

Press Release

## Phonak hearing aid wins iF product design award 2011

*Phonak Ambra ranks in the top three designs of Swiss products.*

**Stäfa, Switzerland (December 3, 2010) – The new Phonak Ambra microM has won the internationally recognized iF product design award in the category „medicine / health care“. With its clear and functional design, this new premium hearing aid convinced the international jury.**

The international jury of respected designers, entrepreneurs and professors rated 2.756 products from 1.121 participants and 43 countries. 993 were awarded and are now running for one of the 50 iF gold awards which will be presented in spring 2011. With the award the International Design Forum „iF“ acknowledges „excellent design from innovative companies“.

This recognition for Phonak Ambra follows in line with the three Phonak products Audéo SMART, Audéo MINI and Click'n'Talk, all of which were prized by the iF last year. These awards helped Phonak to establish itself as one of the top three Swiss design brands represented in the iF ranking. Thanks to Phonak's strive for excellence and continuous innovation the Phonak hearing aids are simply stylish, tiny, functional and robust.

### **About Phonak**

Headquartered near Zurich, Switzerland, Phonak, a member of the Sonova Group, has developed, produced and globally distributed state-of-the-art hearing systems and wireless devices for more than 60 years. The combination of expertise in hearing technology, mastery in acoustics and strong cooperation with hearing care professionals allows Phonak to significantly improve people's hearing ability and speech understanding and therefore their quality of life.

Phonak offers a complete range of digital hearing instruments, along with complementary wireless communication systems. With a worldwide presence, Phonak drives innovation and sets new industry benchmarks regarding miniaturization and performance.

For more information, please visit [www.phonakpro.com](http://www.phonakpro.com) and [www.phonak.com](http://www.phonak.com) and or contact:

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We are sensitive to the needs of everyone who depends on our knowledge, ideas and care. And by creatively challenging the limits of technology, we develop innovations that help people hear, understand and experience more of life's rich soundscapes.

Interact freely. Communicate with confidence. Live without limit. Life is on.



iF product design award winner: The new Phonak Ambra microM



**product  
design  
award**

**2011** ■

Certification for excellent design: The iF product design award 2011