

Press Release

## **Phonak Cassia and Solana – Hearing delight for everyone**

***Two new product families complete the Phonak Spice Generation with entry-level and mid range hearing aids.***

Stäfa, Switzerland (January 24, 2011) – Phonak is proud to introduce the Spice technology to the entry-level and mid-range segments. Phonak Cassia and Solana, thereby completing the new Spice Generation offering first introduced in October 2010 with the premium product family Phonak Ambra and the Audéo S family. Phonak Cassia will appeal to those who appreciate value for money but still expect state-of-the-art design and the very latest technology. Phonak Solana makes its marks in the mid range, with a unique binaural feature, intelligent user interaction, and an impressive package of enhanced features.

Both families are intuitive in use, compatible with a wide range of Phonak wireless accessories and easy to fit with the latest version of the Phonak Target™ software. Thanks to a completely new design approach the BTE housings are 20-30 percent smaller than the previous generation, each model being the smallest in its gain category. Further expanding the style offering is the new Petite BTE housing – the smallest BTE of all times – available for Phonak Ambra, Solana and Cassia.

### **Phonak Cassia – setting new standards for an entry level hearing aid**

The new Spice chipset makes Cassia the most advanced product in its class. At an entry-level standard price Phonak Cassia features advanced functionalities such as SoundRecover, UltraZoom Standard, WhistleBlock and SoundFlow Standard. In addition, Phonak Cassia is equipped with NoiseBlock Standard for an even better suppression of noise without reducing essential speech information. Phonak Cassia offers full wireless access to the world of modern communication.

### **Phonak Solana – a mid range solution with an impressive package of enhanced features**

Thanks to the new Spice chipset Phonak can now offer a business solution with unique binaural functionality, intelligent user interaction, enhanced directional innovation and full wireless access to the world of modern communication.

ZoomControl offers a truly exclusive end-user benefit – the ability to choose in which direction to focus hearing, to the front, back, left or right – without having to face the speaker. Phonak Solana comes with other exciting features such as UltraZoom Advanced, a sophisticated adaptive multichannel microphone system with a unique directional noise cancellation system called SNR-Boost.

Intelligent loudness management with FlexVolume and other key signature features such as SoundRecover, SoundRelax and WindBlock truly change the way a mid-range hearing aid is perceived.

The new range of custom products offers a wide choice of options. Selection is possible by battery size, shell style (five options: CIC, MC, ITC, HS, FS), receiver (M, P and SP), wireless or non-wireless functionality, microphone mode (directional or omni-directional), user control options as well as a wide range of colors. The new SP receiver further extends the fitting range for hearing losses of greater severity, while the small size permits an impressive anatomic fit rate of 75 percent for CICs and ITCs.

### **Phonak Petite – Introducing the smallest behind-the-ear of all times**

After already miniaturizing BTEs in each gain category about 20-30 percent last year, Phonak is now introducing the smallest behind-the-ear model of all time: The Petite is available as Phonak Cassia, Solana and Ambra. This new design meets the users' needs for a cosmetically more appealing product is compatible with the new Phonak PilotOne remote control.

### **PilotOne**

Finally, Phonak is introducing the new remote control Phonak PilotOne. It was designed for maximum impact and the simplicity and ergonomic design make it the most user-friendly remote control ever.

"At Phonak, we believe that hearing delight should be available to all", says Valentin Chapero, CEO of Phonak. "We now offer a Spice solution to suit every individual – regardless of age, lifestyle, budget or degree of hearing loss. Phonak Cassia and Solana will meet the challenges of those who need our hearing aids and help them to hear all the sounds of life."

For more information, please visit [www.phonakpro.com](http://www.phonakpro.com) and [www.phonak.com](http://www.phonak.com) or contact:

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### **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.

### **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.