

## **Phonak makes Paradise technology available to those with severe and profound forms of hearing loss**

### **Naída™ Paradise offers an unrivaled powerful hearing experience thanks to next-level, powerful sound and industry-leading connectivity**



Stäfa, Switzerland, February 2, 2021 – Phonak, a leading global provider of life-changing hearing solutions, today announces Naída Paradise, the power hearing aid that gives people with severe to profound hearing loss the power, sound quality and wireless connectivity they need to connect with everything around them. Now in its seventh generation, Naída Paradise is 14% smaller, 27% lighter<sup>1</sup>, and further improves upon the legendary hearing performance that ultra-power wearers expect from Phonak. This includes next-level, powerful sound, industry-leading connectivity and new custom program memory feature with the new myPhonak 5.0 app.

#### **Next level, powerful sound**

Naída Paradise features a powerful double receiver that delivers up to 141 dB of peak gain in the UP model and up to 130 dB in the rechargeable model. It's powered by the new PRISM™ sound processing chip and features AutoSense OS™ 4.0 for a host of premium features that work together seamlessly. For example, the hearing aids can automatically enhance soft speech in quiet places or reduce noise in loud environments. A built-in accelerometer detects movement and automatically steers the microphones to improve listening on-the-go.<sup>2</sup>

#### **Industry-leading connectivity**

Naída Paradise eliminates connectivity barriers that previously existed for consumers who needed more power. Thanks to Phonak universal connectivity, wearers can wirelessly stream audio directly into both hearing aids from virtually any smartphone, TV, laptop, tablet, eBook and more. Only Phonak Paradise technology allows two active Bluetooth® connections at the same time, so wearers can stay connected to their smartphone and their video chat without having to manually switch back and forth.

In addition to universal Bluetooth connectivity, Naída Paradise hearing aids are 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>

### Enhanced user accessibility

Universal Bluetooth connectivity coupled with on-board microphones means Naída Paradise wearers can use their hearing aids as wireless headsets for truly hands-free calls. A new Tap Control<sup>2</sup> feature allows users to double tap on their ear to accept or end a call, or pause or resume streaming. A tap on the other ear gives instant access to popular smartphone voice-assistants like Siri® or Google Assistant™.

“Naída has a long-lasting history of delivering power without sacrificing sound quality, so we knew that we needed to deliver an outstanding product to our wearers who depend so heavily on their devices,” said Jon Billings, Vice-President Phonak Marketing. “With Naída Paradise, we’re making history again by giving those with severe forms of hearing loss access to next-level, powerful sound with industry-leading connectivity.”

### Coming soon – myPhonak Memory feature and new Roger On™

In late spring, the myPhonak app’s 5.0 update will include the myPhonak Memory feature, which has been requested by consumers and hearing care professionals. It allows consumers to save a custom program from the app to the hearing aids, access last used custom program using the hearing aid’s multi-function button, or access other custom programs via the app. This update eliminates the need to remember a custom setting after a notification alert.



Phonak is also preparing for the newest member of the Roger family with the debut of Roger On. The new Roger On remote microphone will feature MultiBeam 2.0 technology and an improved pointing mode that allows the user to zoom into a speaker by simply pointing. Roger On will be compatible with most hearing aid and cochlear implant and will be able to stream a variety of audio content.

The new Phonak Naída Paradise will be available for pre-order by licensed hearing care professionals in select markets beginning February 2 and will begin shipping as of February 22 in select markets. The myPhonak 5.0 app featuring myPhonak Memory feature as well as the new Roger On remote microphone will be introduced in select markets in late spring.

For more information, please visit:

For consumers: <https://www.phonak.com/com/en/hearing-aids/phonak-naida-p.html>

For professionals: <https://www.phonakpro.com/com/en/products/hearing-aids/naida-paradise/overview-naida-p.html>

Source/Reference

<sup>1</sup> Naída P UP with RogerDirect compared to Naída B UP + external Roger receiver.

<sup>2</sup> In the Phonak power BTE portfolio, only Naída P-PR comes with motion sensor technology, including Tap Control.

<sup>3</sup> 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.

<sup>4</sup> 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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#### **About Phonak**

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was created in 1947 out of a passion for taking on the most difficult hearing challenges. Seventy years later, this passion remains. As the industry's leading innovator, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**