

## Media Release

### Sonova presents innovative new solutions at AudiologyNow! 2015

**Stäfa (Switzerland), 25 March 2015 – Sonova Holding AG, the world’s leading provider of hearing solutions, will once again present a wide range of new products at this year’s AudiologyNOW! congress held in San Antonio, Texas from 25-28 March 2015. Phonak launches Bolero V, a whole new family of Behind-The-Ear (BTE) instruments based on its latest Venture product platform. The brand will also introduce Phonak CROS II, the new solution aimed at helping people with single-sided deafness. Based on its new North product platform and adding a number of innovative new features, Unitron introduces the latest version of its popular Receiver-In-Canal (RIC) Moxi product family simultaneously across five performance levels. In addition, Hansaton will already showcase three new product families at this year’s congress which are the result of the recently announced technology partnership with Sonova.**

“With introductions at this year’s congress, we are taking the next step in harnessing the power of Sonova’s third generation technology platform”, says Lukas Braunschweiler, CEO of Sonova. “I am confident that with the launch of the Bolero V BTE product family, Phonak can build on the strong momentum of the Audéo V RIC form factor. Also based on the same chip technology, Unitron’s new product platform North, is leveraging the R&D synergies between our brands, while at the same time offering a truly unique value proposition to its customers.”

#### **Phonak**

The new Phonak Bolero V is packed in a new aesthetically appealing design. As the already introduced Audéo V (RIC) product family it runs on AutoSense OS, the central brain of the new Phonak Venture hearing aids and therefore provides a seamless listening experience in every listening situation. The IP67 rated Phonak Bolero V is water resistant and dust tight for extra durability. Covering a wide range of hearing loss levels, the three new Phonak BTE models, available in four performance levels, now come with an integrated Tinnitus Balance noise generator and easily connect with the entire Phonak Wireless Communication Portfolio. Bolero V will be available with immediate effect.

With Phonak CROS II the brand launches the second generation of smart solutions for single-sided deafness. Based on the latest Venture platform, Phonak CROS II wirelessly transmits sound from the unaidable ear to a Venture hearing aid worn on the better hearing ear. This allows people with single-sided deafness to hear speech from the side they could not hear from before. The new key feature of Phonak CROS II is StereoZoom. By focusing on a single voice in a crowd, it allows for improved speech understanding in noisy situations. The new fitting process for Phonak CROS II is as easy and intuitive as a normal binaural fit, and users can instantly experience the benefits of the CROS solution during the fitting session. The new solution will be available immediately.

## Unitron

At this year's congress, Unitron will showcase North, its ground-breaking new sound processing platform. North's new SoundNav technology automatically identifies and classifies seven distinct environments, four focused specifically on conversation. Concurrent with the North launch, Unitron introduces a new generation of its popular RIC Moxi hearing instruments, which are fully integrated with Unitron's industry-leading Flex:trial and Flex:upgrade program. The North, Moxi and Flex combination become an even more compelling solution with the introduction of Log It All, an industry first data logging feature that captures and displays a patient's real-life experiences with their hearing instruments across seven environments regardless of performance level. This gives hearing healthcare professionals the ability to measure the performance of hearing instruments in everyday use and explain the benefits of different performance levels in a personal way. The new Unitron products are immediately available in five performance levels.

Like every year, Sonova will host an investor and analyst presentation at the AudiologNOW! congress in San Antonio. The slides of the presentation will be available starting from 26 March 17.30 CET at <http://www.sonova.com/en/investors/presentations>.

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## About Sonova

Sonova Holding AG, headquartered in Staefa, Switzerland, is the leading manufacturer of innovative hearing care solutions. The Group operates through its core business brands Phonak, Unitron, Advanced Bionics and Connect Hearing. Sonova offers its customers one of the most comprehensive product portfolios in the industry – from hearing instruments to cochlear implants to wireless communication solutions. Founded in 1947, the Group is currently present in over 90 countries across the globe and has a workforce of around 10,000 dedicated employees. Sonova generated sales of CHF 2.0 billion in the financial year 2013/14 and a net profit of CHF 347 million. By supporting the Hear the World Foundation, Sonova pursues its vision of a world where everyone enjoys the delight of hearing and therefore lives a life without limitations.

For more information please visit [www.sonova.com](http://www.sonova.com) and [www.hear-the-world.com](http://www.hear-the-world.com).

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