

Media Release

Phonak hearing aids recognized in Forbes Health Best of 2023 lists

Phonak Audéo™ Lumity and Phonak Naída™ Paradise UP are honored as among the best hearing aids for mild, moderate and profound hearing loss

Stäfa, Switzerland, May 10, 2023 – [Phonak](#), a leading global provider of life-changing hearing solutions, today announced it has earned three prestigious accolades from Forbes Health, a leader and trusted destination for unbiased health advice, news and reviews. Phonak was recognized for its cutting-edge technologies, intuitive functionality and performance.

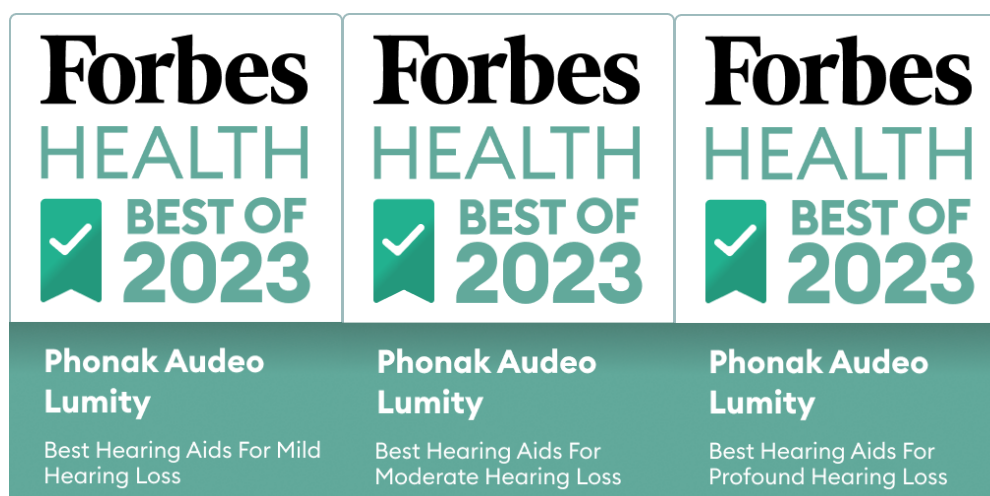
Phonak was recently named to the following lists:

Phonak Audéo™ Lumity

[Among The Best Hearing Aids for Mild Hearing Loss](#)

[Among The Best Hearing Aids for Moderate Hearing Loss](#)

[Among The Best Hearing Aids For Profound Hearing Loss](#)



Phonak Naída™ Paradise UP

[Among The Best Hearing Aids For Profound Hearing Loss](#)



Phonak Audéo™ Lumity is named among the *best hearing aids for mild, moderate and profound hearing loss of 2023.*



Phonak Audéo Lumity has been developed for fully immersive conversations in virtually any situation. The wearer will be able to fully immerse in conversations and enjoy easier hearing in many situations, in quiet or even in environments with background noise, such as a restaurant. The Lumity platform provides 16 percent better speech understanding from the front* in a noisy environment¹ and an average of 15 percent better speech intelligibility from the back and sides**. It includes universal Bluetooth® connectivity and the sound quality expected from an industry leader. Phonak SmartSpeech™ Technology focuses on improved speech understanding and reduced listening effort^{2, 3, 4}, particularly in challenging environments. Speech Enhancer reduces listening effort by up to 20% for communication over distance^{5***} and provides 23% better speech intelligibility for speech over distance^{5****}. Lumity delivers a new dimension in directional microphone technology with improved speech detection and speech understanding through new StereoZoom 2.0 and SpeechSensor. StereoZoom 2.0 provides a smoother, gradual and continuously adaptive focus on a conversation partner while simultaneously maintaining a balance of environmental

awareness.

Phonak Naída™ Paradise UP is named *best hearing aids for profound hearing loss of 2023.*

Phonak Naída Paradise is a power hearing aid that gives people with severe to profound hearing loss the power, sound quality and wireless connectivity they need to connect with everything around them. Now in its seventh generation, Phonak Naída further improves upon the legendary hearing performance that ultra-power wearers expect from Phonak. This includes powerful sound, industry-leading connectivity and new custom program memory feature with the myPhonak app.

"It gives us immense pride to receive these distinctions, which are all a direct reflection of our commitment to developing life-changing technology that improves the quality of life for those with hearing loss," said Oliver Frank, Vice President of Phonak Marketing. "At Phonak, we're in the business of helping people live better lives through better hearing. For us, being recognized by an organization like Forbes Health is a great honor."



To determine the best hearing aids for these lists, the Forbes Health editorial team consulted audiologists for specific product recommendations based on their years of experience fitting various hearing aid models for a wide array of patients. Each expert was careful to consider the newest hearing aid technology available when providing their recommendations, as well as newer brands and the roles they're playing in this constantly evolving industry.

Star ratings were then solely determined by the editorial team and based on the starting price of a pair of hearing aids, the average user rating of each hearing aid and the inclusion of product features that are typically important to hearing aid users.

Source/Reference

1 Woodward, J and Latzel, M (2022) New implementation of directional beamforming configurations show improved speech understanding and reduced listening effort. Phonak Field Study News in preparation. Expected end of 2022.

2 Appleton, J. (2020) AutoSense OS 4.0 - significantly less listening effort and preferred for speech intelligibility. Phonak Field Study News retrieved from www.phonakpro.com/evidence, accessed February, 2022.

3 Latzel, M & Hobi, S (2022) ActiveVent™ Receiver provides benefit of open and closed acoustics for better speech understanding in noise and naturalness of own voice perception. Phonak Field Study News retrieved from www.phonakpro.com/evidence, accessed May 2022

4 Thibodeau L. M. (2020) Benefits in Speech Recognition in Noise with Remote Wireless Microphones in Group Settings. Journal of the American Academy of Audiology, 31(6), 404–411. "

5. Latzel, M., Lesimple, C., & Woodward, J. (2023). Speech Enhancer significantly reduces listening effort and increases intelligibility for speech from a distance. Phonak Field Study News retrieved from www.phonak.com/evidence

*Compared to fixed directional.

** Compared to conventional acoustic coupling

*** Speech in a quiet environment at 2, 4 and 8 meters

**** Speech in a quiet environment from 4 meters

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About Forbes Health's Best Awards

Forbes Health's awards stand apart due to the rigor of our analysis and Forbes' tradition of standing as an impartial consumer champion. Our reporters and editors have decades of combined experience meticulously analyzing the best product features and experiences for individuals. An award badge from Forbes Health affirms that your brand has earned the support and strength of the leading voice in the business and consumer health community.

About Forbes Health

Forbes Health is a trusted destination for unbiased health advice, news and reviews, dedicated to helping consumers make smart decisions and choose the right products with ease.

About Phonak

life is on. Since 1947, Phonak has been dedicated to improving the quality of life for people with hearing loss. Seventy-five years later, our passion for creating life-changing hearing solutions that help people thrive physically, socially, and emotionally remains. By offering the industry's broadest portfolio of hearing solutions, we're committed to creating a world where "life is on" for everyone.

At Phonak, innovation is not limited to products. We work to change the conversations surrounding people with hearing loss. We do this by fighting the stigma of hearing aids and creating an understanding of how hearing is connected to the broader context of healthy living.