitting software for hearing care professionals

- Health data tracking
 - Steps
 - Activity levels

- Optional goal setting
- Average time worn in different sound environments
- Unrivaled* sound quality²
 - ADP 2.0 (Adaptive Phonak Digital 2.0) – new processing algorithm designed to establish an ideal first fit with the benefit of reduced listening effort.
 - AutoSense OS™ 4.0
 - Speech Enhancer - helps to understand someone who is speaking softly or at a distance in quiet
 - Dynamic Noise Cancellation - reduces listening effort in noise and when paired with myPhonak, allows users to personalize the amount of noise cancellation needed in real time
 - Motion Sensor Hearing - detects when the wearer is moving and having a conversation and can automatically steer the hearing aid microphones
- Universal connectivity
 - Connects to smartphones, TV, Roger and more
 - Multiple Bluetooth® connections
 - Tap Control for easy access to Bluetooth functionalities

Source/Reference

¹ Taphuntsang, D. (2020). Market research ID 4387. Please contact marketinsight@phonak.com if you are interested in further information

² Appleton, J. (2020) AutoSense OS 4.0 - significantly less listening effort and preferred for speech intelligibility. Phonak Field Study News retrieved from www.phonakpro.com/evidence, accessed Feb 2021

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About Phonak

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole. **Life is on**

