



Media Release

Phonak Marvel unique connectivity now available on customs and Behind The Ear hearing aids.

Two million ears have already adopted Marvel exceptional sound quality.

Stäfa, Switzerland, February 24, 2020 – [Phonak](#), one of the world's leading providers of hearing aid solutions, today makes its award-winning Marvel technology available in more styles and form factors spanning nearly every degree of hearing loss. This includes an expanded portfolio of custom in-the-ear (ITE), super-power, and pediatric hearing aids across multiple performance levels. Over 2 million ears now benefit from the sound performance and connectivity offered by Marvel technology since its release in October 2018. Marvel connectivity remains unique in the industry as it allows hand-free calls as well as audio streaming to virtually any Bluetooth enabled devices like smartphones, tablets, computers or TVs.



At January's 2020 International CES, Phonak proudly unveiled [Virto™ M Black](#), a fully-connected hearing aid shaped like a hearable. Virto M Black is Phonak's first custom-made hearing aid equipped with Marvel technology, including universal Bluetooth® streaming, hands-free phone calls, and a personalized hearing experience via the myPhonak app. Meant to be seen and worn comfortably all day, Virto M Black was named a "[Best of CES Winner in Accessibility](#)" from Engadget, the "[Best Medical Device](#)" by *Slashgear*, and was included among *Newsweek's* "[Best of CES 2020: The Top Tech Products You Can Actually Buy This Year.](#)"

Continuing this momentum is the release of Virto M NW and Virto M-Titanium, which offer Marvel's signature exceptional sound quality in a smaller device, down to an invisible-in-canal (IIC). Thanks to the Titanium FitGuide, over 50% of people get an even more discreet Virto M-Titanium fitting by an average of 2.5 mm.¹ All Virto M hearing aids include Biometric Calibration, which analyzes over 1,600 biometric data points to precisely calibrate the device to a patient's individual ear anatomy.

The Phonak Sky™ portfolio now includes the new Sky M-SP in all four performance levels. [Sky M](#) is powered by AutoSense Sky OS 3.0, the next generation of Phonak's operating system designed specifically for children. All Sky M hearing aids can stream audio from virtually any Bluetooth device and directly connect to Roger microphones, giving children easier access to words and conversation at school and home.

Also available today is [Naída™ M-SP](#), offering powerful, rich sound, universal Bluetooth streaming from iOS® and Android™ devices, and RogerDirect™ connectivity for unparalleled hearing in noise and over distance.² Naída M is suitable for people with severe-to-profound hearing loss and provides 24% less listening effort in noise and with StereoZoom.*³ For words which are difficult to predict, StereoZoom improves recall in noise by 10%.*³

Phonak's expanded Marvel portfolio will be available in various countries around the globe over the coming weeks and pre-orders in the U.S. began on February 19.

For more information, please visit www.phonak.com.

1. Bishop, R., Stewart, E. and Loyola, N. (2018). Titanium FitGuide – helping more than 50% of people get an even more discreet Virto B-Titanium. Phonak Field Study News, retrieved from www.phonakpro.com/evidence, accessed February 19, 2020.
2. Thibodeau, L. (2014). Comparison of speech recognition with adaptive digital and FM wireless technology by listeners who use hearing aids. *American Journal of Audiology*, 23(2), 201-210.
3. Winneke, A., Schulte, M. & Latzel, M. (2019). The effect of spatial noise processing in hearing aids on neural correlates of listening and memory effort: an EEG study. Manuscript submitted for publication.
4. at the time of publication, datasheet analysis on 2cc coupler full-on-gain, Compared to Oticon Xceed SP, Widex EVOKE FP and Starkey Livio

*compared to Real Ear Sound

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About Phonak

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, was created in 1947 out of a passion for taking on the most difficult hearing challenges. Seventy years later, this passion remains. As one of the industry's leading innovator, we offer the broadest portfolio of life-changing hearing solutions. From pediatric to profound hearing loss, we remain committed to creating hearing solutions that change people's lives to thrive socially and emotionally. We believe in creating a world where 'Life is on' for everyone.

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we have remained true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. **Life is on.**

