

Phonak Expands Its Quest Platform with New Product Lines

New Phonak Audéo Q and Phonak Naída Q: Effortless Understanding Even in the Most Challenging Listening Situations

Warrenville, IL (April 3, 2013) – Phonak introduces the new Phonak Audéo Q and Phonak Naída Q portfolio, based on the Quest platform launched six months ago. Both product families feature the unique Binaural VoiceStream Technology™ and will be available in the market as of today. Phonak Audéo Q enhances the spontaneous acceptance and enables more signal, less noise and better understanding in more listening situations – even with open fit. The new Tinnitus Balance Portfolio – available with Audéo Q – offers hearing care professionals essential tools to support a variety of tinnitus management philosophies. The Naída Q product family delivers premium performance for people with severe to profound hearing loss.

With the introduction of Audéo Q and Naída Q, Phonak further expands the Quest platform with two new product lines and now offers targeted solutions for all degrees of hearing loss. Based on the unique Binaural VoiceStream Technology, the hearing aids allow for unparalleled understanding even in the most challenging listening situations. Numerous studies have proven the impact of the technology; highlight findings include 28 percent increase in speech understanding with the Speech in Wind feature and up to 45 percent improvement in speech intelligibility with auto StereoZoom.

"We are very satisfied with the positive market response to our Quest platform," says Maarten Barmentlo, Group Vice President Marketing for Phonak. "With the new products, 90 percent of our portfolio is now available on Quest. Following the successful launch of the platform six months ago, we now offer the most complete product portfolio in the market, covering all degrees of hearing loss, all form factors and the entire price range."



Small package, big performance: Phonak Audéo Q

Phonak Audéo Q: Enhanced spontaneous acceptance and big performance

Audéo Q, the new RIC (receiver in canal) solution for mild to severe hearing loss, is ideally suited for first-time users. A new generation of compact receivers result in an increased fit rate of up to 53 percent and improved comfort. The natural sound quality – supported by the Quest precalculation – enhances the spontaneous acceptance significantly. The Binaural VoiceStream Technology features allow for improved understanding in noise even fit an open fit. Thanks to their discreet design, the Audéo Q models stand for an esthetically appealing solution that practically disappears behind the ear. Available in four performance

levels, three designs, three power levels and a new color palette, Audéo Q provides RIC solutions for even the most demanding clients.

RIC portfolio now available with Phonak Tinnitus Balance Portfolio

Four out of five tinnitus clients also experience hearing loss¹. The Phonak Tinnitus Balance Portfolio – with Audéo Q at the core and supported by the Tinnitus Balance noise generator and the Tinnitus Balance App – covers essential tools to support hearing care professionals in their individual tinnitus management philosophies. The Tinnitus Balance noise generator is now available in every Audéo Q at all performance levels.

Phonak Naída Q: The most complete, water resistant power product family



¹ Axelsson A, Prasher, 2000

Thanks to breakthrough features like auto StereoZoom and Speech in Wind, Naída Q offers power users premium performance in challenging situations and significantly improves speech intelligibility for less hearing effort. The proven SoundRecover technology enables access to high frequencies even with significant hearing loss. The Naída Q portfolio – including a RIC – is available in four performance levels and a stylish color palette. In addition, the unique Power SlimTube significantly reduces visibility while worn on the ear.

All models based on the Quest platform are compatible with the entire range of Phonak wireless communication products, including a selection of remote controls, streaming devices and unique Dynamic FM products. The new Phonak RemoteMic – combined with the Phonak ComPilot – takes the strain out of conversations in noisy places by streaming voices, up to 20 meters away, directly into the hearing aids.

Evidence highlights at a glance:

- 28% better speech understanding using the Speech in Wind program
- 75% of users benefit from frequency compression in terms of better speech intelligibility with SoundRecover
- More than 6 dB signal-to-noise ratio (SNR) improvement with StereoZoom
- 80% speech intelligibility with auto StereoZoom in diffuse noise situation
- 83% of users prefer auto StereoZoom over the automatic SoundFlow program in car listening situations
- Average benefit of DuoPhone of 3.1 dB SNR improvement compared to a monaural telephone program

For more evidence please visit www.phonakpro.com/evidence.

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 60 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.

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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.