

# Media Release

## Phonak announces ActiveVent, the world's first intelligent hearing aid receiver, and CROS Paradise

### Industry-leading Paradise hearing aid technology expands to meet more needs, including those with unilateral hearing loss

Stäfa, Switzerland, August 18, 2021 – [Phonak](#), a leading global provider of life-changing hearing solutions, today announces ActiveVent, the world's first intelligent hearing aid receiver, and CROS P, the Paradise solution for people with unilateral hearing loss (UHL). Both ActiveVent and CROS P are the latest additions to the company's industry-leading Paradise line of hearing aid technology, now the best-selling platform in Phonak history.



- **ActiveVent™ Receiver** is the world's first hearing aid receiver that automatically opens and closes based on the listening environment. The new receiver utilizes a mechanically switching vent that intelligently balances speech clarity in noise with listening comfort<sup>1</sup>, thus combining the hearing performance of a closed fit with the comfort of an open fit.

- **CROS P** is the Paradise solution for people with UHL. Along with proven Paradise performance, CROS P and Audéo P improve speech recognition in noise when speech is presented to the non-hearing ear<sup>2</sup>. CROS P paired with Audéo P are easy to use, rechargeable\*\* and feature universal Bluetooth connectivity to smartphones, TVs, laptops and more, including Roger devices.



#### Expanding access to unrivaled sound quality

With ActiveVent Receiver and CROS P, Phonak expands access to Paradise hearing solutions and unrivaled sound quality. ActiveVent receivers were proven to help hearing aid wearers more easily block noise, providing an average of 10% better speech clarity in noisy situations<sup>3\*\*\*</sup> while providing natural sound in various listening situations. ActiveVent Receiver also delivers superior sound quality for streamed media\*\*\*\*. Likewise, when CROS P is fitted with an Audeo P hearing aid, people with UHL can hear speech in noise and follow conversations from whatever direction they come from.<sup>2\*</sup>

“We are thrilled to announce another world's first with ActiveVent Receiver while extending proven Paradise technology to those with unilateral hearing with CROS P,” said Jon Billings, Vice-President Phonak Marketing. “Just one year ago we introduced Phonak Paradise with the goal of helping consumers rediscover the wonders of sound. These products represent our commitment to superior sound quality in even the most challenging listening situations—and now for virtually every form of hearing loss.”

#### Paradise – one year later

Introduced in August 2020, only Phonak Paradise technology offers the combination of unrivaled sound quality, universal Bluetooth connectivity with multiple Bluetooth connections, hands-free calling, and Tap Control for easy access to popular voice assistants like Siri and Google Assistant.

Over 1,000,000 Phonak Paradise hearing aids were sold in the past year despite the challenges consumers and hearing care professionals faced with the global pandemic. Among them, 90% of consumers would recommend Paradise to family or friends and 92% of providers would recommend Paradise to their peers.<sup>4</sup>

ActiveVent and CROS P are available as of now via licensed hearing care professionals.

For more information, please visit:

[www.phonakpro.com/activevent](http://www.phonakpro.com/activevent)

[www.phonak.com/activevent](http://www.phonak.com/activevent)

[www.phonakpro.com/CROSParadise](http://www.phonakpro.com/CROSParadise)

[www.phonak.com/CROSParadise](http://www.phonak.com/CROSParadise)

#### Source/Reference

<sup>1</sup> Winkler, A., Latzel, M., & Holube, I. (2016). Open Versus Closed Hearing-Aid Fittings: A Literature Review of Both Fitting Approaches. *Trends in hearing*, 20, 1-13. <https://doi.org/10.1177/2331216516631741>

<sup>2</sup> Stewart, E. & Woodward, J. (2021). Out of the (Head) Shadow: A Systematic Review of CROS/BiCROS Literature. *The Hearing Review*, 28(8), 22-25. Retrieved from [Out of the \[Head\] Shadow: A Systematic Review of CROS/BiCROS Literature | The Hearing Review – a MEDQOR brand](#), August 9, 2021.

<sup>3</sup> Latzel, M & Hobi, S (2021) Receiver with mechanical vent provides benefit of open and closed acoustics for better speech understanding in noise and naturalness of own voice perception. Phonak Field Study News in preparation. Expected end 2021.

<sup>4</sup> Taphuntsang, D. (2020). Market Research ID 4387. Please contact [marketingsight@phonak.com](mailto:marketingsight@phonak.com) if you are interested in further information

\* when using a CROS system compared to unaided

\*\* There are 2 models: a rechargeable and 312 battery.

\*\*\* when using a CROS system compared to unaided

\*\*\*\* compared to standard acoustic coupling in quiet

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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 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.**

## Media Backgrounder: ActiveVent Receiver

### Overview of ActiveVent Receiver

Phonak introduces the world's first intelligent hearing aid receiver that will make the trade-off between comfort and performance obsolete. Offering the best of both worlds, the consumer will benefit from the comfort of a near- open fit combined with the hearing performance of a closed fit.

### Unrivaled Sound Quality

- Intelligently combines the comfort of a more open fit with the hearing performance of a closed fit by mechanically opening or closing a unique new built-in vent – all controlled using AutoSense OS™ 4.0.
- During normal use in quiet environments, the vent is open thus offering a more comfortable open fit, comparable to a vented dome.
- During normal use in loud, noisy environments, the vent is closed yet in quiet environments it is open this allows it to intelligently balancing speech clarity and listening comfort<sup>1</sup>. When consumers are streaming phone and audio, the vent closes and provides better sound quality and improved speech understanding<sup>2\*</sup>.

### Customized Comfort

- Custom made SlimTip Titanium AV earpiece offers optimal acoustic performance in combination with the ActiveVent Receiver and is the recommended acoustic coupling.
- The semi-custom Universal SlimTip AV earpiece is available in 4 different shapes in order to instantly fit ActiveVent Receiver for demonstration.
- Fit and Go Kit ActiveVent™ is the perfect starter kit for any HCP that wants his or her patients to experience the benefits of ActiveVent Receiver.

### Rediscover Paradise

- World's first intelligent hearing aid receiver
- Compatible to all Phonak Paradise RIC Rechargeable devices and unlocks additional functionalities (Audéo P-R/RT).

#### Source/Reference

<sup>1</sup> Winkler, A., Latzel, M., & Holube, I. (2016). Open Versus Closed Hearing-Aid Fittings: A Literature Review of Both Fitting Approaches. Trends in hearing, 20, 1-13. <https://doi.org/10.1177/2331216516631741>

<sup>2</sup> Latzel, M & Hobi, S (2021) Receiver with mechanical vent provides benefit of open and closed acoustics for better speech understanding in noise and naturalness of own voice perception. Phonak Field Study News in preparation. Expected end 2021.

\* compared to standard acoustic coupling in quiet

## Media Backgrounder: CROS Paradise

### **Overview of CROS Paradise (P) system (CROS P and Audéo P)**

One of the most anticipated products in the market, CROS P is the Paradise solution for people with unilateral hearing loss (UHL). Along with proven Paradise performance, CROS P improves speech recognition in noise when speech is presented to the non-hearing ear\*

### **Unilateral Hearing Loss**

- Brings all the consumer benefits of Paradise to a CROS system allowing those with unilateral hearing loss to experience the sound of Paradise.
- CROS P enables people with unilateral hearing loss (UHL) to improve speech understanding in noisy environments and follow conversations from whatever direction they come from.
- Offers the benefit of Paradise to those with unilateral hearing loss or significant asymmetry<sup>1</sup>\*

### **Unrivalled sound quality\*\***

- Is available with New ActiveVent Receiver, the world's first hearing aid receiver that automatically opens and closes based on the listening environment.
- An integrated motion sensor that detects when the wearer is moving and having a conversation and can automatically steer the hearing aid microphones as well as other Paradise features for brilliant speech understanding.
- AutoSense 4.0 operating system featuring Speech Enhancer to help clients hear soft speech in a quiet environment.
- Dynamic Noise Cancellation improves the signal-to-noise ratio in challenging situations and Motion Sensor Hearing for listening on the go.

### **Multifunctional Bluetooth® connections**

- Enhanced Tap Control sensitivity allows easy access to Bluetooth functionalities and smartphones' voice assistant.

#### Source/Reference

<sup>1</sup> Stewart, E. & Woodward, J. (2021). Out of the (Head) Shadow: A Systematic Review of CROS/BiCROS Literature. *The Hearing Review*, 28(8), 22-25. Retrieved from [Out of the \[Head\] Shadow: A Systematic Review of CROS/BiCROS Literature | The Hearing Review – a MEDQOR brand](#), August 9, 2021.

\* compared to Phonak Audéo Marvel

<sup>2</sup> Latzel, M & Hobi, S (2021) Receiver with mechanical vent provides benefit of open and closed acoustics for better speech understanding in noise and naturalness of own voice perception. Phonak Field Study News in preparation. Expected end 2021.

\* compared to unaided

<sup>3</sup> 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](http://www.phonakpro.com/evidence), accessed November 2020.

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