



Press Release – For immediate release

Naída UltraPower: performance and design destined to change lives

Nuremberg, Germany, October 2007 – Naída is the first UltraPower hearing system to deliver on the promise of digital technology for consumers with significant hearing loss. Combining exceptional audibility and clarity with wireless capabilities, packed in an unbelievably small water resistant casing, Naída is the ultimate UltraPower solution. Empowering people to communicate clearly and reliably in all situations can change their lives.

More hearing: exceptional audibility and clarity

At the heart of the Naída system is **CORE** (Communication Optimized Real-audio Engine), the hearing industry's most advanced and versatile processing technology. Packed with a wealth of unique and intelligent features and offering maximum gain and output, it gives wearers new levels of sound experience and speech understanding well beyond their expectations. SoundRecover, for instance, is an innovative answer to one of the most common challenges facing people with significant hearing impairment: poor perception of high-frequency sounds. SoundRecover compresses otherwise inaudible high-frequency sounds into a lower-frequency range, where hearing sensitivity and discrimination ability are better. The Phonak proprietary algorithm effectively extends the audible range without creating any annoying artifacts. SoundRecover restores high-frequency audibility and has the ability to improve the quality of the wearer's own voice. It is the most important breakthrough in power amplification since the move from body-worn to behind-the-ear instruments!

Wireless connectivity: ultimate freedom

Communication today goes far beyond mere amplification. With this in mind, Phonak opens up amazing new horizons to wearers with significant hearing loss, all wireless and hands-free. Adding FM capabilities to an UltraPower solution is an obvious choice to make. This is why Naída offers the newest FM technology from Phonak, Dynamic FM, in two receiver options: a design-integrated WaterResistant receiver and a universal receiver. Full stereo sound, wide-band audio streaming, FM and Bluetooth connectivity are all part of this powerful communication package.

Slim design: surprisingly small and esthetically appealing

Despite its awesome performance, Naída's UltraPower technology is housed in a beautiful case made all the more surprising by its small size. Perfectly proportioned with smooth curves, Naída is slim where it counts and approximately 35% smaller than other high-power instruments. Naída sets new size and cosmetic standards previously deemed impossible, making it extremely comfortable to wear and ideally suited for all-day use.

WaterResistant: dependability in all situations

The new WaterResistant Naída gives hearing instrument wearers ultimate freedom: whether working outdoors, playing sport or simply relaxing by the pool, they can forget that they are even wearing amplification. The sturdy housing guarantees outstanding operational reliability in any and all of the activities associated with individual lifestyles.

Naída UltraPower Junior: only the best for little ears

Naída Junior is the first tailor-made hearing solution dedicated to the unique needs of children. Packed with innovative technology, the Junior models provide full access to speech and language from day one and enable children to reach their full potential. With their unrivaled robustness and functionality, they take the physical challenges of childhood in their stride.



Naída in Palladium/Black



Naída in Safari stripes



Naída in Savannah beauty

About Phonak

Headquartered near Zurich, Switzerland, Phonak has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for over 50 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 2'500 employees worldwide, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit www.phonak.com or contact:

Further information

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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.