

Phonak

Life knows no limits, and neither should technology. Phonak constantly pushes at the boundaries of what is possible, seeking ever better solutions so that people with hearing loss can live to their fullest.



Phonak Audéo V – The first product family available on the new Venture platform, is powered by a new chip technology.

At Phonak, we move the industry forward, year by year, product by product. We are inspired by the millions of people around the world for whom what we do improves life deeply: bringing back the loved voices of family and friends; the sounds of nature, work, and pleasure; and the joys of music. Together with our partners in the other Sonova Group businesses and in the hearing care profession, we pursue the goal of a world where everyone can enjoy good hearing.

Accelerating Innovation: Venture

Innovation takes first place at Phonak. We are proud to offer the broadest product range in the industry, supported by powerful technology platforms that bring cutting-edge performance within the reach of more and more users.

The Quest platform, introduced in 2012, saw the fastest conversion rate from previous technology in the history of Phonak: within five months of its introduction more than 80% of new Phonak hearing aids sold were Quest-based. A full-spectrum portfolio of products and solutions established Quest as the market leader – a testimony to how people with hearing loss and their hearing care professionals value the real-life benefits that Phonak innovation brings.

Now, only two years after the launch of Quest, Phonak has introduced Venture, based on a new, third-generation technology platform. At its heart is a dual-core chipset that offers twice the previous processing power while reducing battery power consumption by up to 30%. Starting in October 2014, the technology has been available to the market in a new Receiver-In-Canal product family, the Phonak Audéo V. The market reaction to the launch has been extremely positive.

Venture's speed, power and capacity allow for previously-impossible precision and subtlety in sound processing, driven by a groundbreaking new operating system, AutoSense OS. The "central brain" of the new Phonak hearing aids, AutoSense OS adapts automatically to varying hearing environments. Continuously analyzing incoming sound, it optimizes over 200 settings, blending programs to match the listening environment exactly – all without requiring any manual interaction. This on-the-ear intelligence allows users to get the best out of existing programs, such as Speech in Noise and

Comfort in Noise. It provides enhancements to Speech in Loud Noise, steering the StereoZoom speech isolation feature to follow asymmetric or moving sources. And it makes possible entirely new programs, such as Speech in Car, Music, and Comfort in Echo.

An innovative portfolio that meets all needs

We maintain a broad portfolio of products and solutions to meet the needs of all hearing aid wearers, so they can live life to the full regardless of their degree of hearing loss.

Our most exciting new addition is the Phonak Audéo V Receiver-In-Canal hearing aid family, available in four styles, all wireless, at four performance levels. All of them benefit from the power and capability of the new Venture technology platform. All come with Phonak's Binaural VoiceStream Technology, for optimum speech handling between both ears, and feature push-button control. And their newly-designed housings are reinforced with high-tech composite materials for extra durability with light weight.

A Phonak hearing aid is always designed to interact seamlessly with our range of accessories to help deliver the best hearing experience in every situation. Our Wireless Communication Portfolio features the newly-introduced Phonak EasyCall, which connects any Phonak wireless hearing aid to any Bluetooth-enabled cell phone – even non-smartphones and older models. There is no need to be restricted to a particular brand or operating system: simply attach the EasyCall to the back of the phone, and it streams the conversation directly to both hearing aids in unmatched sound quality.

The Phonak ComPilot Air II is a handy clip-on streamer that allows for easy control of all Bluetooth-enabled audio devices, while the Phonak RemoteControl App turns any smartphone into an advanced controller for Phonak Venture hearing aids. Used with the ComPilot Air II or ComPilot II, it enables direct selection of hearing programs and audio sources as well as individual volume control.

From the very beginning, Phonak Lyric has been unique: only 12 mm long and sitting deep inside the ear canal, it is the only hearing aid that is 100% invisible and can be worn 24 hours a day, 7 days a week, for months at a time – without the hassle of changing batteries. It is clearly an effective solution: 94% of Lyric users would recommend Lyric to their friends and loved ones. The new Lyric generation, with its low-power, deep-ear chip for enhanced signal processing, brings a more natural hearing experience to users and improved programming flexibility to hearing care professionals.

Phonak's recently introduced digital wireless standard, Roger, has already transformed the lives of children and teens, both in and outside the classroom. Its excellent speech-in-noise performance and ease of use make it a natural choice wherever it is important to hear one voice out of many. Indeed, a widely-cited 2014 study reveals that people with hearing loss using

Roger actually hear and understand speech in noise and over distance better than people with normal hearing. Phonak is building on its already strong presence in wireless communications with the acquisition of Comfort Audio, a Swedish company with complementary strengths whose solutions aim to support our customers in workplace and business listening situations.

Supporting the market in new ways

We constantly strive for innovation, not just in what we make and how we make it, but in how we sell it: supporting and informing our market is a vital part of our business. Before a Phonak product or solution can reach its final destination, improving the life of someone with hearing loss, many decisions have to be made; we want to ensure that the people making those decisions have all the information they need about the latest and most valuable developments in hearing technology.

Tinnitus is a growing problem in today's society, affecting roughly 15% of the adult population. Yet many people, including those with tinnitus, do not know that four out of five tinnitus patients also have hearing loss – and, for many of these, amplification is proven to bring instant relief. This is the reason for Phonak's new Tinnitus Program. It offers hearing care professionals everything they need to develop their business with tinnitus clients. A comprehensive package of support and counseling material lets them build their tinnitus management skills, while a lead generation component supports them in finding new clients. At the heart of the program are Phonak's tinnitus-optimized hearing aids (including a new Behind-The-Ear model, Bolero V) which contain a broadband noise generator, and the Tinnitus Balance App, which allows patients to build their own personalized library of sounds and music as part of their tinnitus management plan.

New patients are sometimes referred to a hearing care professional by a local physician – and when they are, they are five times more likely to get a hearing aid than if they were not. Clearly, it is a good idea for hearing care professionals to make physicians aware of what can be done for hearing loss and to form strong, helpful relations with local medical practices. Phonak's Physician Information Program gives hearing care professionals the information they need to inform colleagues in medical practice about hearing loss and tinnitus. It also provides on-line tools and guides to help hearing care professionals build trusted physician relationships.

The teenage years are a time when it is particularly harmful to have untreated hearing loss. Teenagers are experiencing maximum physical, intellectual, and social development; they are learning hard, enjoying sports and music, making friends. Nothing should hold them back – but some worry that hearing aids might not really make a difference. Or they might be inconvenient... or “un-cool.” Besides, teenagers are not the ones making the financial decision, so how can they be sure of getting what they need? Phonak has launched the “Bring Sound to Life” website to give teenagers all the necessary

information to make a decision and discuss it with their parents. It shows how the combination of Phonak Sky Q and the Roger pen wireless microphone / Bluetooth controller make it easy to get outside and active, listen to the music you love, chat to your friends in a noisy club, and get on with a normal, exciting life. All this is supported by testimonials from real teen hearing aid users and tools to find out more or ask a hearing care professional. Visit www.bringstoundtolife.com to see it in action.



THE WOW! MOMENTS OF HEARING

“Now, keep still please,” says Tamara Anderson in a firm but friendly tone. Anderson, a hearing care specialist, moves the positioning instrument up to Mark Marcotte’s ear. A few seconds later, the tiny hearing aid is sitting comfortably in Marcotte’s ear canal. Anderson knows what’s coming next: the WOW! moment. Marcotte’s eyes widen. He looks around the room, searching for the origin of a sound that he was unable to hear before. “Oh, it’s a fan! Can you hear them as well?” Specialist Anderson answers his question with a smile. “Welcome to the world of Phonak Lyric!”

Marcotte, 63, has just returned to California from the Hawaiian vacation paradise of Maui. This keen sportsman

was affected by hearing loss for 30 years and eventually he even became unable to hear the brakes of his own car screeching. “For a long time, I was looking for a solution that would match my lifestyle,” Marcotte explains. Then he heard about a new type of innovative hearing device that is completely invisible, shower-resistant, and can be worn 24 hours a day for months-at-a-time without changing batteries. He began his search for just such a solution at the specialist store of independent hearing care professional Mark Sanford in Walnut Creek, California, where Tamara Anderson also works.

Sanford is one of the most successful Lyric providers in the world. Sales of this 100% invisible and hassle-free hearing aid are the cornerstone of his business. “I believe it’s important for hearing aid wearers to be well informed. That enables them to make the decision that is right for them,” Sanford says.

He receives invitations from all over the world to report as a specialist on Lyric’s advantages. In his presentations,

he also outlines the innovative business model offered by Phonak: subscription sales. For audiologists, the advantage here is that a Lyric user who opts for a subscription becomes a regular client. At the end of a batteries lifetime the device is simply replaced by a new one – in a matter of minutes. To start with, customers can test Lyric for up to 30 days free of charge. “Then they come back of their own accord, or their enthusiastic partners drag them through the door,” Sanford explains, pointing to the entrance to his store.

Sanford is also convinced that Lyric opens up a new target group for audiologists and hearing care professionals; Lyric wearers are generally younger and more active than users of other hearing aids. “Apart from the sound quality, the fact that Lyric is totally invisible to other people is enormously important to them,” Sanford explains. “Like contact lens wearers, Lyric wearers can forget that they are actually using an aid. They can lead a life free of limitations.”



It takes just a few seconds and the tiny hearing aid is sitting comfortably in Mark Marcotte's ear canal. Then comes the WOW! Moment: His eyes widen and suddenly he is able to hear the fan in the treatment room. The hearing care specialist smiles: "Welcome to the world of Phonak Lyric!".

