



# Phonak Custom Products

Designed for you.



A Sonova brand

**PHONAK**  
life is on

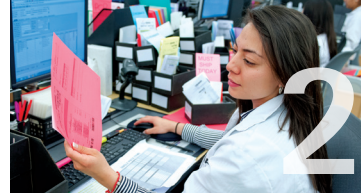
**Our dedication to continuously challenging the limits of technology has successfully allowed us to create a more discreet and innovative custom hearing aid to meet your specific needs.**

Designed specifically with you in mind, every Virto V is an individual work of art. Crafted to fit perfectly into your ear canal, state-of-the-art 3D printing technology is used to precisely create each shell, layer by layer. Once this is complete, the components are skillfully hand placed inside, resulting in a hearing aid which is as unique as you are.

# 11 steps in our custom product process



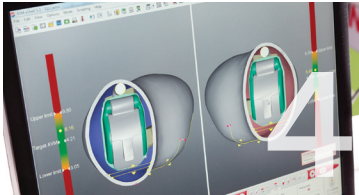
Tested products



Made to order



An exact model



Advanced design



3D perfection



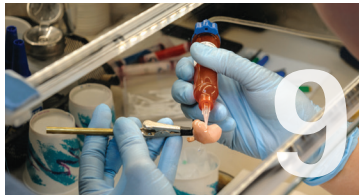
Intricate wiring



Precise assembly



Thorough inspection



Product perfection



Expert order fulfillment



Team Phonak



## 1. Tested Products

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### Validation. Improvements. Prototyping.

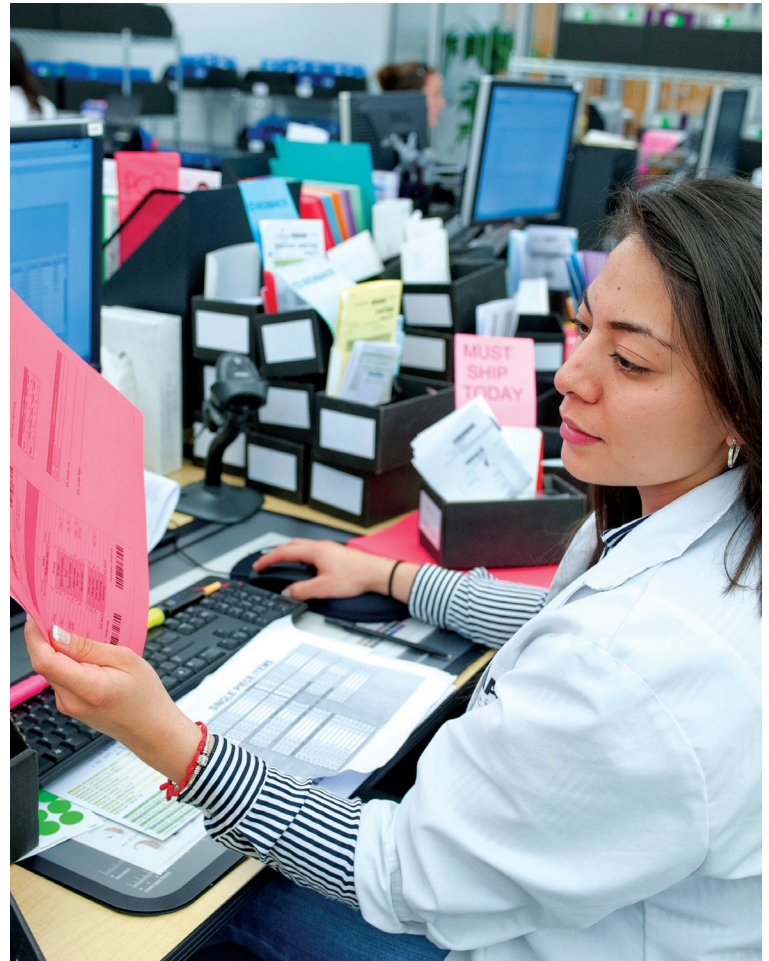
Our team of skilled audiologists work with individuals with hearing loss to verify our products prior to launching to the public. They also focus their attention on improving our current products and perfecting the design of future products.

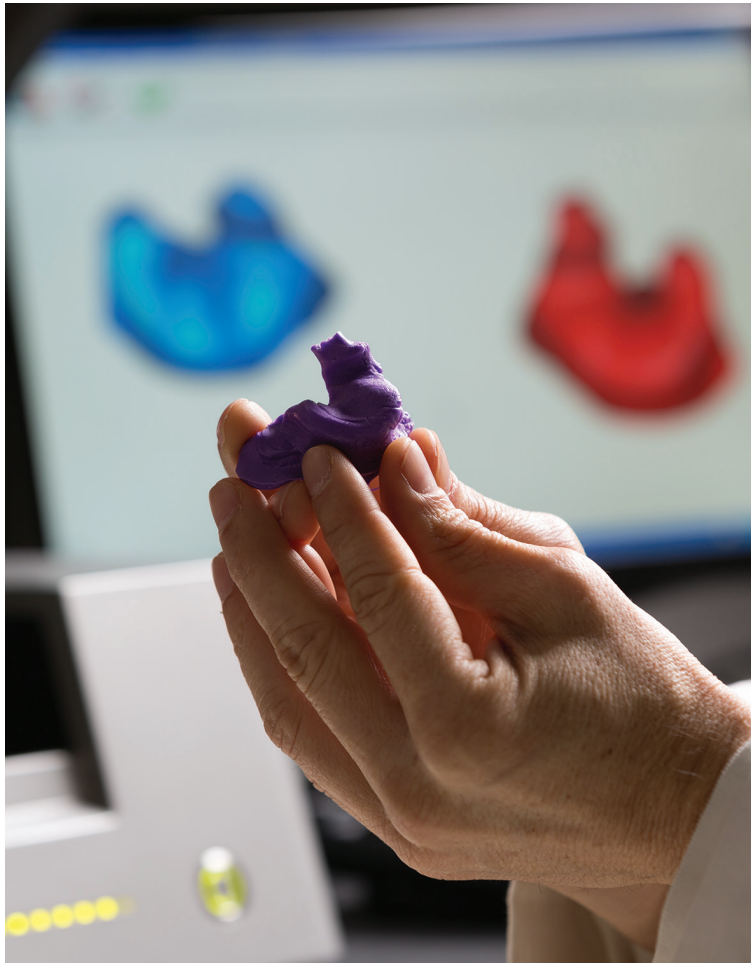
## 2. Made to Order

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### Full customization

Want a push button? How about a volume control? Need special vent or wax options? No problem. Each Virto product is customized to meet your specific needs.





### 3. An exact model

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#### Advanced digital scanning software

The fine contours of each impression are laser scanned and converted into a 3D representation that is an exact replica of your ear.

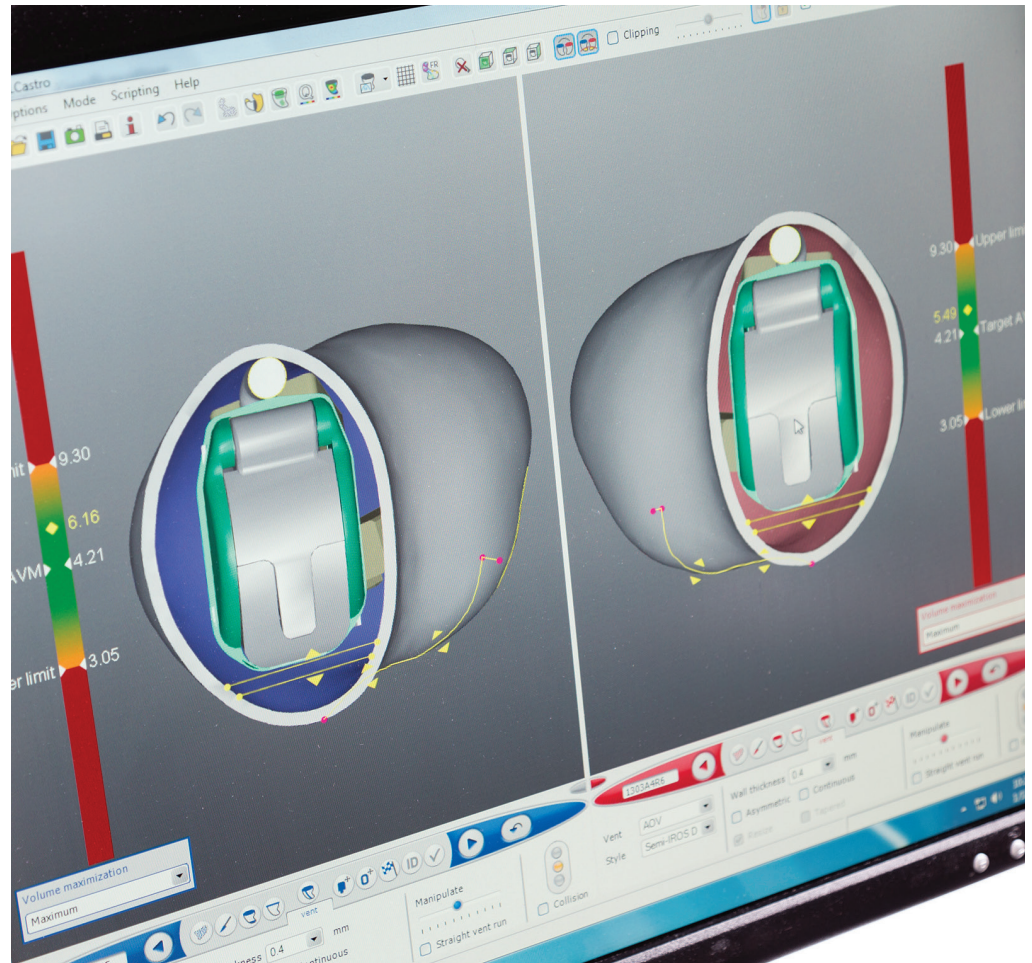
Phonak developed proprietary modeling software that allows for outstanding flexibility in shell design. For example, if a person has a straight ear canal, we can digitally combine open and closed-mouth impressions to create a custom fit.

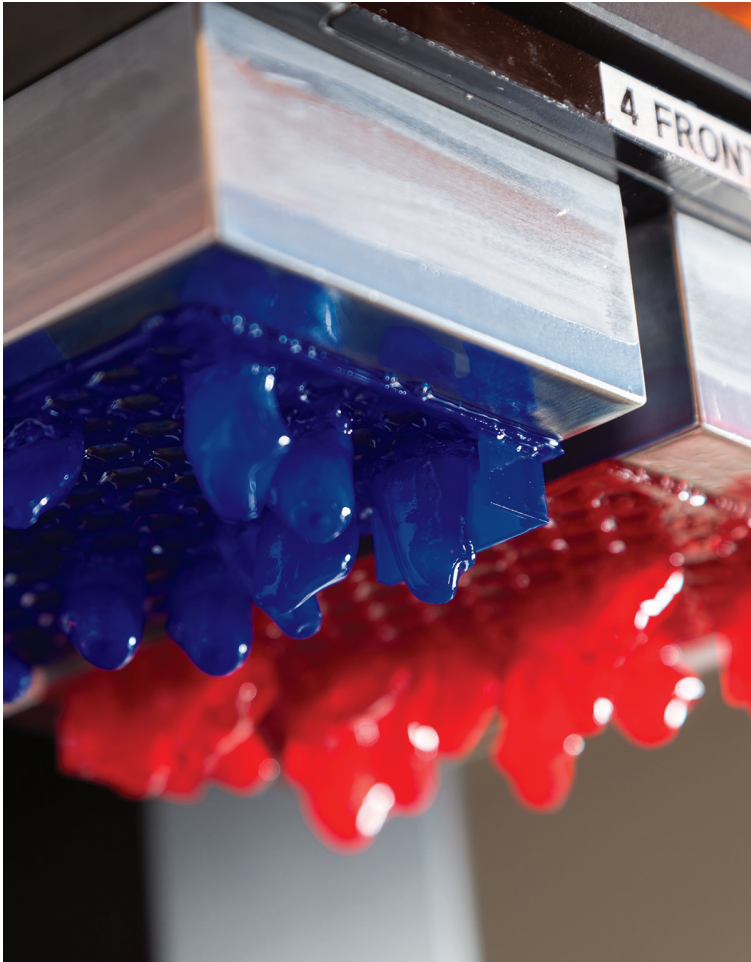
## 4. Advanced design

### The benefit of digital manufacturing

Phonak AOV – designed to create the correct-sized vent for your hearing loss and canal geometry. It provides maximum venting and minimal occlusion, avoiding any “plugged-up” feeling.

Floating Antenna™ – this breakthrough technology allows the flexible positioning of the wireless antenna in the shell, resulting in smaller and more cosmetically appealing custom products.





## 5. 3D precision

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### Modern technology meets individualization

Our state-of-the-art 3D printers build the shell to the exact specifications based on the digital model.

The technology is fast, accurate, and environmentally friendly. After shell printing, a final hardening process is implemented to increase the quality and longevity of your instrument.



## 6. Intricate wiring

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### Bringing the product to life

Each custom product is individually assembled with the industry's leading chip technology by a team of technicians dedicated to precision and quality in each instrument.





## 7. Precise assembly

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### Where art and science become one

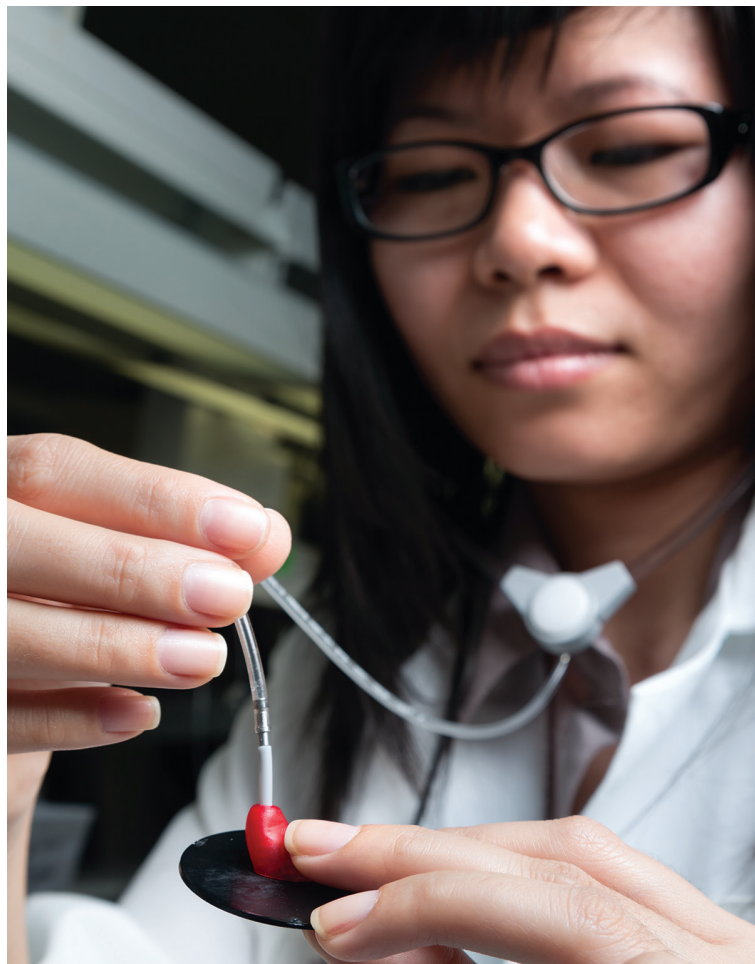
All the components are carefully placed inside the shell according to the virtual 3D model and tested for optimal placement and sound quality.

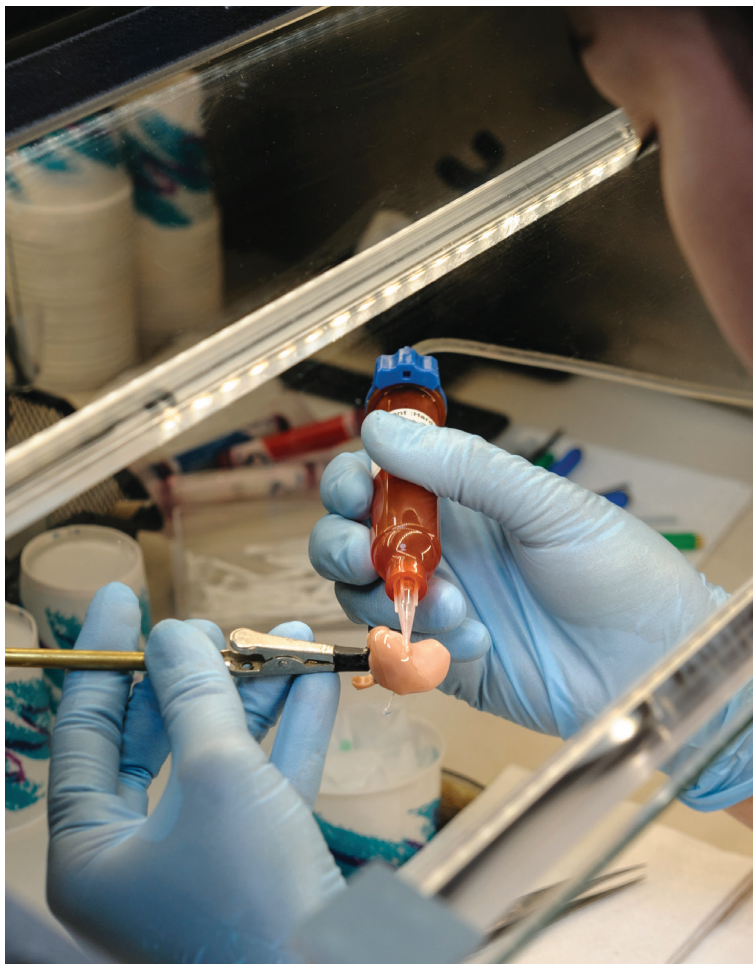
## 8. Thorough inspection

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### A fit-ready result

As part of final testing, every aspect of the instrument is thoroughly inspected both visually and acoustically to ensure it is ready for fitting.





## 9. Product perfection

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### Meticulous attention to detail

Just as important as the technology in each product, so is the careful attention to aesthetic detail. The final result? A finely crafted instrument built exactly for you.

## 10. Expert order fulfillment

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### Automated Warehouse Management System

Once your custom product order is perfected, our Stockroom packages and ships it to your hearing care professional. Our automated and accurate Warehouse Management System allows for timely turnaround of stock items as well.





## 11. Team Phonak

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### Mastery of acoustics and technology for 50+ years

Our dedicated Manufacturing and Production Teams, backed by a fully invested international Development and Validation Team, pride themselves on providing the best products and services to those with hearing loss.

*Your needs, your lifestyle, your customized Phonak hearing solution.*



*Learn more about our newest custom products and watch the video to see our manufacturing process and facilities.*

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## Life is on

At Phonak, we believe that hearing well is essential to living life to the fullest. For more than 70 years, we remain true to our mission by developing pioneering hearing solutions that change people's lives to thrive socially and emotionally. Life is on.

[www.phonak-us.com](http://www.phonak-us.com)