

Backgrounder

Phonak Audéo Fit™: Directly connecting hearing well to well-being

Added access to personal activity data from built-in sensors

Stäfa, Switzerland, April 26, 2022 – Audéo Fit is paired with myPhonak that will let the user know about various health indicators, including heart rate, steps, activity levels and distances walked or run.



Hearing Fitness is Linked to Total Well-Being

It is widely recognized that physical activity is good for hearts, bodies and minds. Exercise can help to prevent disease, reduces anxiety and depression, and is linked to enhanced cognition and overall well-being¹. It's therefore no surprise there have been an estimated more than 100 million fitness trackers sold as people aim to take their well-being into their own hands.

What's lesser known, however, is that hearing loss is associated with a higher likelihood of physical inactivity². Interactions between hearing loss,

hearing device use, fatigue, and activity levels are starting to be explored in scientific research³.

Traditionally, fitness trackers have been clipped to a belt or worn on the wrist. As such, the ears have largely been ignored as a reliable source for health tracking.

Now with Audéo Fit we combine hearing well, which is vital to our cognitive ability and well-being, with health data tracking to help gain insights into overall health and well-being. Audéo Fit delivers the signature sound quality and universal connectivity conveniences of the Paradise line of hearing aids while allowing wearers to unlock their physical activity data.

Pairing with myPhonak App

Audéo Fit comes with the power of Phonak Audéo Paradise – hearing aids capable of delivering unrivalled* sound quality⁴ and brilliant speech understanding⁴. Together with integrated sensors, once paired with the

myPhonak app, users can use their activity information to pursue physical activities and set personal goals to the sound of their own fitness.

Audéo Fit tracks your activity levels throughout the day. Gaining insights into your overall health and well-being can help you make better daily lifestyle choices⁵.

What's more, because the hearing aids double as a fitness tracker, it eliminates the need to wear additional health tracking devices.



Features include:

- Personal digital solutions
 - Updated myPhonak app
 - New Target 7.3 - Phonak fitting software for hearing care professionals
- Health data tracking
 - Heart rate
 - Steps
 - Activity levels
 - Optional goal setting
 - Average time worn
- Unrivaled* sound quality
 - APD 2.0 (Adaptive Phonak Digital 2.0) – new processing algorithm designed to establish an ideal first fit with the benefit of reduced listening effort.
 - AutoSense OS™ 4.0
 - Speech Enhancer - helps to understand someone who is speaking softly or at a distance in quiet
 - Dynamic Noise Cancellation - reduces listening effort in noise and when paired with myPhonak, allows users to personalize the amount of noise cancellation needed in real time
 - Motion Sensor Hearing - detects when the wearer is moving and having a conversation and can automatically steer the hearing aid microphones
- Universal connectivity
 - Connects to smartphones, TV, Roger and more
 - Multiple Bluetooth® connections
 - Tap Control for easy access to Bluetooth functionalities

Source/Reference

¹ WHO guidelines on physical activity and sedentary behaviour. Geneva: World Health Organization; 2020. Licence: CC BY-NC-SA 3.0 IGO

² Wells, T. S., Nickels, L. D., Rush, S. R., Musich, S. A., Wu, L., Bhattarai, G. R., & Yeh, C. S. (2020). Characteristics and Health Outcomes Associated With Hearing Loss and Hearing Aid Use Among Older Adults. *J Aging Health*, 32(7-8), 724-734. <https://doi.org/10.1177/0898264319848866>

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loss in older adults: a cross-sectional study of the English Longitudinal Study of Ageing (ELSA). *BMJ Open*, 9(9), e031030. <https://doi.org/10.1136/bmjopen-2019-031030>

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³ Holman JA, Hornsby BWY, Bess FH, Naylor G. Can listening-related fatigue influence well-being? Examining associations between hearing loss, fatigue, activity levels and well-being. *Int J Audiol*. 2021 Jan 4:1-13. doi: 10.1080/14992027.2020.1853261. Epub ahead of print. PMID: 33390065.

⁴ 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 November 2020.

⁵ Buyl, R., Beogo, I., Fobelets, M., Deletroz, C., van Landuyt, P., Dequanter, S., Gorus, E., Bourbonnais, A., Bourbonnais, A., Giguère, A., Giguère, A., Giguère, A., Lechasseur, K., Gagnon, M. P., Gagnon, M. P., & Gagnon, M. P. (2020). E-Health interventions for healthy aging: A systematic review. *Systematic Reviews*, 9(1), 1–16. <https://doi.org/10.1186/s13643-020-01385-8>

⁶ Marcolino, M. S., Oliveira, J. A. Q., D'Agostino, M., Ribeiro, A. L., Alkmim, M. B. M., & Novillo-Ortiz, D. (2018). The impact of mHealth interventions: Systematic review of systematic reviews. *JMIR MHealth and UHealth*, 6(1). <https://doi.org/10.2196/mhealth.8873>

* Compared to Phonak Marvel

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About Phonak

Since 1947, Phonak is dedicated to preserving life quality by opening new acoustic worlds. Already back then, in the days of our foundation, our company was driven by a formative conviction: We believe that well-hearing equates to well-being and thus is essential for living life to the fullest. In fact, the sense of hearing is directly linked to social, emotional, cognitive and physical well-being. Today as in future, we thrive to offer the broadest portfolio of innovative hearing solutions. And, together with our hearing care professionals, we keep on focusing on what matters most: improving speech understanding, changing people's lives and having a positive effect on society as a whole. **Life is on**