

## Media Release

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**Subject** Phonak Launches two Revolutionary Hearing Systems

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## Phonak Redefines the Hearing Instrument Market

### Verve and microPower Open Up New Market Segments

**With the launch of Verve and microPower, Phonak pioneers two completely new product segments. Both product lines have the potential to revolutionize the hearing systems market whilst helping increase user acceptance.**

#### **Verve – the world's most exclusive hearing system**

Verve is an exclusive product line designed for the most demanding customers who expect a personalized and comprehensive support throughout the product's entire life cycle. Verve's superior audiological performance and its unique functionality, combined with its elegant and stylish appearance and the innovative service offering, set a new standard in the hearing industry.

The first edition of the Verve product line features unique technological innovations. **Self Learning** allows the hearing instrument to automatically adapt itself to the wearer's changing personal requirements. With its natural language output, **SmartVoice**, Verve "speaks" to the user and informs them of the system's current operating mode, additionally it also tells them when it is advisable to have a service consultation with the audiologist, or when the battery needs to be changed. The wearer can therefore be confident of using the full functionality of the hearing instrument at all times. An exclusive network of specially trained and qualified audiologists ensures excellent customer support and high-quality servicing. A key component of the service offering is the **Verve Priority Package**, which includes the personalized Verve Card, the international 24/7 around the clock support line, as well as the Verve Web Portal. "The innovative technology and the comprehensive service package put Verve in a class of its own. It creates a new market segment that is clearly positioned above the existing digital premium segment", explains Valentin Chapero, CEO of Phonak Group.



### **microPower – breaking through the size barrier**

Phonak's innovative Canal Receiver Technology (CRT) enables even those with severe hearing impairment to enjoy the advantages of an ultra-miniaturized hearing system. microPower combines the cosmetic benefits of a small In-the-Ear (ITE) hearing system with the superior performance of a Behind-the-Ear (BTE) system, resulting in a new ground-breaking hearing device. The loudspeaker of microPower is positioned close to the eardrum and provides a clear sound that is as good as with a small, cosmetically appealing ITE hearing device. Due to the Canal Receiver Technology (CRT) the performance of microPower is comparable to that of a powerful BTE hearing instrument, while its microBTE size makes it virtually invisible. "We are very proud to have further strengthened our leading position in power applications with microPower", says CEO Valentin Chapero. "Thanks to microPower, the widely held belief that severe hearing loss can only be rectified with a bulky hearing instrument is now a thing of the past".



Verve and microPower will be presented at the AAA (American Academy of Audiology) conference in Minneapolis, USA, and will be available from June 2006 in all major markets.

### **Investor Relations Calendar**

#### **Media and Analysts Meeting on June 1, 2006**

The Phonak Group will present its 2005/06 financial statements for the financial year ended March 31, 2006 at the Media and Financial Analysts Meeting on June 1, 2006, at group headquarters in Stäfa. An audio webcast on the results, as well as the media release, will be available in the Investors section of our homepage [www.phonak.com](http://www.phonak.com).

#### **Roadshow in June 2006**

Following the publication of the financial statements for 2005/06, Phonak's management will meet with investors in a number of cities. Details can be found on the Investor Relations Calendar at [www.phonak.com/company/investors.htm](http://www.phonak.com/company/investors.htm). If you would like to meet with Phonak's management, please contact us or the relevant broker directly.

#### **Annual General Meeting on July 6, 2006**

The meeting will be held at the Kongresshaus in the city of Zurich.