

## Unlock a world of new possibilities

Rachel Lamb, AuD

### Webinar FAQs

- **How to ask a question:**
  - Click Q&A, type your question and Send.
- **Where to get the handout:**
  - Resources in the classroom and under Pending Courses in your account
- **How to view captions:**
  - Click Live Transcript CC button
  - Click Show Subtitle
- **How to earn CEUs:**
  - After the webinar, go to your Pending Courses and pass the multiple-choice exam.
- **For assistance or tech support:**
  - Call 800-753-2160
  - [customerservice@audiologyonline.com](mailto:customerservice@audiologyonline.com)
  - Use the Q&A window



**PHONAK**  
life is on

Unlock a world of  
new possibilities.

The very best. For you.

**Financial disclosure:** Speaker is employed by Phonak US

**Non-financial discloser:** None

## Risks/Benefits

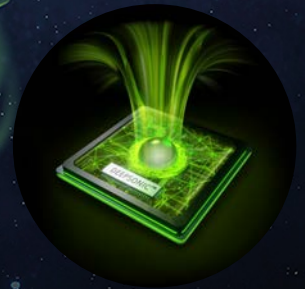
- The applicability and accuracy of the course content may vary by the clinical, geographical, and cultural context; you should evaluate the course accordingly.
- As healthcare is rapidly evolving, new findings may change the validity of the information presented in this course. Providers should always consult the latest research and guidelines from professional associations.
- The interventions discussed in this course may be limited in generalizability, requiring practitioners to consider specific individual and population factors.
- The course may not cover all possible risk factors, diagnostic methods, or treatment options, and complex cases may require additional considerations.
- Healthcare providers should apply cultural competence and sensitivity to ensure effective and respectful care based on their patients' diverse needs.
- Providers should always evaluate the limitations of diagnostic and screening tools, considering their potential for false results as well as any ethical implications.
- It is the responsibility of course participants to critically evaluate the evidence from multiple sources to guide professional practice.

## Learning objectives

After this course, the participants will be able to:

- Describe advancements in AI-powered features
- List Target changes that streamline the fitting process
- Describe updates to Phonak eSolutions

Just one  
year ago...







**PHONAK**  
life is on



### **Clear**

Any voice. Any direction. Always clear.



### **Adaptive**

The best sound for you.  
No matter the situation.  
Anytime. Anywhere.



### **Connected**

Always Universal.  
Connectivity that works – no matter the device, no matter the moment.

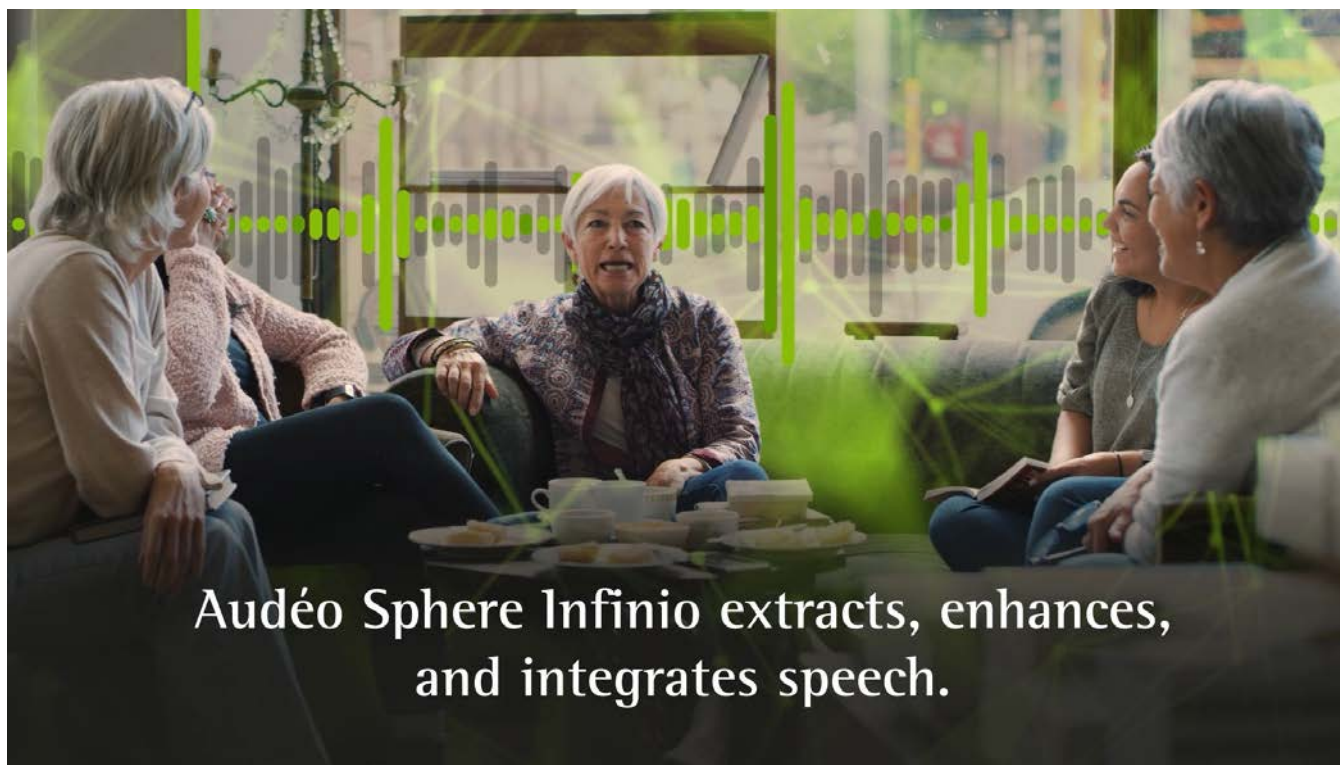


### **Easy**

Easier maintenance.  
For everyone. Phonak does the work, so you don't have to.



**Clear**  
Any voice. Any direction.  
Always clear.



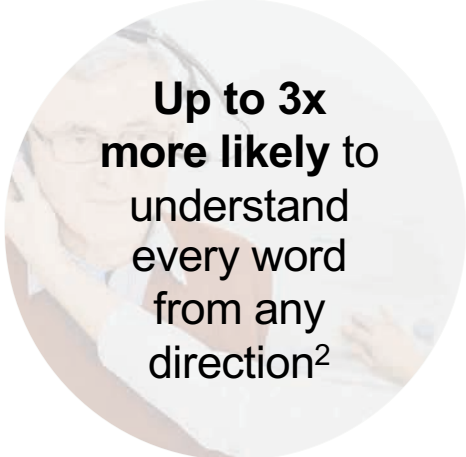
Audéo Sphere Infinio extracts, enhances,  
and integrates speech.

## Recap: Benefits of Spheric Speech Clarity



HearAdvisor  
**top score<sup>1</sup>** for  
speech in  
noise **4.6/5**

Technical measurements



**Up to 3x  
more likely** to  
understand  
every word  
from any  
direction<sup>2</sup>

Clinical studies



**10/10** report  
Phonak  
Sphere  
delivered  
an outstanding  
hearing  
experience<sup>3</sup>

HCP perception

1. <https://www.hearadvisor.com/products/phonak-sphere-infinio#score>

2. Wright, A., Kuehnel, V., Keller, M., Seitz-Paquette, K., Latzel, M. (2024) "Spheric Speech Clarity applies DNN signal processing to significantly improve speech understanding from any direction and reduce the listening effort." Phonak Field Study News retrieved from <https://www.phonak.com/evidence>.

3. Sonova proprietary research. (2024). Please contact [claims@sonova.com](mailto:claims@sonova.com) if you are interested in further information.

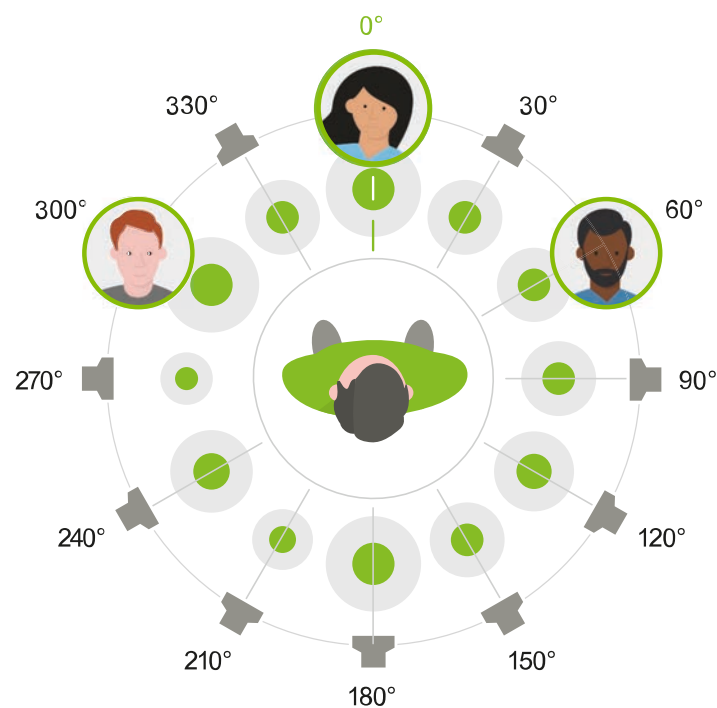
## New evidence: Spheric Speech Clarity with off-axis listening

Up to  
**31%**

**better speech  
understanding for  
off-axis speech\***

Up to  
**35%**

**reduction in  
listening effort\***



\*compared to StereoZoom 2.0, adults with moderate to severe hearing loss

Tian, E. et al. (2025) Spheric Speech Clarity significantly improves speech understanding in a multi-talker scenario and reduces spatial listening effort with Mandarin speakers. Phonak Field Study News. Retrieved from <https://www.phonak.com/evidence>.

## New evidence: SSC reduces cognitive load

**↑ 50%**

**better speech  
understanding  
performance\***

**↓ Lessens  
fatigue**

**lowers cognitive  
load** in complex  
communication  
situations, leading to  
less fatigue at the  
end of the day\*\*

**↓ 37%**

**reduction in  
listening  
effort\***



\* relative change in performance compared to StereoZoom 2.0, subjects with moderate-severe hearing loss

\*\* cognitive speech processing speed determined by overlap time, compared to StereoZoom 2.0, subjects with moderate-severe hearing loss

Latzel, M et al. (2025). Spheric Speech Clarity improves speech understanding and reduces both listening effort and fatigue. Phonak Field Study News. Retrieved from <https://www.phonak.com/evidence>

Introducing Spheric  
Speech Clarity 2.0.



## Challenge: Improve efficiency

### The goal

---



Same performance

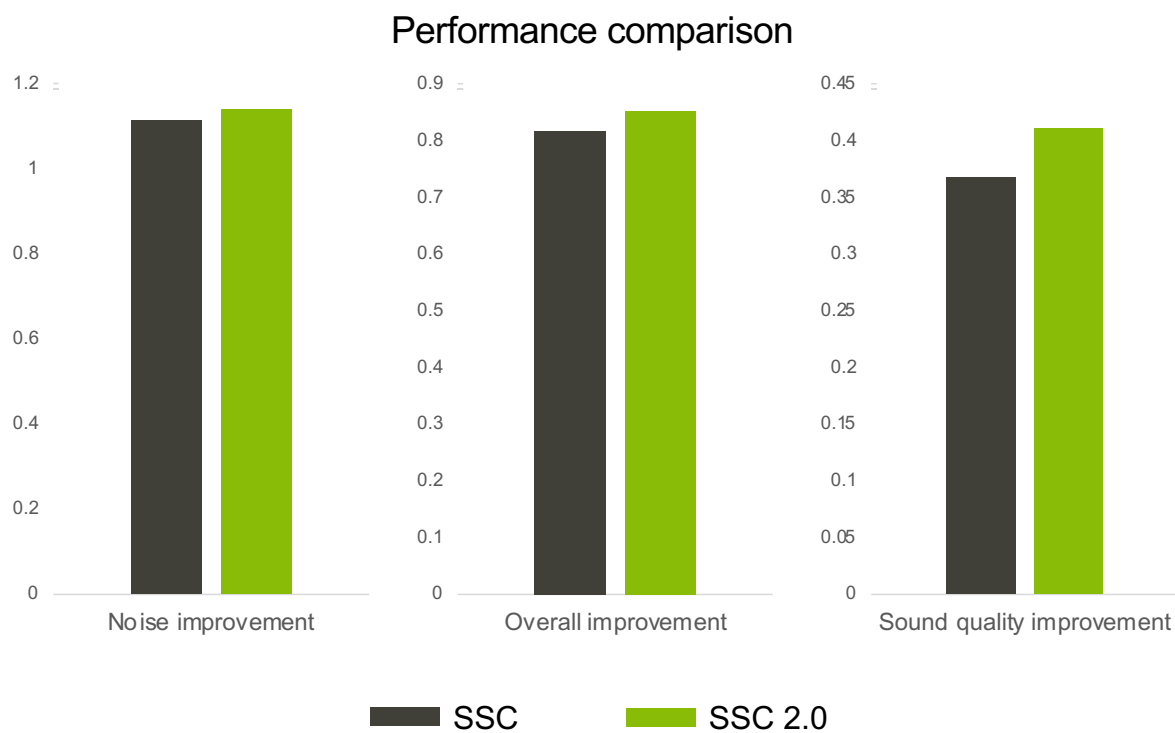
Less power consumption

Improve efficiency by 30%



New DNN architecture

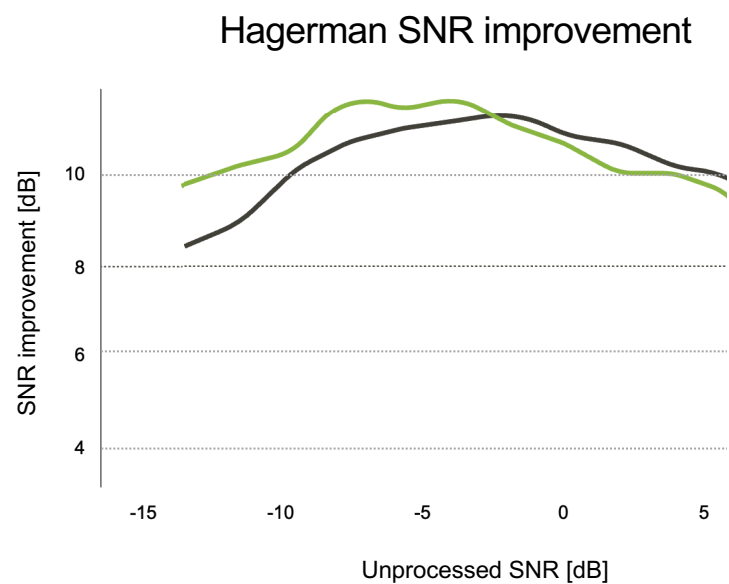
# Evaluation of performance



Spheric Speech Clarity (SSC) 2.0 performs better (or on par) with the performance of SSC

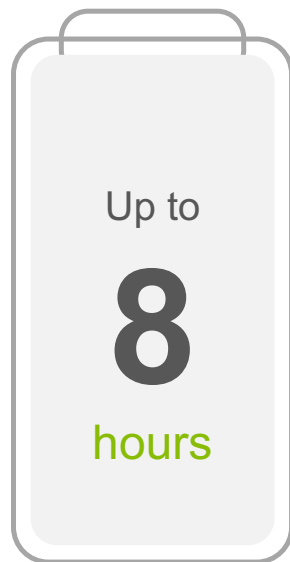


## Evaluation – SNR benefit

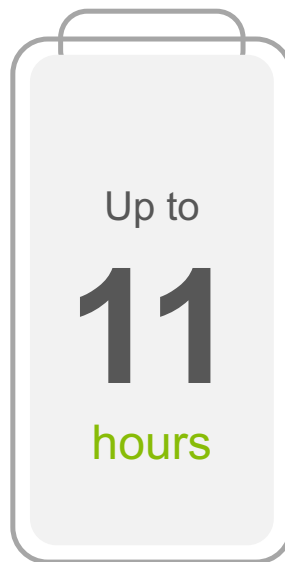


SNR benefit remains  
equal or better between  
SSC and SSC 2.0

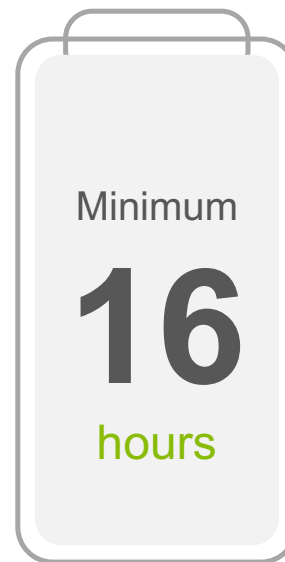
## 30% efficiency improvement in battery runtime



100% SSC



100% SSC 2.0



Incl. up to 9 hours  
SSC 2.0

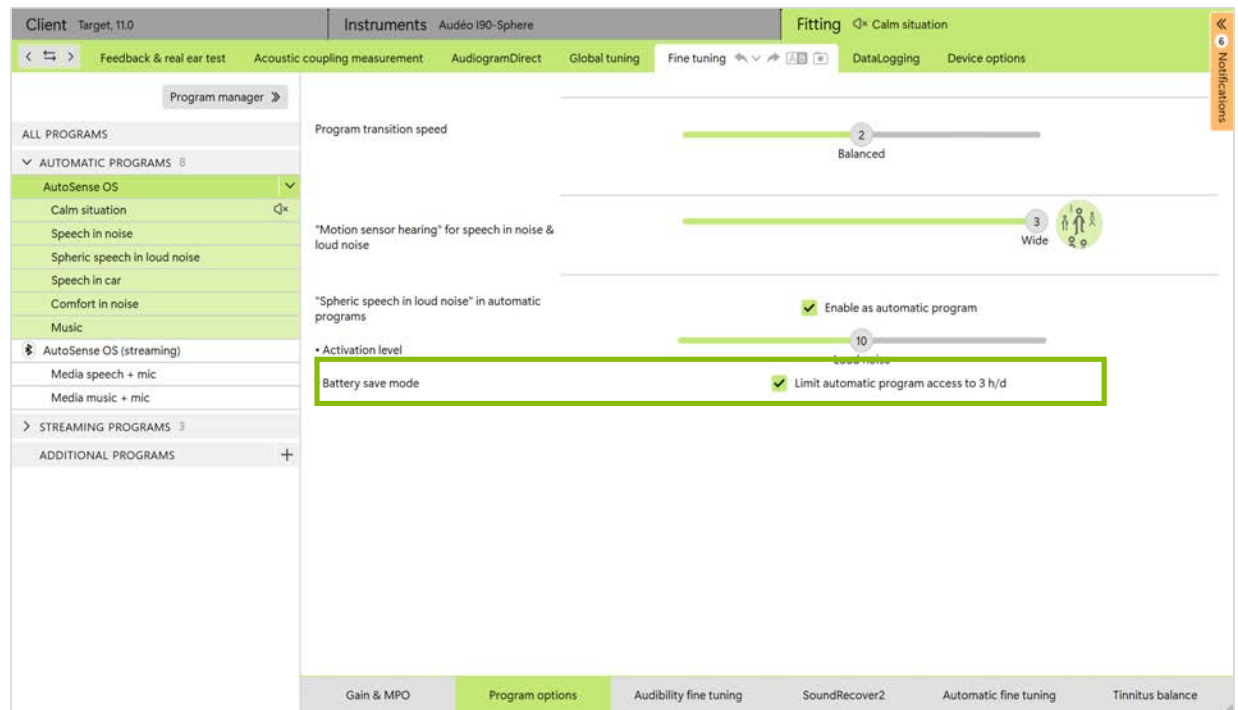


30% efficiency  
improvement in SSC 2.0  
compared to SSC

## Improved efficiency removes time restriction

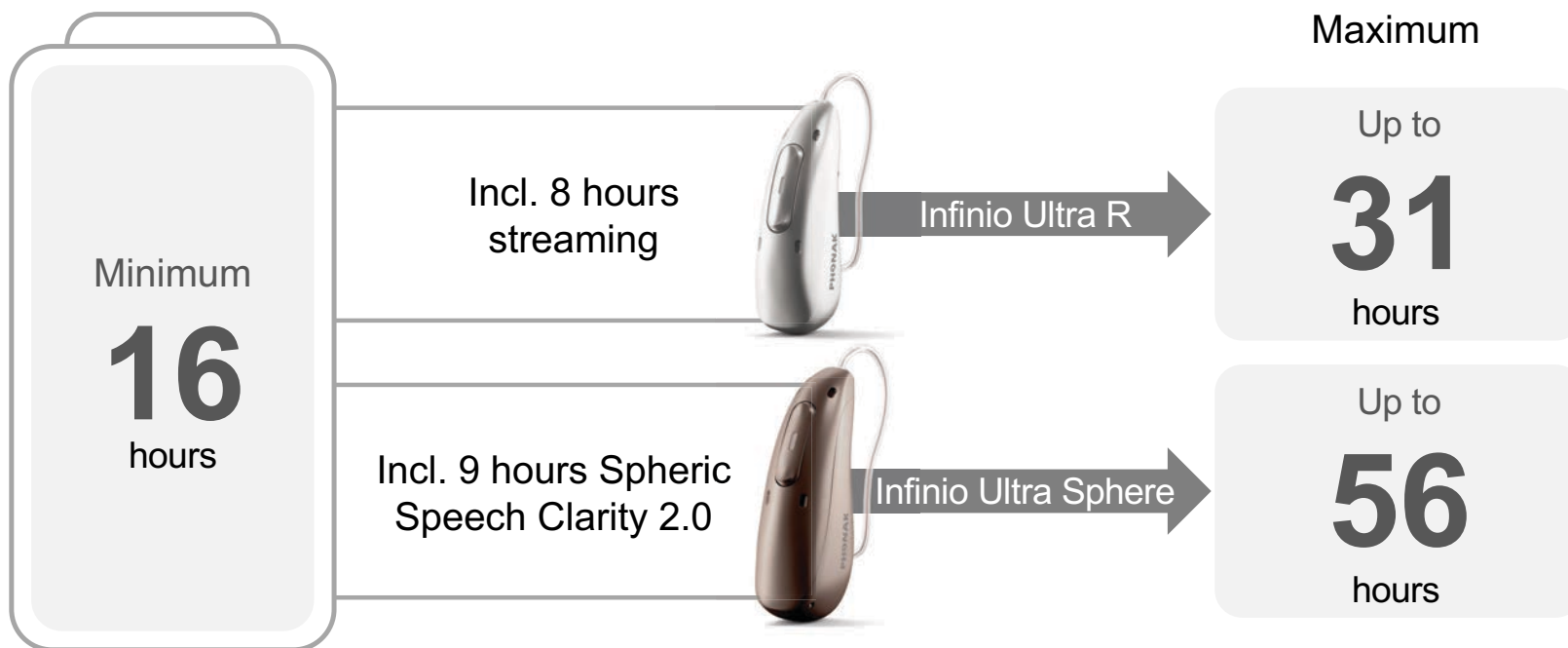
**3h/d**

Spheric Speech in Loud Noise time restriction is a thing of the past.



## Battery runtime measurements

### Product requirement & Phonak communication





## **Adaptive**

The best sound quality-  
whenever, wherever.  
Automatically.



## Training of AutoSense OS

Input



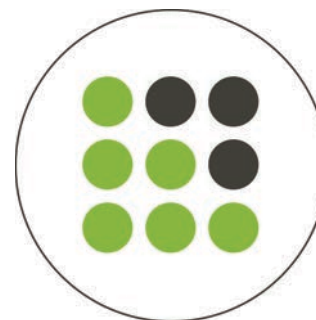
**18x more  
sound  
samples**

Feature  
analysis



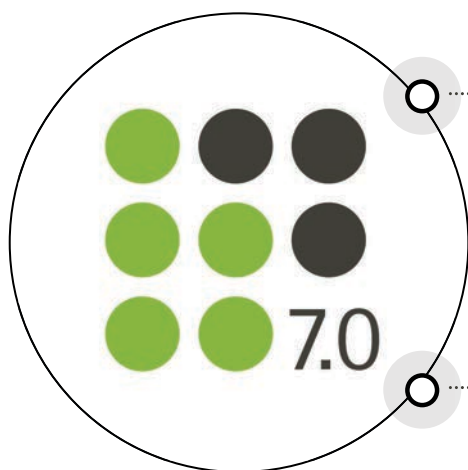
**More robust**

Classification



**Classification  
more accurate**

# Introducing AutoSense OS 7.0

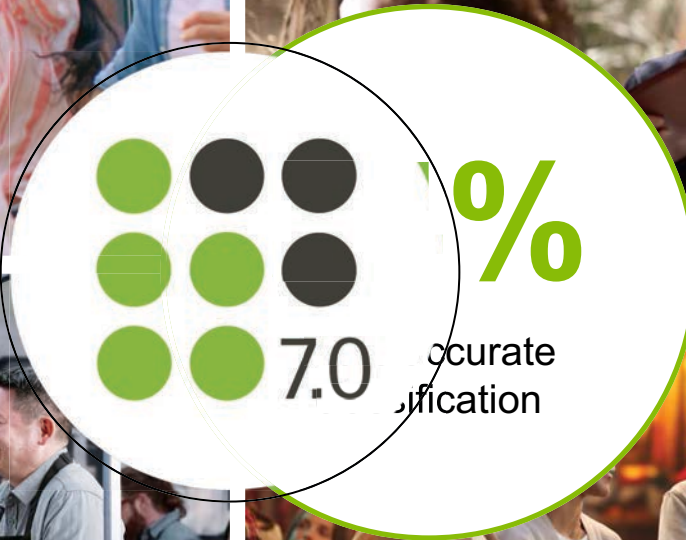


**Speech in noise** environments



**Music** environments





## AutoSense OS 7.0 – Benefits

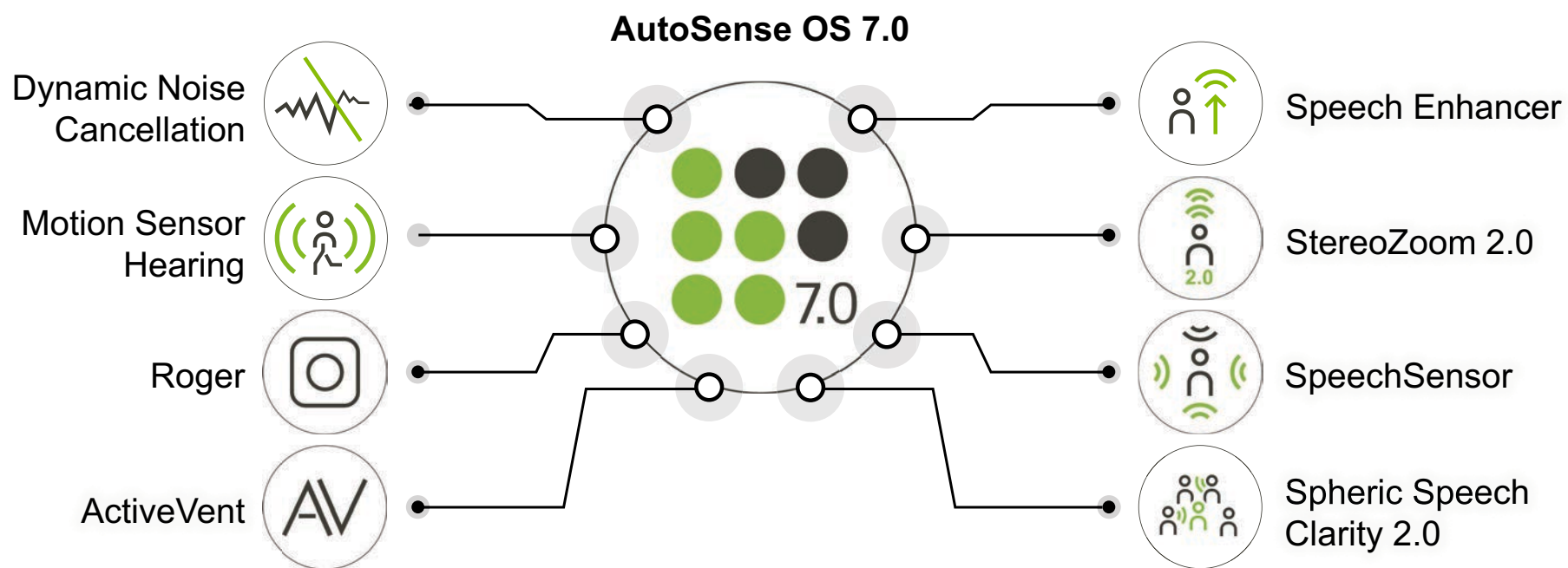


Boosts **speech understanding** in noise<sup>1</sup>

Patients can enjoy **exceptional sound quality** in every moment

1. Wright, A. et al. (2025). AutoSense OS 7.0 improves speech understanding with highly rated sound quality for challenging listening environments. Phonak Field Study News. Retrieved from <https://www.phonak.com/evidence>.

# Exceptional sound, every step of the way

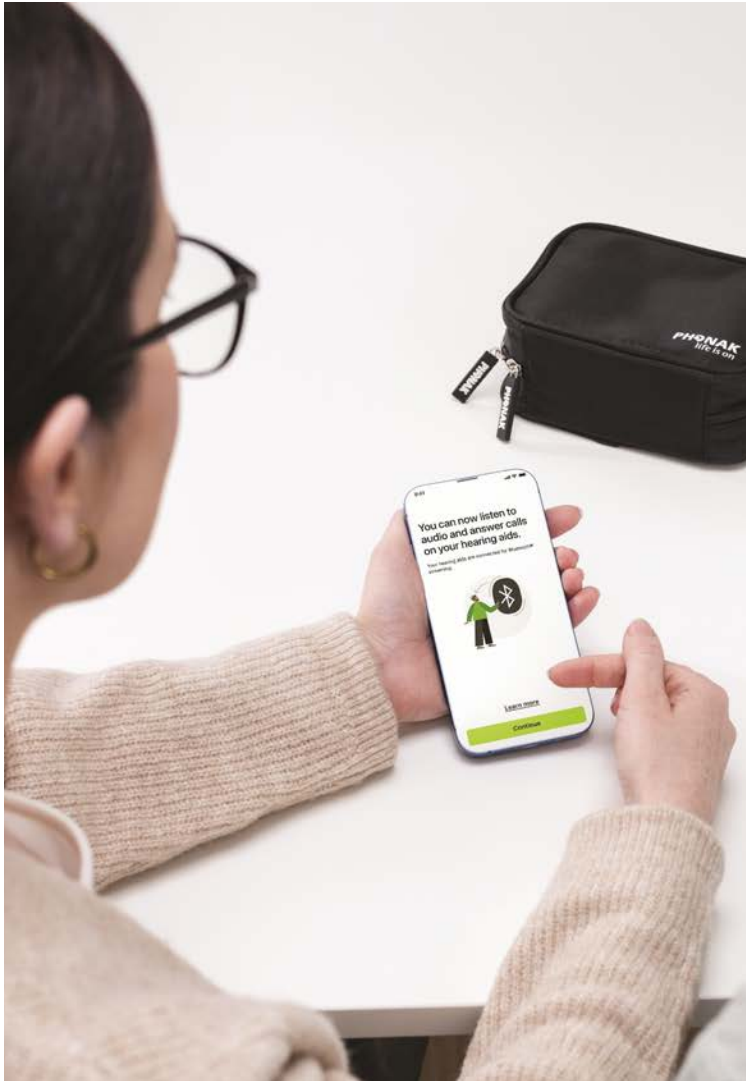


With Infinio Ultra, patients hear the world more clearly every step of the way

**AutoSense 7.0** harnesses the power of AI to accurately identify and adjust—now **trained with 18x more sound environments** for even more precision

**Spheric Speech Clarity 2.0** extracts, enhances, and integrates speech in real-time to deliver unprecedented speech clarity in noise from any direction, **now 30% more efficient**

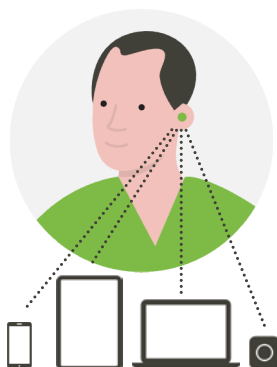




**Connected**  
Always universal.  
Connectivity that works –  
no matter the device, no  
matter the moment.

## Market-leading connectivity

### Phonak universal connectivity



**> 6,800\***

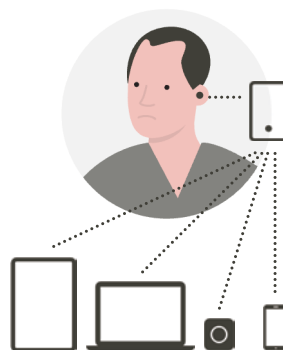
Smartphones plus almost any  
Bluetooth enabled devices  
**8 pairings with  
2 active connections**

Limited BT  
connections



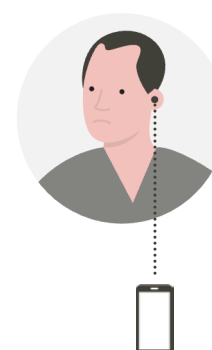
Bluetooth classic  
**1 connection**

Complicated  
connectivity



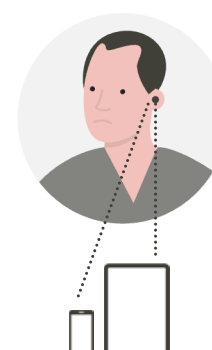
Most connections  
only  
possible with a  
**streamer**

Limited ASHA  
connectivity



**~ 130\*\***  
Android phones  
( $< 1\%$ )

Limited MFi  
connectivity



**~ 38\*\***  
iPhone models  
plus other iOS  
devices

\*Phonak. (2024). Check your phone compatibility: <https://www.phonak.com/com/en/support/product-support/compatibility.html>. Accessed May 2024

\*\*Information retrieved from competitors' device compatibility websites. Accessed May 2024

## The importance of Bluetooth®

**96%** of the consumers reported that Bluetooth® would be a 'must' have for the purchase of hearing aids<sup>1</sup>

**Increase confidence** in using hearing aids, accessibility & control functionality<sup>2</sup>



**Removes stigma;** normalizing the social acceptance of hearing aids<sup>3</sup>

Remote Support **increases accessibility** to hearing care support

1. Consumer use of and preferences for assistive communication technology in public places. Committee for Communication Access in America (January, 2024). [https://www.ccaa.name/Report\\_Final\\_1-11-23.pdf](https://www.ccaa.name/Report_Final_1-11-23.pdf). N=1519.
  2. Najeeb, S. M. Tarique, Akanksha Singh, Swati Chandel, Mussarrat Parveen, and Neena Gupta. 2022. "Study on Use of Bluetooth Technology in Hearing Aids Among Adults". Current Journal of Applied Science and Technology 41 (47):1-7.
  3. Maidment DW, Amlani AM. Argumentum ad Ignorantiam: Smartphone-Connected Listening Devices. Semin Hear. 2020 Nov;41(4):254-265.
- The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG, Inc. and any use of such marks by Sonova AG is under license.

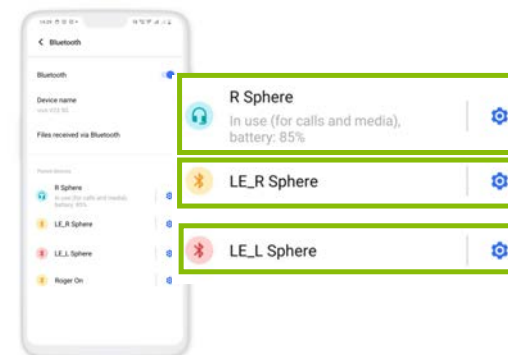
## The ins and outs of universal connectivity



**Bluetooth Classic Audio –**  
Streaming audio and phone calls

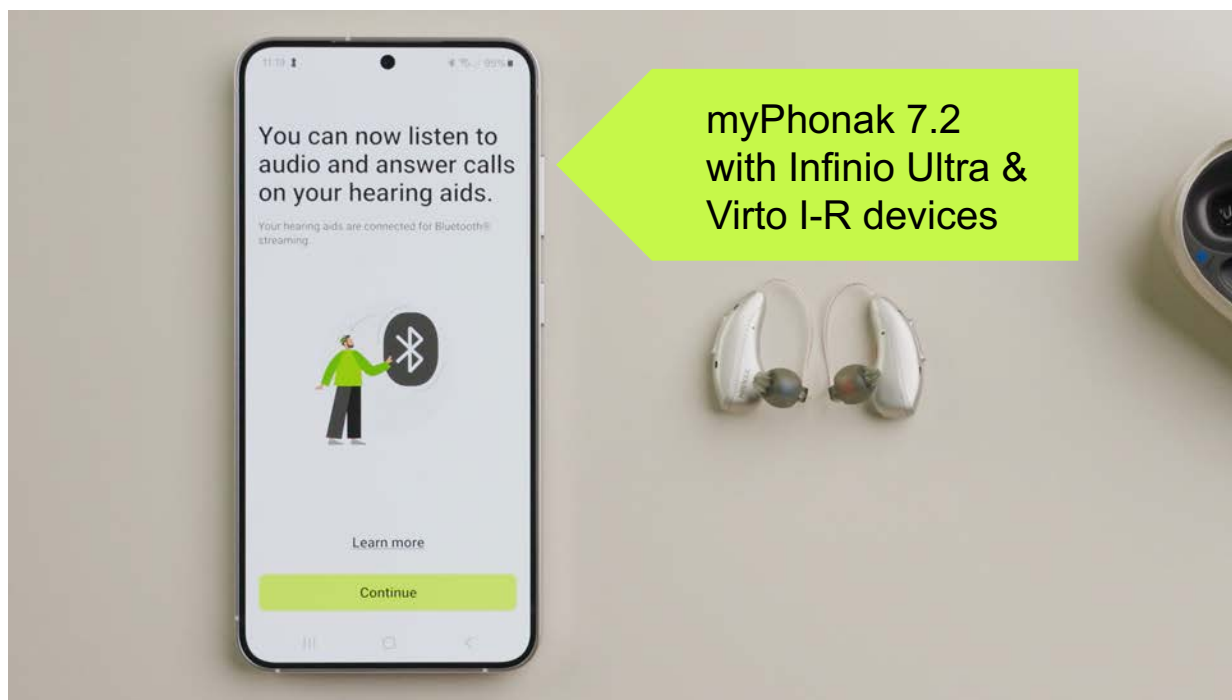


**Bluetooth LE –**  
Passing of small data points only, e.g., myPhonak

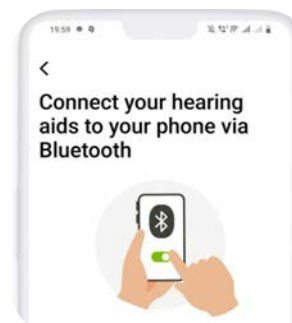


**Resulting in 3 devices**  
**in Bluetooth list**

## One-step pairing to both myPhonak and Bluetooth devices



myPhonak 7.2  
with everything else



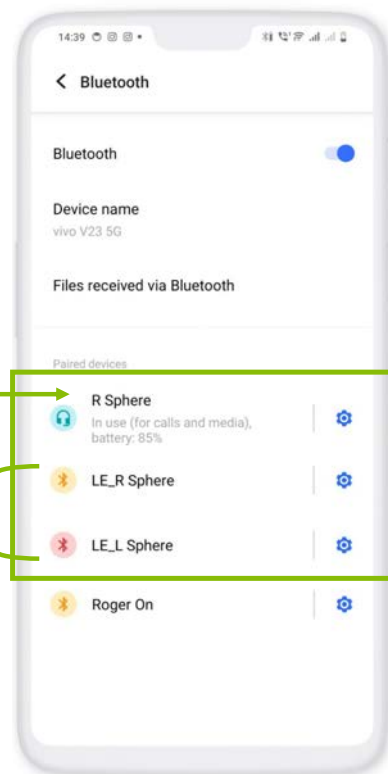
Still need to  
complete pairing  
in BT menu for  
calls/streaming  
(second step)

## Visibility on the Bluetooth list

With earlier  
devices

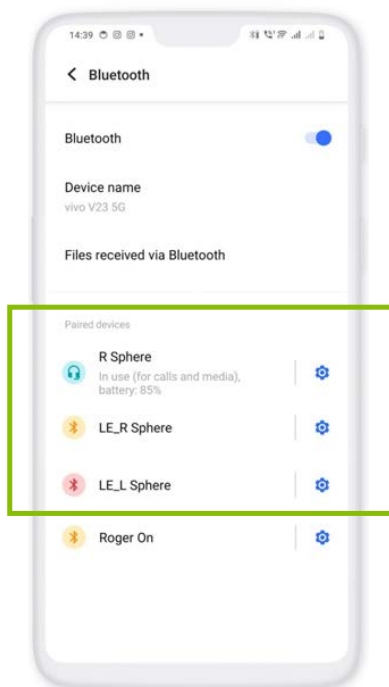
Phone calls/  
audio streaming

myPhonak app

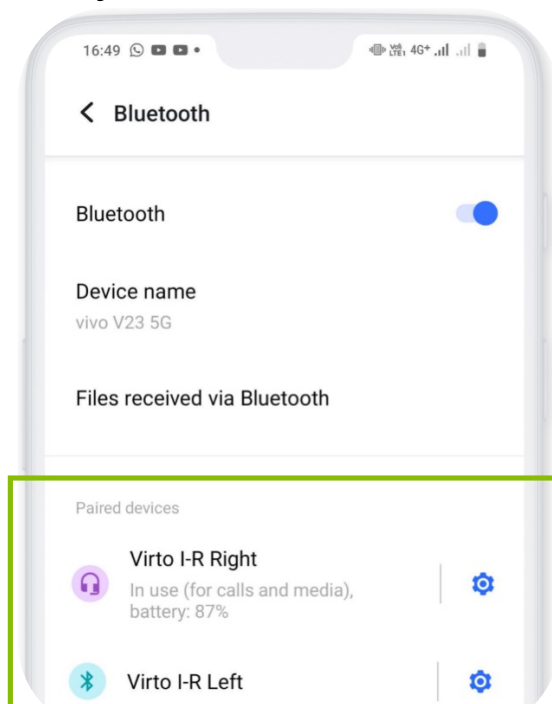


## Visibility on the Bluetooth list

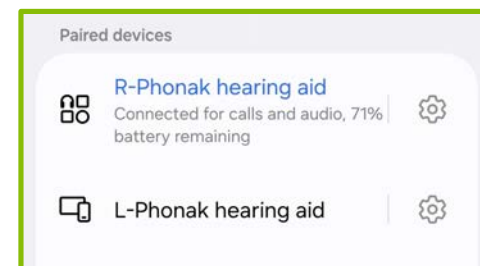
With earlier devices



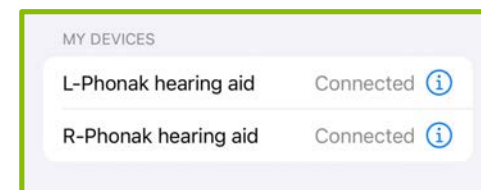
myPhonak 7.2 with Infinio Ultra & Virto I-R



Samsung



iPhone



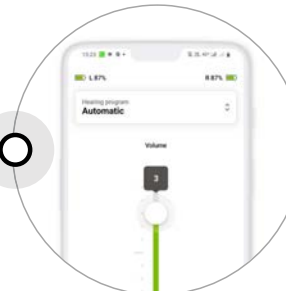
## Security where it's needed the most



Hands-free profile



A2DP  
audio streaming



Low Energy  
myPhonak app

# Disabling hands-free calls

Setup

General **Fitting session** Junior mode Reports Fitting device Sound system Remote Support & Internet

Diagnostics

Instruments

**Fitting**

Easy navigation

AudiogramDirect

Presentation

Lyric/ALPS

**Fitting**

Default fitting formula Adaptive Phonak Digital

- ☒ Open sidebar automatically
- ☒ Show warning if client consent to DataLogging is missing
- ☒ Enable DataLogging per default
- ☒ Initial gain level always 100%
- ☒ Enable vent estimation per default
- ☒ Enable EasyPhone per default
- ☒ Enable SoundRecover per default
- ☒ Show SoundRecover versions in "Global tuning"
- ☐ Enable "Tap control" per default
- ☒ Show possibility to disable hands-free calls (SCIF)
- ☐ Enable password-protected fitting

Instruments Virto 190-R

**Fitting** < Calm situation

coupling measurement AudiogramDirect Global tuning Fine tuning DataLogging Device options

Behavior Standard Streaming Phone call

SHORT PRESS Volume (with L/R sync) ±10 dB (x.5 steps)

LONG PRESS Program change AutoSense OS (Startup)

DOUBLE TAP No function in Standard

BLUETOOTH NAME Virto R-R

BLUETOOTH SIDE Right

BLUETOOTH PHONE

- ☐ Fixed bandwidth
- ☒ Adaptive bandwidth
- ☒ Disable hands-free calls (SCIF)
- ☐ Delete pairings

Manual controls Bluetooth Signals & alerts Startup

## Print an official report for the facility

### HEARING AIDS



R: SN91584525  
L: SN14388310

### ROGER RECEIVER



R: No Roger receiver installed  
L: No Roger receiver installed

### SERVICES

Reports...

- Available apps
- Phone compatibility
- Hearing aid support
- Accessory & charger support

#### Reports

Target audience

Professional

Client

#### Documents for clients

INSTRUCTIONS

Hearing aid

Program description

PRIVACY

Restricted area certificate (SCIF)

WEB LINKS

Hearing aid support

Accessory & charger support

#### Selected documents

CLIENT

Hearing aid instructions

Restricted area certificate (SCIF)

DOCUMENTS SETUP

English (English)

Use large fonts

Preview

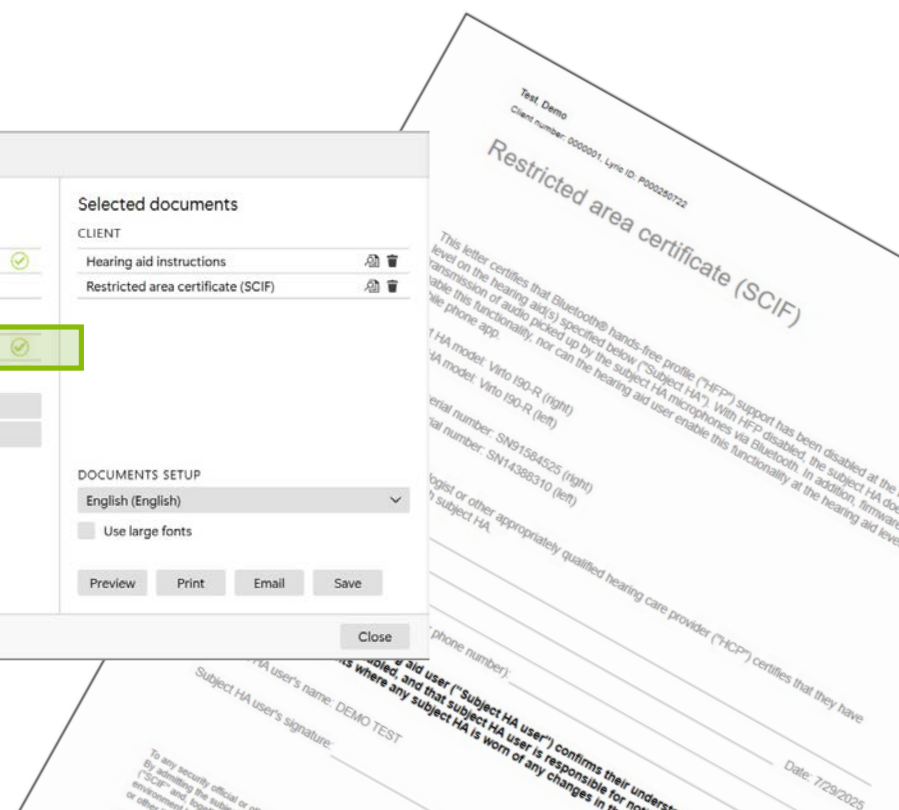
Print

Email

Save

Report setup...

Close





**Easy**  
Easier maintenance.  
For everyone. Phonak  
does the work,  
so you don't have to.

## Addressing a high priority issue

“



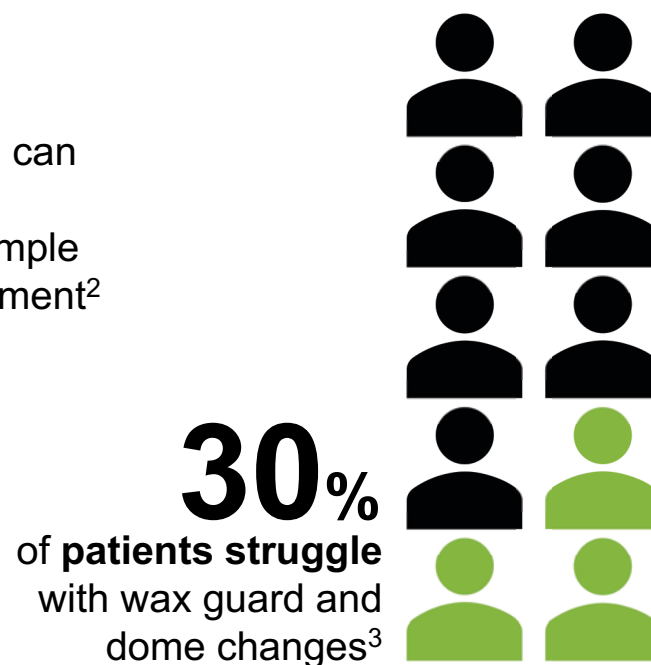
”

## The challenge with earwax



**33%**

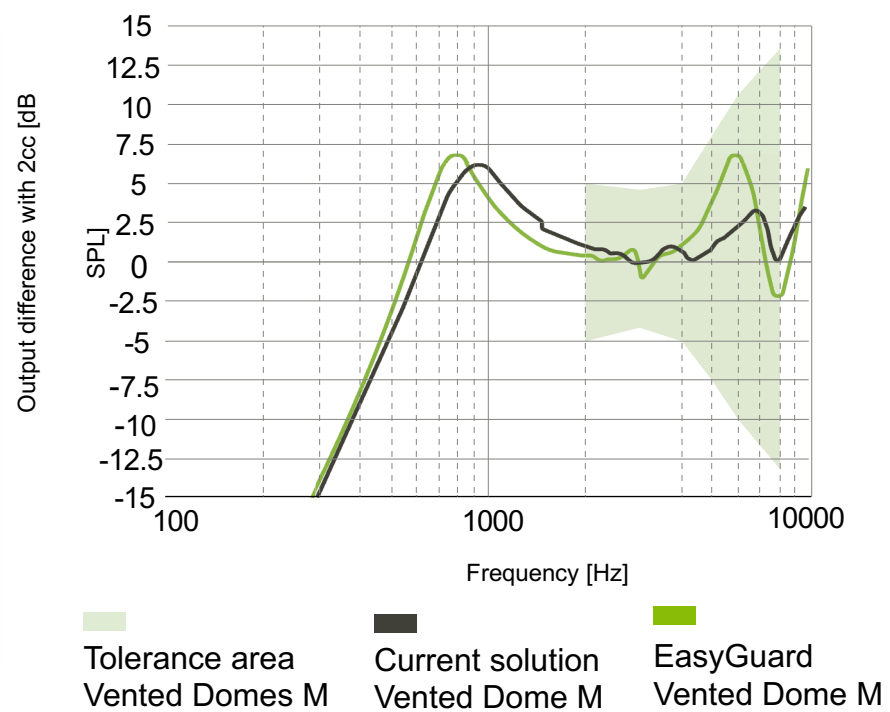
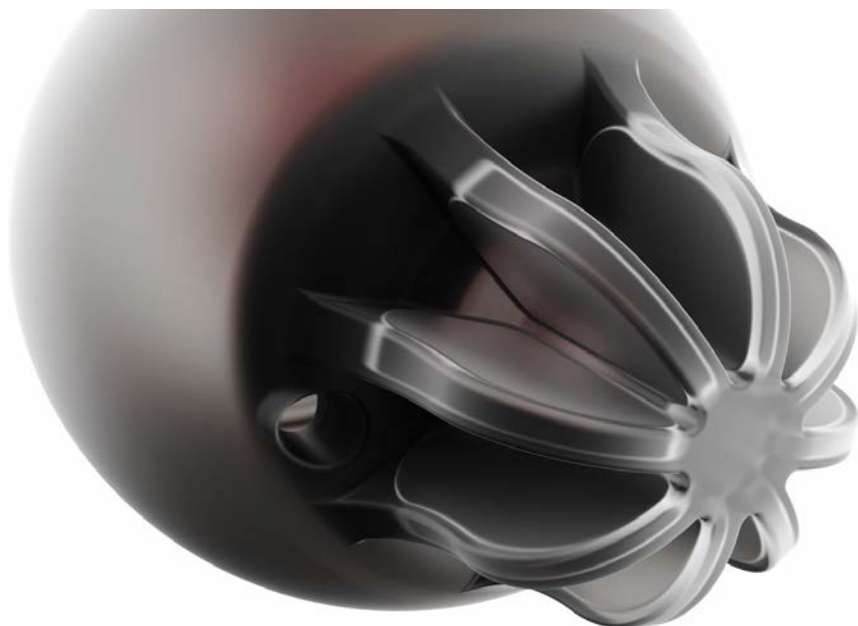
of **service cases** can be prevented by patients with a simple wax filter replacement<sup>2</sup>



1. Sonova proprietary research (2025). Project ID #4736, n=85. Please contact [marketinsight@phonak.com](mailto:marketinsight@phonak.com) if you are interested in further information.
2. Based on internal Sonova data. Collected from 2601 incidents from Nov '23 to Jun '24.
3. Bennett, R. J. et al. (2020). Investigating the prevalence and impact of device-related problems associated with hearing aid use. *Int. J. Audiol.* 59(8), 615–623.

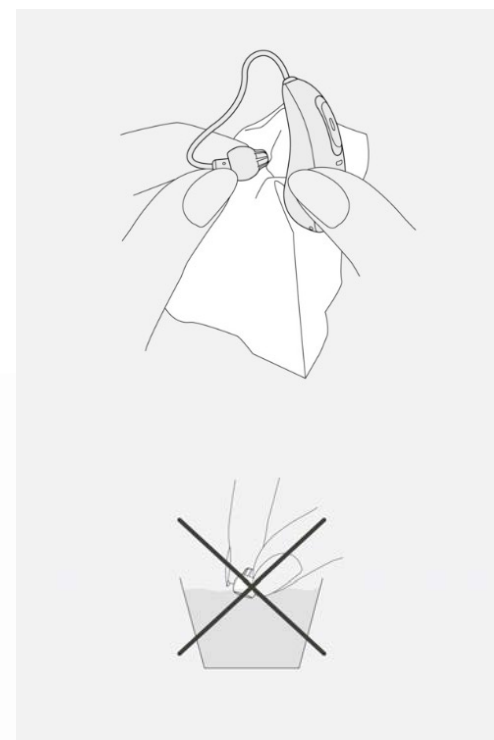


## Sound-transmitting sealed membrane



## EasyGuard only needs a soft cloth to clean it

- Clean it with a dry wipe/cloth
- Dome can stay attached to receiver
- Keep CeruStop in place
- **Don't** clean with water (esp. ultrasonic cleaner)
- **Don't** use a brush or anything harsh



**100%** of HCPs in the 4-month field trial agree EasyGuard...



Reduces receivers clogged with wax

Makes it easier for patients to care for their hearing aids

Reduces the need for servicing/repairs due to wax

Improves patient's overall satisfaction

## EasyGuard: preferred & comfortable<sup>1</sup>

**89%** of participants  
favored EasyGuard or  
had no preference



**90%** indicated comfort  
levels matching or  
exceeding their  
traditional dome

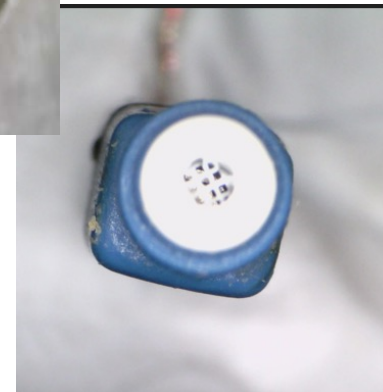
1. Sanchez, C. et Adler M.. (2025) EasyGuard domes were preferred over traditional domes after a 4-month home trial with this new patented technology. Phonak Field Study News. Retrieved from <https://www.phonak.com/evidence>.

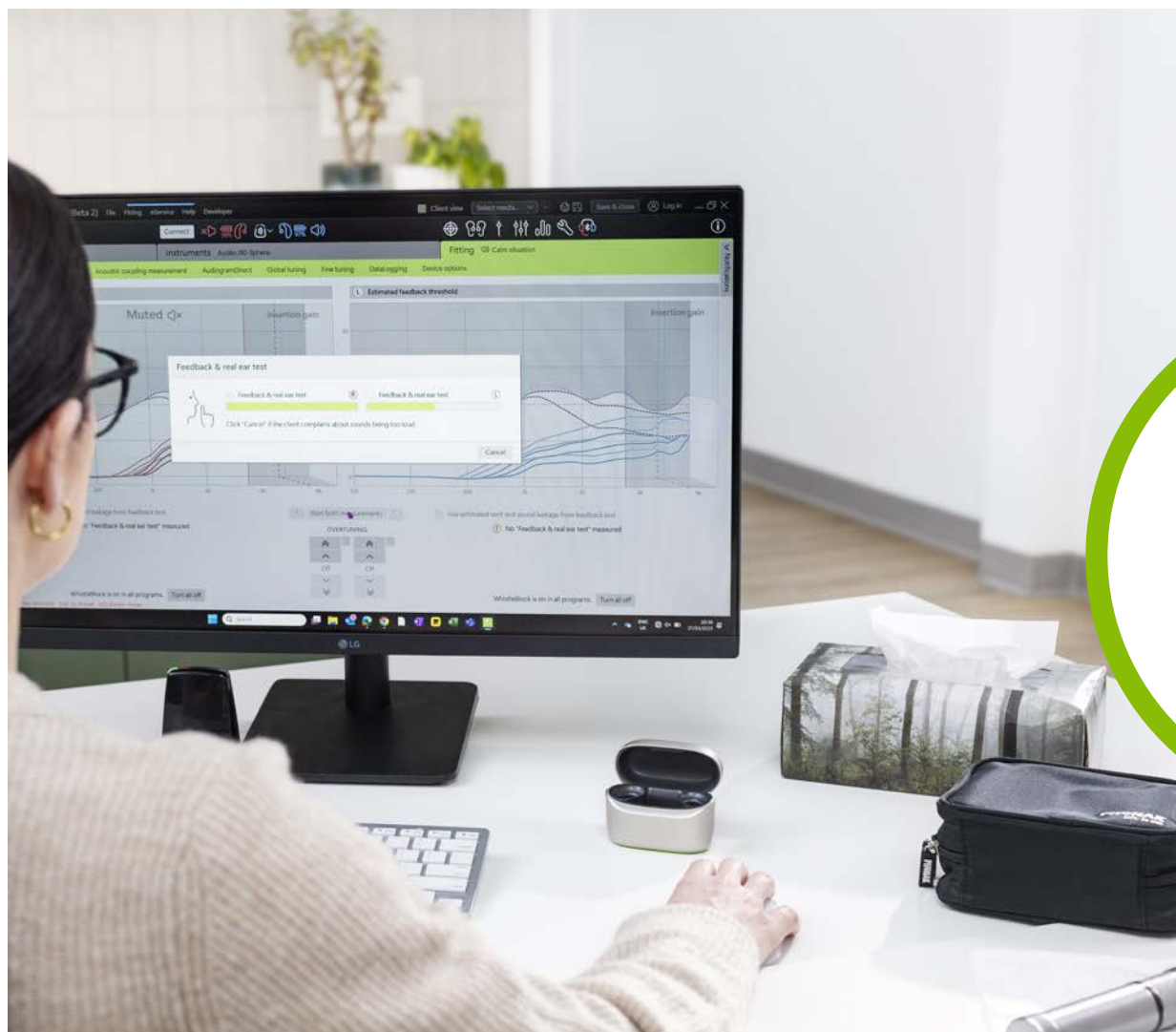
## EasyGuard in the real world—after 4 months of use



Outside

Inside





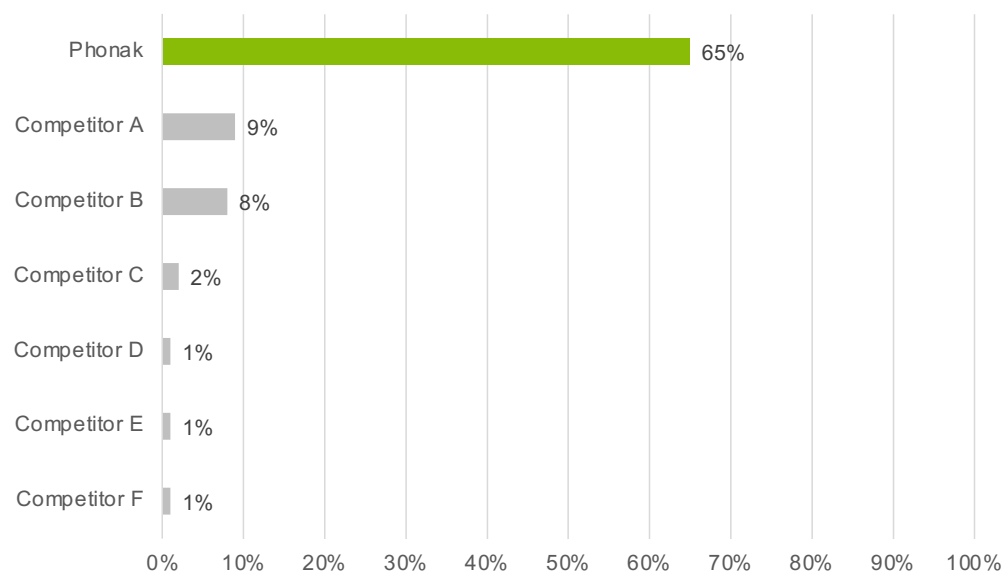
In-clinic  
efficiencies  
don't stop  
there!

## The importance of intuitive fitting software

**7x  
more**

HCPs rate Phonak Target as their favorite fitting software compared to the next leading competitor software<sup>2</sup>

% HCP who rate Phonak Target as their favorite fitting software



1. Sonova proprietary research. (2024). Project ID #4716. Please contact [marketinsight@phonak.com](mailto:marketinsight@phonak.com) if you are interested in further information.
2. Sonova proprietary research. (2024). Project ID #4734. Please contact [marketinsight@phonak.com](mailto:marketinsight@phonak.com) if you are interested in further information.

## Target efficiency improvements

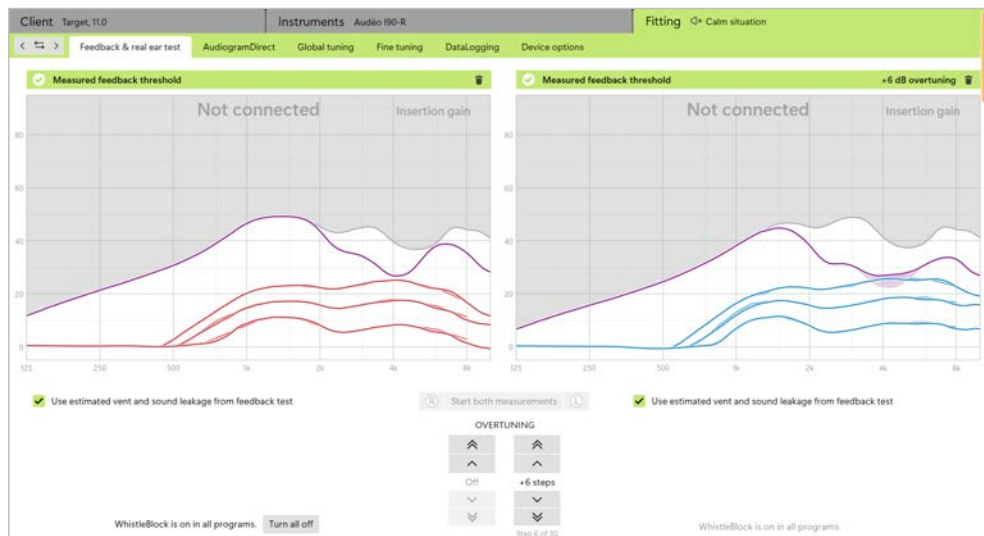
Faster Feedback & real ear test

Binaural firmware updates

Setup personalization



## Accuracy of acoustics through a Feedback & real ear test



Feedback tests personalize the fitting to suit your patient's ears

- What is the earpiece really doing?
- Is sufficient gain available?
- Is a more occluding earpiece needed?
- Do you need to use Overtuning?

## Introducing our new feedback and real ear test

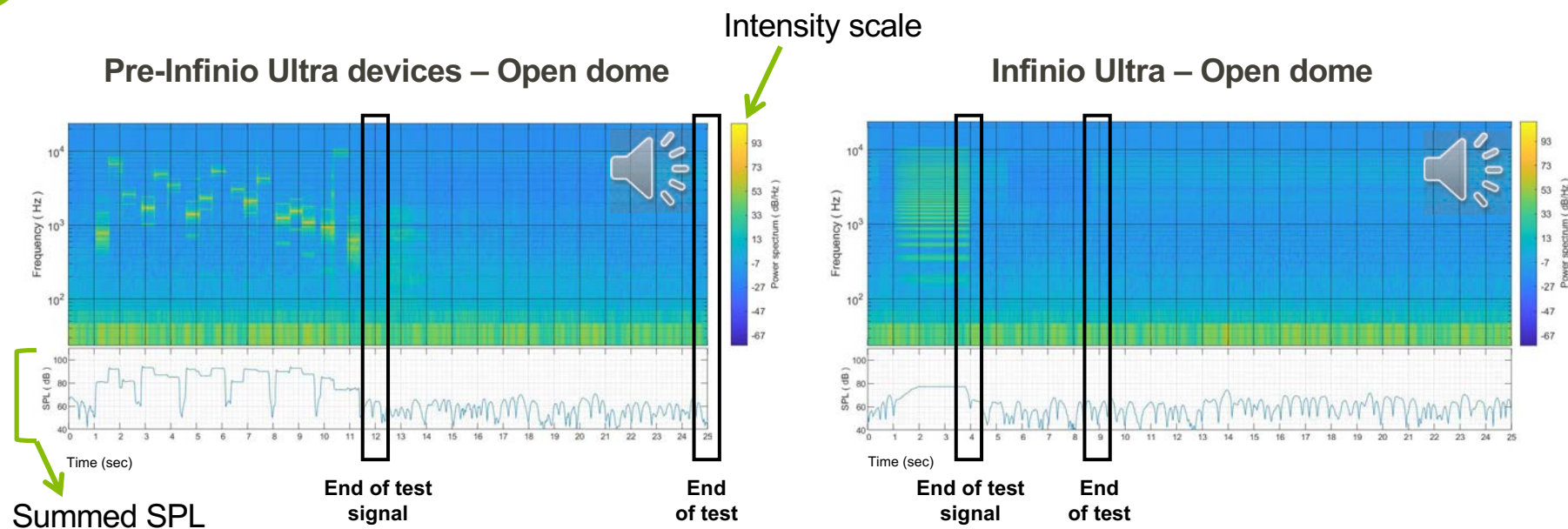
With Infinio Ultra, complete our feedback test in

**under 13 seconds**

Now **faster, softer** and  
available via Remote Support!

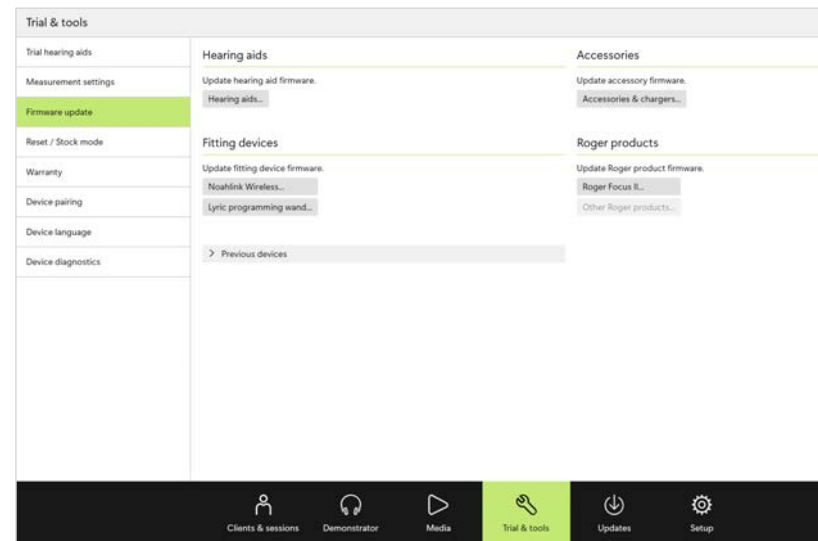
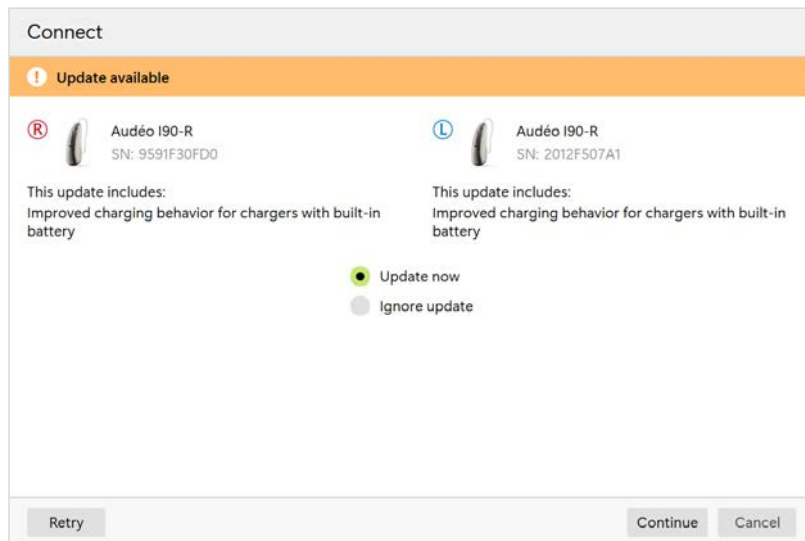


# Hear the difference



Essential that the acoustics in Target match what is on the device

Binaural firmware update is now 40% faster and easier than ever



# Binaural firmware update is now 40% faster and easier than ever

**Hearing aid update**

Preparation → Selection → Update → Finish

Detecting...

Select up to 2 hearing aids to process them in parallel.

| Name                 | Serial number | Current  | Available      | DETAILS                                                                                                                                                                                                                                                                                                            |
|----------------------|---------------|----------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ✓ L Audéo I90-Sphere | 2428H070Y     | 1.0.13.0 | 1.1.9.0 7 min. | This update includes:<br>• Infinio 2.0 performance upgrade<br>• Spheric speech clarity 2.0: 30% more power efficient<br>• AutoSense OS 7.0: 24% more precise adaptation<br>• Feedback test: 70% faster and available via "Remote Support"<br>• One-step Bluetooth pairing<br>• Improved connectivity and streaming |
| ✗ R Audéo I90-Sphere | 2451H10ED     | 1.0.13.0 | 1.1.9.0 7 min. |                                                                                                                                                                                                                                                                                                                    |

Estimated overall time: 7 min.

ⓘ If your hearing aids are not detected:  
 • Turn them off and on again  
 • Switch off Bluetooth on client's mobile phone or completely switch off the phone to disconnect the hearing aids from the mobile app

Press the button on the hearing aid to highlight it in the list.

Back Continue Cancel

Firmware updates

**Configure trial hearing aid**

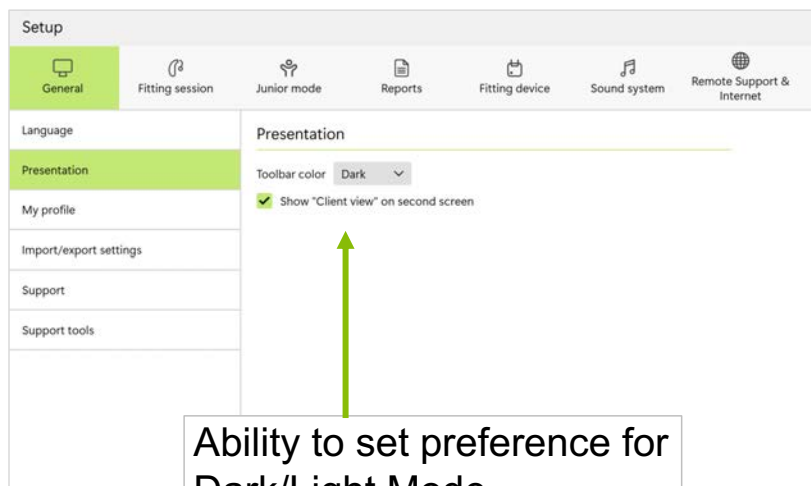
Preparation → Selection → Configure device → Finish

Ⓡ Audéo I90-R (SN: 2424H02T9) --> Audéo I50-R 25%

Ⓛ Audéo I90-R (SN: 2424H02T2) --> Audéo I50-R 34%

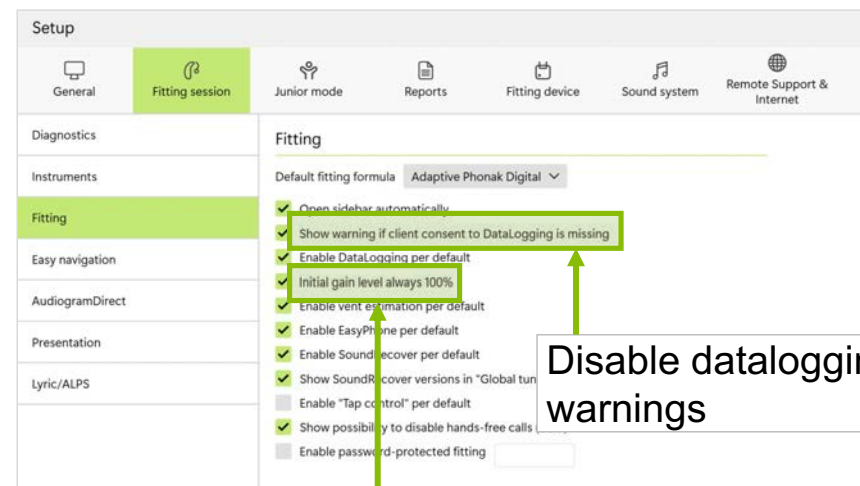
Reconfiguring Trial aid technology level

## Personalizing the workflow the way you want



Ability to set preference for Dark/Light Mode

Note: Restart Target for change to take effect



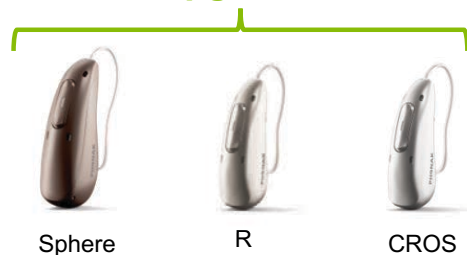
Disable datalogging warnings

Experience level able to be set to 100% for all fittings

# Unlock a world of new possibilities with Infinio

## Audéo Infinio (Ultra)

**Upgraded**



## SDS 6.0

**New**



## Virto Infinio

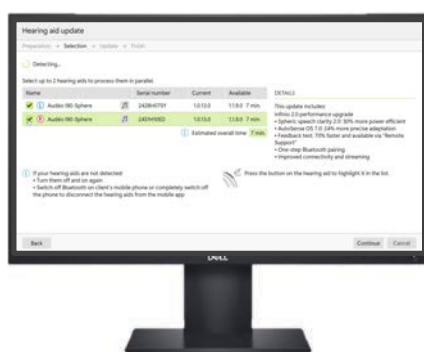
**Still new!**



## eSolutions & Accessories



## Existing Infinio wearers



Ultra is a performance upgrade  
for any existing **Infinio R &  
Infinio Sphere** wearers

Available for download  
in **Target 11.1**

## New Infinio Ultra fittings



P1-Sand Beige P4-Chestnut P5-Champagne  
P6-Silver Gray P7-Graphite Gray



Infinio Ultra available in  
**P3 – Sandalwood**  
**P8 – Velvet black**



**PHONAK**  
life is on



### **Clear**

Any voice. Any direction. Always clear.



### **Adaptive**

The best sound for you.  
No matter the situation.  
Anytime. Anywhere.



### **Connected**

Always Universal.  
Connectivity that works – no matter the device, no matter the moment.



### **Easy**

Easier maintenance.  
For everyone. Phonak does the work, so you don't have to.

# Infinio Ultra

**PHONAK**  
life is on



## Clear

- Extract, enhances, and integrates for clarity in noise from any direction
- Proven to reduce listening effort by up to 35%
- Spheric Speech Clarity 2.0 now 30% more efficient



## Adaptive

- ASOS 7.0 trained with 18x more sound samples for 24% higher precision
- APD 3.0 and SmartSpeech Technology deliver exceptional sound quality



## Connected

- New 1-step pairing process
- Disable hands-free calling for high security environments
- Remote support options with updated control



## Easy

- EasyGuard reduces the need for wax filter changes
- Softer & faster feedback test
- Personalized setup
- Simultaneous firmware updates



Together,  
we change lives.



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