

Media Release

Phonak is recognized for Innovation by TIME

Phonak Audéo Fit™ is selected as one of TIME's Best Inventions in 2022

Stäfa, Switzerland, November 11, 2022 – [Phonak](#), a leading global provider of life-changing hearing solutions, announced today that it has been named on the annual TIME's Best Inventions 2022 list, which features extraordinary innovations changing our lives. All of Phonak's products and solutions are driven by innovation. The company pushes the boundaries to ensure that hearing loss can be overcome in a variety of scenarios, allowing hearing aid users to live their lives to the fullest.

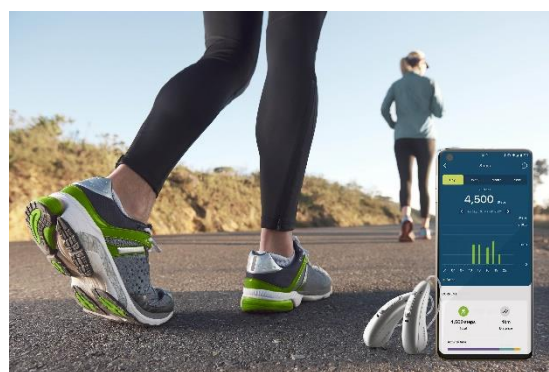


Recognized in the Accessibility category, Audéo Fit earned its place on the prestigious list by offering consumers a hearing solution that reflects and supports their lifestyle. Hearing loss is associated with a higher likelihood of physical inactivity, while at the same time, physical activity can enhance cognition, learning, and overall well-being. Audéo Fit was designed to provide more opportunities and meaningful solutions to people with hearing loss so that they can pursue and engage in their active lifestyles.

Paired with the myPhonak App, Audéo Fit provides the user with various health indicators, including heart rate, steps, activity levels and distances walked or run. With access to personal activity data from sensors that are built into this innovative hearing aid, users can also pursue healthy habits and set personal goals to the sound of their own fitness.

"It's an honor for Phonak to be included in TIME's Best Inventions list," said Jon Billings, Vice President of Phonak Marketing. "The voice of the consumer was the driving force behind Audéo Fit. They are the reason we continue to innovate within the hearing industry. More than ever, consumers want hearing solutions that go beyond improving their hearing. Audéo Fit is an example of innovation made real, in the service of consumers with active lifestyles."

To compile the list, TIME solicited nominations from their own editors and correspondents around the world, and through an online application process, paying special attention to growing fields—such as the electric vehicle industry, green energy, and the metaverse. TIME then evaluated each contender on a number of key factors, including originality, efficacy, ambition, and impact.



Of the new list, TIME's editors write: "The result is a list of 200 ground-breaking inventions (and 50 special mention inventions)—including life-mapping artificial intelligence, diamonds made from excess carbon in the air, and the most powerful telescope ever—that are changing how we live, work, play, and think about what's possible."

To learn more, view the full TIME's Best Inventions 2022 list [here](#).

Media relations contacts:

Global

Florence Camenzind

Phone +41 58 928 33 25

Email florence.camenzind@sonova.com

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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.

About TIME

TIME is a global media brand that reaches a combined audience of more than 100 million around the world. A trusted destination for reporting and insight, TIME's mission is to tell the stories that matter most, to lead conversations that change the world and to deepen understanding of the ideas and events that define our time. With unparalleled access to the world's most influential people, the immeasurable trust of consumers globally, an unrivaled power to convene, TIME is one of the world's most recognizable media brands with renowned franchises that include the TIME100 Most Influential People, Person of the Year, Firsts, Best Inventions, World's Greatest Places and premium events including the TIME100 Summit and Gala, TIME100 Health Summit, TIME100 Next and more.