

Group Media & Investor Release

Sonova expands Infinio range and enters new market segment with Phonak's smallest and first rechargeable in-the-ear hearing aid

Stäfa (Switzerland), August 12, 2025 – With Phonak Virto R Infinio, Sonova introduces its first custom In-The-Ear (ITE) device with rechargeability. The share of rechargeable ITE devices has increased in recent years, now accounting for around half of this segment. Virto R Infinio represents Phonak's first solution in this growing segment and will be available from August 12, 2025, onwards, starting with the United States. The launch marks an important next step in expanding the Phonak product portfolio, with further advancements planned in the coming months.

Arnd Kaldowski, CEO of Sonova, says: "We recognize the growing importance of rechargeable In-The-Ear solutions. Until now, we did not have an offering in this segment, but with the launch of the Phonak Virto R Infinio, we are proud to enter this market with a solution that reflects our high standards. This device integrates our advanced Infinio technology with its exceptional speech performance, along with market-leading universal connectivity features and a significant reduction in size. When we release a new product, we want it to be right, and this rechargeable solution showcases our core capabilities and performance in a compact, discreet design."

The launch marks a significant step in addressing the specific needs of different consumer groups for Sonova. Additional innovative advancements to the Phonak product range are planned in the coming months.

About the Phonak Virto R Infinio

- The RightFit™ approach enables a highly compact, custom-made design—offering up to a 15% size reduction compared to previous Phonak design — providing users with a more discreet and personalized hearing experience. In addition, it delivers ultra-precise 99% first-time-right fit¹ tailored to each individual ear, allowing for an estimated 20% fewer remakes.

- With its effortless snap and charge system, Virto R Infinio is fully charged in just 3 hours, providing up to 30 hours of use in calm environments or at least 16 hours with 8 hours of streaming, making it easy and convenient for everyday use.
- AutoSense OS™ 7.0, a new generation of Phonak's advanced operating system, is trained with 18x more real-world data for 24% more precise environmental detection than the previous version.
- SmartSpeech™ technology delivers 16% better speech understanding², 45% reduced listening effort³ and 21% less fatigue⁴ at the end of the day, making it especially effective in noisy settings.
- The Phonak ERA chip enables market-leading universal connectivity that allows seamless integration with all Bluetooth® enabled devices, and improved convenience with the new one-step pairing.

In the United States, select availability begins August 12, 2025, with widespread availability in late August 2025. Availability in other markets begins as of September 2025 onward. For more information, please refer to the [Phonak brand release](#).

References:

- ¹ Out of 300 custom Virto I-R pairs delivered, only 3 required minor adjustments, primarily for comfort
- ² Woodward, J. and Latzel, M. (2022). New implementation of directional beamforming configurations shows improved speech understanding and reduced listening effort. Phonak Field Study News retrieved from www.phonak.com/evidence
- ³ Habicht, J. & Schuepbach-Wolf, M. (2024). Speech Enhancer reduces subjective listening effort of speech by up to 45%. Phonak Field Study News retrieved from www.phonak.com/evidence
- ⁴ Latzel, M, Heeren, J and Lesimple, C.(2024) "Speech Enhancer reduces listening effort and fatigue." Phonak Field Study News retrieved from www.phonak.com/evidence

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About Sonova

Sonova is a global leader in innovative hearing care solutions: from personal audio devices and wireless communication systems to audiological care services, hearing aids and cochlear implants. The Group was founded in 1947 and is headquartered in Stäfa, Switzerland. Sonova operates through four businesses – Hearing Instruments, Audiological Care, Consumer Hearing and Cochlear Implants – and the core brands Phonak, Unitron, AudioNova, Sennheiser (under license) and Advanced Bionics as well as recognized regional brands. The Group's globally diversified sales and distribution channels serve an ever growing consumer base in more than 100 countries.

In the 2024/25 financial year, the Group generated sales of CHF 3.9 billion, with a net profit of CHF 547 million. Around 18,000 employees are working on achieving Sonova's vision of a world where everyone enjoys the delight of hearing.

Sonova has a long-standing commitment to innovation and was ranked no. 12 among the most innovative companies in Europe in 2025 by Fortune magazine, selected from 300 companies across 21 countries and 16 industries.

For more information please visit www.sonova.com.

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