



OPENING UP A NEW WORLD

www.bernafon.com

bernafon[®]
Your hearing • Our passion

WELCOME TO THE WORLD OF BERNAFON

We are a Swiss brand and company that people can rely on and trust. At Bernafon, we are passionate about developing state-of-the-art, quality hearing systems. With Bernafon hearing systems, our customers enjoy authentic and stimulating hearing experiences. Through personal contact and effective partnerships, we bring the benefits of our technology and services to hearing care professionals and hearing-impaired people around the world. The essence of what we do is expressed in:

Your hearing • Our passion.

YOUR HEARING • OUR PASSION

Hearing and understanding are basic human needs. Hearing problems and the resulting potential social consequences represent a challenge for society. We believe in a world in which people with restricted hearing can communicate again without limitation thanks to advanced technology.

In a world of constant technological advancement, Bernafon has always been at the forefront of hearing system technology. We are a leader in setting new standards to best serve hearing-impaired people's needs and preferences.

Today, the Bernafon global network includes over 500 employees who are committed to our pioneering spirit. The corporate headquarters are in Bern, Switzerland. This is where development, marketing and sales are located. The production and logistics centers reside in Thisted, Denmark, and Mierzyn, Poland. Sales companies and distributors in more than 70 countries represent Bernafon around the world.

Our long-term tradition of collaboration with customers, partners and employees all over the world forms the basis of a strong company, sustained growth and continued business success.





DESIGNED FOR BETTER HEARING

When the ability to hear is compromised, the sounds of life begin to fade. For most people, this is a gradual and very individual process.

Worldwide, approximately 500 million people in all age groups have a significant hearing loss. In other words, about 10 % of the world's population could hear and communicate better with the help of a hearing system. It is predicted that the number of hearing-impaired people in developed countries will increase by almost 50 % over the next 20 years. This is due to the dramatic growth in the older population and the increased exposure to excessive noise in today's world.

Our technology is designed to meet individual hearing needs and preferences to enable every user to enjoy authentic and stimulating hearing experiences. Bernafon's hearing instruments are capable of seamlessly adapting to the listening environments at home, at work, in social and in recreational situations. As a result, speech understanding is improved in every listening situation.





SWISS-ENGINEERED TECHNOLOGY

The first hearing instrument was developed in Switzerland in 1946 by Hans Gfeller Junior for his hearing-impaired father Hans Gfeller. Since then, Bernafon has had a unique passion for the development of quality hearing solutions.

Bernafon introduced the world's first digitally programmable hearing instrument in 1988. The introduction of this revolutionary hearing system was a quantum leap. With it, Bernafon made a lasting mark on the hearing instrument industry. Bernafon also introduced a unique approach to signal processing with the world's first ChannelFree™ hearing system in 2002.

Today our hearing systems all have digital signal processing, improved miniaturization and creative and innovative programming. This results in increasingly complex systems with expanded customer benefits. Our intelligent and attractive products are developed with passion and efficiency. They are the result of many years of experience and expertise, and the total commitment made by Bernafon's employees towards the development of quality hearing systems in Switzerland.

The Swiss roots of our brand and our products mean a lot to us. They give us a firm foundation for continuous growth and innovation.

2012



Almost invisible when worn, the Chronos Nano RITE fits comfortably behind the ear and is compatible with Bernafon's ergonomic remote control and SoundGate, the Bluetooth®-compatible communication device.

2009



Vérité, with wireless technology for binaural coordination and wireless connectivity to Bluetooth®-compatible communication devices via SoundGate.

2008



Brite, the trend-setting and award-winning lifestyle hearing system with receiver-in-the ear (RITE) technology.

2006



With its Lifestyle Profile in our Oasis fitting software, Icos is the first hearing system in the market incorporating clients' needs and preferences into the fitting.

2005



Swissear and the innovative Spira Flex sound tube system mark the beginning of cosmetic and fashionable hearing solutions.

2002



Symbio, the world's first ChannelFree™ digital hearing system providing natural sound experiences.

1999



Smile, a fully digital hearing system equipped for the first time with multi-microphone technology.

1996



Audioflex, the first remote-controlled hearing system.

1988



Hearing instruments could for the first time be programmed digitally with PHOX.

1986



Charisma, Bernafon's first in-the-ear instrument.

1963



First behind-the-ear instrument (H-Series).

1946



A1 2-Pack, the first serialized portable hearing instrument.

EXPERIENCED PEOPLE POWER

We are open-minded and have our fingers on the pulse around the globe. Worldwide specialists work together efficiently and effectively at Bernafon's Development Center in Bern. They bring together knowledge, expertise and experience from a variety of disciplines such as software design, electronic system design, clinical and technical audiology, hardware design, system verification and support, quality control, manufacturing, logistics, marketing and sales. All disciplines work together for the benefit of the hearing care professional, distributor, and end user.

Our success relies on coordinated input from all team members and respect for everyone's input. Reliability and technological competence are qualities on which partners, customers and staff can constantly build. These Swiss values are the basis on which our international teams develop and distribute high-quality hearing systems.

Bernafon products represent state-of-the-art hearing technology and are offered in a full array of styles, colors and options. They can be easily operated with optional remote controls and linked to other communication devices via Bluetooth® technology. Bernafon hearing instruments can be worn almost invisibly, in or behind the ear. Or, hearing instruments can be proudly displayed in fashionable and colorful ways. Our hearing solutions are designed to meet the end user's needs, preferences and lifestyle choices.



A POWERFUL NETWORK

Since 1995, Bernafon has enjoyed a solid position as an independent business unit within William Demant Holding WDH (www.demant.com). Hearing instruments have always been at the core of WDH business. WDH stands for leading products in hearing care.

As a WDH company, we are part of the largest research and development cluster in the hearing care industry. We collaborate with renowned research centers around the world. Through collaboration, we can quickly apply the latest research findings to our hearing systems. User benefits are then verified through field and product trials. This powerful and effective network will bring you the hearing care technology of the future.



Bernafon hearing systems are manufactured in two WDH production facilities. These production sites are located in Thisted, Denmark, and Mierzyn, Poland. Experience and production know-how contribute to the success of our hearing systems.

The production and logistics center in Thisted is used for the worldwide distribution of our hearing instruments and accessories. A computer-controlled storage system provides precise control of our hearing systems, accessories and spare parts. This facilitates rapid worldwide delivery. Despite technological developments and production procedures becoming more automated, there is still a need for highly qualified staff. Our employees provide the precise handcraftsmanship required to achieve our high standard of quality.



PARTNERS IN SUCCESS

Our partners and employees, and the collaborations between us, make us strong. Sales companies and distribution partners market our highly renowned products around the globe. They also take an active role in consultation and training. This drives our commitment to transferring knowledge to the hearing care professional and ensures continuous benefits of our products for the end user. Service locations worldwide provide quick repairs, help and support no matter where our customers are located.

Hearing care professionals form the bridge from the manufacturer to the hearing system user. They examine and analyze the individual's hearing ability. Then they fit the most appropriate hearing system to the hearing loss. With stringent new professional requirements, today's hearing care professionals are highly qualified rehabilitation specialists. Modern hearing systems are extremely complex, requiring the specialized technological and audiological knowledge of the hearing care professional in managing the communication requirements of each individual.

The individual needs of our business partners are a high priority for us. Our mission is to facilitate customer satisfaction and business expansion by providing intensive cooperation and support.







There is simply more in it for you.
Unlock the full potential of
Swiss-engineered technology and
open up a new world of hearing.

Since 1946, we have been passionate about developing quality hearing systems that enable people with hearing difficulties to enjoy authentic listening experiences. With Swiss Engineering, precision technology, and our commitment to individual service, we strive to exceed our customers' expectations. Our aim is to provide extra value to our partners every day. Bernafon representatives and employees in over 70 countries fulfill our vision to help people with impaired hearing communicate again without limitations.

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SWISS 
Engineering

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