

PHONAK

life is on

QUARTERLY NEWSMAGAZINE FROM PHONAK INDIA

The Connect

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Dear Friends,

A fresh new year 2011, with a fresh new issue of THE CONNECT! Wishing you all a very warm and successful year ahead. We thank all our readers for the heartening and encouraging words.

The journey has started again with new milestone, new challenges and opportunities. We are the partners for last 2 years and looking back gives us a lot of learning and sense of achievements!!

This issue brings in to you a new sense of Hearing Delight- introducing new Spice Generation Platform.

"Phonak is ready to introduce a new chipset, new hardware, new fitting software and most importantly a powerful new portfolio of amazing products."

With this issue we also brings for you new initiatives by Phonak India - Creation of Customer Cell, Hear the world activity with senior citizen club and interview with renowned Hearing professional Dr Kshitij Malik.

Happy reading!!

Regards,

- Editorial team

**Please welcome
a whole new
slew of Phonak
products.**

We are all convinced that the new Spice Generation products, will excite the lives of hearing aid wearers and fitters alike. It's the reason why we call our new platform "The Phonak Spice Generation".



Products

Phonak Ambra First class hearing delight.

The premium product series, Phonak Ambra incorporates sophisticated features to address the challenges wearers used to face in the past. It's binaural features - the combination of sophisticated wireless and real broadband audio exchange capabilities ensure natural sound quality and clear understanding even in challenging environments.

A new design approach allows for every BTE in the Ambra family to be 20 to 30 % smaller than the previous generation. The hearing systems practically disappear behind the ear!

Are you ready for new sense of Hearing Delight?



PilotOne Clever simplicity

The discreet PilotOne has been designed to be the most user friendly remote control ever. With a clear focus on the essentials, PilotOne offers a combination of intuitive navigation and ergonomic design that ensures comfortable handling.

Phonak Target™

Phonak Target is the software for a new generation, the Phonak Spice Generation that fits the individual hearing care professional. The beauty of it is that you can go with your flow, rather than follow rigid procedures. With rigorously repeated usability tests for more than 2 years and the help of over 200 hearing care professionals worldwide, Phonak Target is launched with a fresh and transparent design that provides quick access to essential tools and services: the ideal combination of fitting sophistication and ease of use.

Key features

1. The new User centered design provides quick and easy access to all hearing instruments accessories and fitting procedures.
2. With Diagnostic Data History audiograms and real ear measurements of previous sessions can be compared and analyzed on the same screen.
3. Real ear calibration combines individual feedback thresholds and RECD data and acoustic parameter settings to create a more accurate and personalized fit.
4. The Direct Sound compensation algorithm automatically ensures that the amplification is not applied for the frequencies that are naturally audible through the vent, providing a considerable enhancement to the quality of sound.
5. Transfer of existing data ensures that individual fine tuned frequency responses and the customized program structure can be easily migrated from IPFG to Phonak Target providing an opportunity to upgrade clients to the SPICE generation.

SMART CONNECT



Smart Connect via the i-Com. Versatile interface to the communication world!

iCom connects the wireless hearing system to mobile devices like telephone, TV, Mp3, player and PC. The hearing instruments take over the role of wireless headset and the wearer can use a hands-free kit.

Did you know?

Click 'n' talk is the intuitive solution for mobile phone use with a hearing system. The user simply clicks the device to her or his mobile phone and is ready to go - without any charging or programming beforehand. Click 'n' Talk ensures that the signal is heard in both ears as soon as the mobile phone is held to the ear.



Have you tried?

Phonak TV Link - enhanced TV experiences. Phonak TVLink offers a signal in best stereo quality that is transmitted via bluetooth from the TV to the hearing instrument with virtually no delay. The transmission range of up to 30 meters allows freedom of movement even without line of sight.



Amazing isn't it?

Field Study News

StereoZoom

Improves with directional microphones

Abstract

With StereoZoom, a new feature available in products of the Phonak Spice Generation, a microphone array, linked by wireless technology, has been developed which not only uses the two microphones on each hearing instrument independently but creates a network of microphones from both instruments in a binaural fitting.

This allows new and narrower beam patterns to be created and applied to specific, challenging listening environments. 20 test subjects with a moderate to moderately-severe hearing loss participated in this study to evaluate the benefits of StereoZoom compared to conventional directional microphone systems. Test results showed improved speech intelligibility for Ambra with StereoZoom compared to Ambra with VoiceZoom and Exèlia Art with VoiceZoom.

Improved speech intelligibility was demonstrated with the directional microphone system of Ambra compared to Exèlia Art. Furthermore, ease of listening has been rated as being very little for all the tested beamformer conditions supporting the known benefits of directional microphones in difficult listening environments.

For more details write to vivekanandh.mathiamudhan@phonak.com

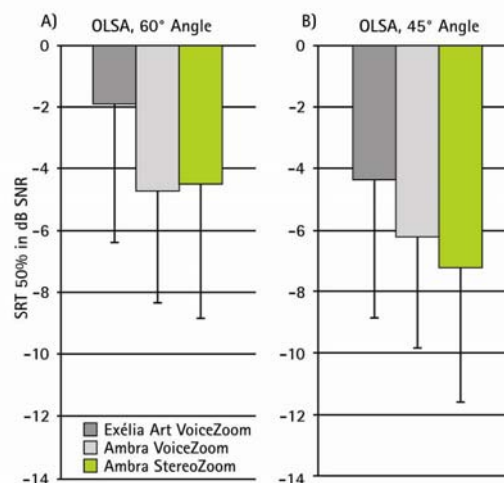


Fig. 2: Speech intelligibility scores in dB SNR of the beamformers of Exèlia Art and Ambra in the OLSA, tested with two different angles to the front (60° and 45°). Results show clear benefits of StereoZoom for a narrower angle of 45° to the front, thereby focusing on a single presentation as illustrated in Fig. 1.



A NEW INITIATIVE BY PHONAK INDIA

Customer Care Cell

We are just a Phone call away (Dial Now 1800 300 12000)

Its Phonak's constant endeavor to serve you better and better with each passing day. Now you can call our customer care cell for all your general & technical queries. The newest initiative from the cell is the dedicated support for your Audiological queries and repair status.

Help us to serve you the best.

Call : 1800 300 12000

CIGICON 2010, Chandigarh

Phonak India showcased its strength as being the world leader in hearing solutions at the 8th CIGICON (National conference for ENTs in India) from the 18th to 20th January, 2010.

Phonak's booth was at the prime location and some of the eminent personalities from the industry like Ramesh Oza, Ritu Chaudhary, T Kannan, Mathur, Arti Gupta visited our booth. Naresh Durisala, Phonak's Audiologist helped people understand how FM systems from Phonak can work wonders in cochlear implant patients.



ISHACON 2011, Kolkata

Phonak India officially launched its all new sophisticated Spice Generation Platform at the 43rd ISHACON conference at Kolkata.

ISHACON is the National conference for Audiologists and Speech Language pathologists attended by eminent professionals, fitters, post graduate students and hearing healthcare companies.

The Phonak India stall had a premier location. As the leading manufacturer of hearing systems Phonak received compliments from both organizers and professionals alike.



AOICON 2011, Chennai



Phonak participated in AOICON 2011 in Chennai. With a booth at prime location Mr. Avinash Grubb, Phonak's Audiologist discussed with some of the leading cochlear surgeons of the country like Dr Mohan Kameswaran, Dr Manoj, Dr Ameet Kishore, Dr Neelam Vaid, Dr Ravi Ramalingam, Dr EC Vinaya Kumar, Dr Ravikumar, Dr Medikeri to name a few of the benefits of FM systems from Phonak with cochlear implants.

Phonak team comprising of Dr. Nirmal Dhar Bagati, Aritra Das & Mathews Mathew also demonstrated the best in class equipments like Audiometers, ASSR, BERA.

Hear the world

An Initiative by Phonak

After doing a series of activities with government bodies, 'Can You Hear The World' lent its hand to a senior citizen club in Pune called Sawangadi Jeshh Nagrik Sangha which has 350 members. Mr Nilesh Dandekar did a Hearing Workshop with senior citizens.



Expert Speak



Dr. Kshitij Malik (MBBS, Mast Audiovestibular Medicine) is an eminent Audio-Vestibular Physician. He studied at the prestigious University College London and worked at the Great Ormond Street Hospital with the department of Cochlear Implants and Neuro-otology. He is a well-known figure in the field of Vertigo, Tinnitus and Hearing Impairment (CI's and Hearing Aid Dispensing) and has pioneered a center of Neurotology and Vestibular Diagnostics and rehabilitation in the region. He has received several honors in short span of time.

You have been a leading hearing professional in India. How do you see the evolution of this in India?

It's ironical that on the one hand India has come a long way in the field of health & well-being over the last couple of decades while on the other India can be said to be lagging in the essential health infrastructure barring the metropolis. The same is true as far as hearing healthcare goes. It would be a giant step towards hearing well-being if Insurance cover for hearing aids and cochlear implants becomes widespread. New Born Hearing Screening programs have been around but are yet to become universal.

What motivated you to pursue the profession of hearing health?

There's not one reason, but many. It was on completion of MBBS that I began to give serious thought on the lines of Specialization. The realization that Hearing diseases are a leading cause of morbidity in our country and the promise of newer technological marvels on the lines of mechano and electro-acoustic devices brought my interest in the field that I then began to consider as a career. Further to that, Vestibular sciences offered a lot of scope for pioneering and establishing centers of Audio-Vestibular Excellence, where evidence based practice could be carried out for the benefit of the patients.

It would be only fair to add though, that I couldn't have foreseen the immense scope and the feeling of gratification that one gets each time one is able to help a patient lead a better quality of life.

According to you what are the challenges you face with regard to hearing aids and its users in India?

The toughest challenge is the mindset. A hearing aid is yet to find social acceptability on a bigger scale where the user doesn't feel hesitant in wearing the device. The second challenge is awareness. The patients who reach a well informed center of course are educated about the options available to them to replenish their hearing, but that is only the tip of the iceberg.

Being a hearing healthcare professional what do you think should be ideally done to increase the awareness about hearing loss and its identification & management in India's population?

Talking about 'Ideally', the initiative has to be multifocal. The companies, professionals and dispensing centers, all have to do their bit to help the cause of hearing well being in the country. The Government has provisions for hearing aid distribution to the poor and runs various National Level

Programs which stand to benefit from our help. Messages issued in Public Interest on various mediums is another avenue I think that can be helpful in educating the patients and general population, a point which the more commercial forms of advertising sometimes fail to make.

What is your favorite topic of interest and why?

My interest is equally divided in the subject of Audiological Medicine and Neuro-otology. These I find are relatively virgin branches of medicine and to the curious mind, the avenues of exploration are immense. Of course replenishing one's hearing by means of drugs or devices is very gratifying, but the challenges of managing vertigo are rather invigorating in themselves as they often club Neuro-otology with the knowledge of mainstream Neurology, Cardiology and other fields of medicine.

Phonak is a renowned hearing aid manufacturer and their hearing instruments have often raised the bar in the fraternity.

What do you expect from Phonak as a brand especially for India market and you take on Phonak hearing instruments?

Phonak is a renowned hearing aid manufacturer and their hearing instruments have often raised the bar in the fraternity. It is fortunate for the Indian Patient to have such world class equipments at his disposal and at very competitive pricing; this very idea in itself was something far fetched two decades from now. Having seen the R & D department of Phonak first hand, I am certain Phonak will continue surprising us with its innovative approach to hearing loss correction and I look forward to it with keen enthusiasm.

What piece of advise would you give to "Aspiring young audiologists & speech pathologists"?

Audiology and Speech Pathology has emerged as one of the top ten professions in the year 2010 by Department of Labour, USA. This recognition in itself evokes a very proud feeling to everyone associated with the field. But with great power comes greater responsibility. I would say stick to the basics and build up your knowledge on that. Having a learner's attitude and keeping up with what's new would be essential for your future practice.

Marketing Initiatives

Wireless Combo Offer

Phonak Wireless Connectivity

Help your Customer to hear what they see with these unbeatable wireless solutions

- Benefit 1:** Add Extra Hearing Aids and get a free wireless device. Offer valid on all premium range products. Offer ends on 31st Dec 2011.
- Benefit 2:** Add a Premium Range Hearing Aid and get a free wireless device. Offer valid on all premium range products. Offer ends on 31st Dec 2011.
- Benefit 3:** Add a Premium Range Hearing Aid and get a free wireless device. Offer valid on all premium range products. Offer ends on 31st Dec 2011.

...NOW 3 TIMES BETTER IN THIS COMBO OFFER

PHONAK life is on

Phonak introduces Wireless connectivity for its end users at affordable prices. Now get a wireless device each time you buy a premium range product.

Naida
PowerHearing

The power to change your life

More than 4,20,000 ears are happier around the world!
There's music for your ears too for the next few months.

Naida remains the unchallenged product in the severe to profound category loss. With global sales of more than four lacs twenty thousand units, Phonak introduced The Naida Celebration Campaign with a bundle of benefits both for the Hearing Professionals as well as for end users.

To know more contact
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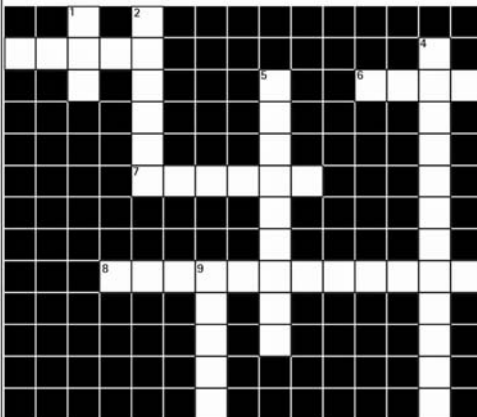


They 'trip'ped on Switzerland

Phonak India organized a trip for its customers, from the 13th to 18th January 2011. Twenty one people from 4 regions went to Switzerland. They visited the Phonak Head office in Staefa and attended sessions on New Spice generation platform, New software - Target™ and FM, Hear the world, discovering the end - users.

New Spice generation platform, New software - Target™ and FM, Hear the world, discovering the end - users.

CROSSWORD



Across

- 3 Powerful, water resistant & hi tech
- 6 One step bridge to wireless connectivity
- 7 One touch access to your favourite soaps, news & everything
- 8 Feedback guard

Down

- 1 Fit 'n' Go CIC
- 2 Newest software
- 4 Enhanced high frequency accessibility
- 5 Realtime environment adaptability
- 9 Newest generation

Send in your entries to vivekanandh.mathiamudhan@phonak.com

5 reasons for you to choose the world's best premium hearing range.

Phonak Premium Hearing Aids. Why...

- 1 Best in class:** Phonak products are recommended by professionals around the world. Experts and field studies globally are unanimous in acknowledging that Phonak's B90 and Innovations are Best in Class.
- 2 Easy In Dispensing Training Initiative:** Phonak India besides offering Tech courses, also provides a free trial at a national level.
- 3 Wireless Combo:** Helps end users look for additional solutions, particularly with premium products. From Phonak, globally, users can use their mobile phone to connect to their hearing aids. Try this with your own mobile phone. Patients can choose comfort in an additional optional cord.
- 4 Campaign pop-up mailer evoked curiosity and memorability.** Additional Benefits: Phonak's world of hearing devices such as C-Bi-Clear and premium line batteries and extended warranty increase the life of hearing aids. The result: more happy customers.
- 5 See The World!** You may satisfy your travel urge with Phonak. Many premium schemes and concepts provide winners with free travel to Asia or Europe. You may be one of them!

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