

Press release

Excellent hearing in great design: Phonak succeeds at iF design awards 2010

Audéo MINI, Audéo SMART and mobile phone link Click'nTalk awarded with iF product design award



product
design
award

2010



Stäfa, Switzerland – December 2, 2009 – Phonak, the leading manufacturer of innovative hearing systems, strongly focuses on functionality, quality and design in its product development. This focus has been broadly acknowledged: The new hearing aid Audéo MINI and Audéo SMART as well as the innovative mobile phone link Click'nTalk have been awarded with the iF product design awards 2010 in the category „Medicine/ Health + Care“. The jury was especially impressed by the high degree of innovation and the design quality of the Phonak products.

Audéo MINI – small and flexible

Hearing aid wearers that appreciate a discreet solution will love Audéo MINI, which disappears completely behind the ear while offering maximum performance. It automatically adapts to changing hearing situations; the integrated directional microphones focus on the speech source and reduce surrounding noise, providing excellent understanding even in challenging conversation situations. Audéo MINI is especially easy to use and so attractive it is almost a shame to hide it behind the ear.



Audéo SMART – wireless freedom

Audéo SMART is the smallest wireless hearing aid worn behind the ear on the market. It supports wireless connection with modern communication and entertainment devices such as a telephone, TV and PC. Even mobile devices such as MP3 and video players, can easily be used in combination with Audéo SMART, supporting an active and independent lifestyle.

Click'nTalk – simply excellent



Click'nTalk is a wireless transmitter for mobile phones and turns hearing instruments into a wireless headset. Using the Phonak HiBAN (Hearing instrument Body Area Network) link, Click'nTalk streams phone calls in digital quality to both hearing instruments simultaneously. No charging, no programming is required – the user just clicks it on and can start enjoying best sound quality.

„We are very pleased with the triple awards win at this year's edition of the iF product design awards“, states Valentin Chaperro, CEO of Phonak. „It has always been our goal to combine innovative features, highest quality and an attractive design in our products. The fact that three of our products have been acknowledged by the high-ranking iF design awards jury confirms the validity and relevance of this approach.“

Audéo MINI, Audéo SMART and Click'nTalk have been selected by an international jury of 25 experts among 2,486 submitted products from almost 40 countries. The official prize ceremony will take place March 2, 2010 in Hanover, Germany.

The [iF design awards](#) are among the most established and renowned industry awards. Since their introduction in 1953, the iF design awards have been a reliable indicator of outstanding quality in design. More than 5.000 products from over 50 countries are submitted every year for the iF design awards.

About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 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 a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

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

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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.