

Backgrounder

Phonak Audéo Life™, the world's first waterproof rechargeable hearing aid

Designed to help people get immersed in their experiences with a hearing aid that is waterproof* and tested beyond IP68 rating

Stäfa, Switzerland, April 26, 2022 – Audéo Life is designed to help people get immersed in their experiences with a hearing aid that is waterproof* and tested beyond an IP68 rating for not only fresh, but also salt or pool water and sweat.



Paradise Reinvented

Audéo Life is the world's first rechargeable hearing aid that is waterproof*, and sweatproof by featuring a unique housing and special coating that seals the device. In addition, it's the first Phonak hearing aid designed with a new induction charger called the Phonak Charger Case Go™. When placing the Audéo Life hearing aids into the new charger case with its own built-in battery, the hearing aids are magnetically held into place for hassle-free charging at home and on the go.

Meeting Consumer Needs

Audéo Life is one of the latest additions to the company's industry-leading Paradise line of hearing aid technology, now the best-selling** platform in Phonak history. Audéo Life hearing aids may help reduce the anxiety associated with wearing hearing aids around water or during physical activities¹.

By expanding and augmenting Paradise technology with Audéo Life, Phonak aims to boost consumer confidence in both the purchase of and adoption of hearing aids. Research shows that Audéo Life would motivate one in five people with untreated hearing loss to obtain their first pair of hearing aids¹.

Paradise delivers crisp, natural sound¹ and delivers an unrivaled** hearing experience². On the inside, Audéo Life hearing aids are powered by proven Paradise technology including universal connectivity with multiple active Bluetooth® connections, truly hands-free conversations, Tap Control for easy access to voice assistants, and more. Audéo Life hearing aids are designed to be more durable thanks to a Parylene coating, which further helps to protect the components.

Features include:

- Personal digital solutions

- Updated myPhonak app
- New Target 7.3 - Phonak fitting software for hearing care professionals
- Health data tracking
 - Steps
 - Activity levels
 - Optional goal setting
 - Average time worn in different sound environments
- Unrivaled* sound quality³
 - ADP 2.0 (Adaptive Phonak Digital 2.0) – new processing algorithm designed to establish an ideal first fit with the benefit of reduced listening effort.
 - AutoSense OS™ 4.0
 - Speech Enhancer - helps to understand someone who is speaking softly or at a distance in quiet
 - Dynamic Noise Cancellation - reduces listening effort in noise and when paired with myPhonak, allows users to personalize the amount of noise cancellation needed in real time
 - Motion Sensor Hearing - detects when the wearer is moving and having a conversation and can automatically steer the hearing aid microphones
- Universal connectivity
 - Connects to smartphones, TV, Roger and more
 - Multiple Bluetooth® connections
 - Tap Control for easy access to Bluetooth functionalities

Source/Reference

¹ Taphuntsang, D. (2020). Market research ID 4398. Please contact marketinsight@phonak.com if you are interested in further information

² compared to Phonak Audéo Marvel

³ Appleton, J. (2020) AutoSense OS 4.0 - significantly less listening effort and preferred for speech intelligibility. Phonak Field Study News retrieved from www.phonakpro.com/evidence, accessed Feb 2021

* up to 50cm

** compared to Marvel, Belong, Venture and Quest in first 12 months

Bluetooth® word mark is a registered trademark owned by Bluetooth SIG, Inc. and any use of such mark by Sonova AG is under license.

Media relations contacts:

Global

Florence Camenzind

Phone +41 58 928 33 25

Email florence.camenzind@sonova.com

U.S.

John Urbaniak

Phone +1 331 204 2799

Email john.urbaniak@sonova.com

– End –

About Phonak

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole. **Life is on**