

# Our product and service offering

The Sonova Group is a leading global provider of hearing solutions and committed to offering the most comprehensive range of industry-leading solutions. Our product brands – Phonak, Unitron, Hansaton and Advanced Bionics – create compelling new products to offer the optimal solution for every user, provided by hearing care professionals through a broad range of service channels, including our well established global audiological care business.



## Phonak



### Phonak Paradise

In August 2020 Phonak introduced the new Phonak Paradise technology platform with the launch of Audéo™ Paradise, the multifunctional Receiver-In-Canal hearing aid which delivers improved hearing performance and speech understanding<sup>1 2</sup> coupled with industry-leading wireless connectivity. Benefiting from Sonova's next generation sound processing chip PRISM™ (Processing Real-time Intelligent Sound Management) with more processing power and twice the memory of its predecessor, Phonak Paradise offers a host of newly developed features. Paradise technology runs on AutoSense OS™ 4.0, the latest version of Phonak's automatic operating system. AutoSense OS eliminates the need for manual adjustments and allows to automatically detect, adjust and adapt to a wide range of hearing environments in-stereo. Consumers can thus enjoy a crisp, natural hearing experience, rediscovering the wonders of sound. With the industry leading universal connectivity of the Paradise hearing aids, consumers can have hands-free phone conversations while connecting with popular voice assistants like Siri® or Google Assistant™ via a double tap of their ear. Multiple simultaneous Bluetooth connections are now possible, allowing the wearer to easily switch streamed audio from one device to another across virtually any smart device or operating system. In quiet situations, soft voices over distance are enhanced by a speech enhancer. With Motion Sensor Hearing, the hearing aids can detect when the wearer is moving while having a conversation and will automatically adjust the directional microphones to focus on the direction of speech. Paradise wearers will also have more control over how they hear thanks to a new personalized noise cancelling feature in the myPhonak app.



With the launch of Phonak Naída Paradise in February 2021 the Paradise technology with all its newly developed features became available to those with severe and profound forms of hearing loss. Like all Paradise hearing aids, Naída Paradise offers industry-leading connectivity and is also equipped with RogerDirect™. This means wearers can also receive the Roger remote microphone signal with no additional accessory required. Launched in 2013, Roger™ technology is proven to boost hearing performance in loud noise and over distance. In fact, hearing aid wearers who receive the Roger signal have better speech understanding in noise and over distance than people with normal hearing.<sup>3</sup> Some Roger microphones and receivers have also been shown to help users understand up to 61% more speech in a group conversation in 75dBA of noise than using hearing aids alone.<sup>4</sup>

- 1) Appleton, J., & Voss S.C., (2020) Motion-based beamformer steering leads to better speech understanding and overall listening experience. Phonak Field Study News in preparation. Expected end of 2020.
- 2) Wright, A. (2020). Adaptive Phonak Digital 2.0: Next-level fitting formula with adaptive compression for reduced listening effort. Phonak Field Study News, retrieved from [www.phonakpro.com/evidence](http://www.phonakpro.com/evidence), accessed August 19th 2020.
- 3) Thibodeau, L. (2014). Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids. *American Journal of Audiology*, 23(2), 201-210.
- 4) Thibodeau L. M. (2020). Benefits in Speech Recognition in Noise with Remote Wireless Microphones in Group Settings. *Journal of the American Academy of Audiology*, 31(6), 404–411. <https://doi.org/10.3766/jaaa.19060>

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## Unitron

### Blu platform

Unitron's new Blu platform introduced in April 2021 provides next-generation sound performance. Powered by the new Sonova PRISM™ (Processing Real-Time Intelligent Sound Management) chip, Blu delivers an adaptable, personalized and freeing experience. It starts with Integra OS, the new signal processing system, that optimizes the listening experience to each wearers specific situation from highly complex to very quiet. Furthermore, with a new family of hearing instruments that offer Made-For-All technology, plus enhanced personalization capabilities and seamless connectivity, Unitron Blu is designed to keep up with the complexity of everyday life wherever the day may take them. Unitron's Moxi B-R hearing aid, recognized in 2021 with the prestigious Red Dot: Product Design award, Unitron's 7th award since 2014. Moxi Blu is Unitron's next generation of hearing instruments, thoughtfully designed to meet the needs of real people.



## Advanced Bionics

### Naída CI Marvel

Through the close collaboration between the brands Advanced Bionics (AB) and Phonak, cochlear implant (CI) recipients can now benefit from the breakthrough Marvel hearing technology. With Sky CI™ Marvel, the world's first dedicated CI sound processor for children and Naída™ CI Marvel for adults, AB lets CI recipients connect to the moments they love. Furthermore, the Marvel technology has been extended to bimodal-hearing wearers<sup>1</sup> with the introduction of Phonak Sky Link Marvel and the new Naída Link Marvel. As a bimodal system, these devices wirelessly communicate with each other and feature all of the connectivity benefits of Marvel, including Sonova's unique universal Bluetooth® connectivity and RogerDirect™. Naída CI Marvel comes with AutoSense OS™ 3.0, which delivers excellent sound quality and performance in a variety of situations throughout the day. This machine-learning algorithm analyzes the sounds in the listener's environment every 0.4 seconds and identifies whether the wearer is for example in a noisy restaurant, car, concert hall or at home. It then engages the appropriate cochlear implant system features to customize and enhance the wearer's hearing experience based on the specific characteristics of the listening environment. AutoSense Sky OS™ 3.0 works similarly to the adult version in Naída CI Marvel but is uniquely designed for a child's typical listening environments, providing excellent sound quality and performance wherever the child goes.

1) Many cochlear implant recipients use one sound processor and one hearing aid. This is known as bimodal hearing.

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