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### Phonic Ear reveals a strong, new corporate design at EUHA

Supplier of assistive listening devices, Phonic Ear presents its strong, new corporate design at the EUHA congress in Germany that clearly matches the company's strategy, identity, culture and values.

At the EUHA congress in Germany from 13<sup>th</sup>- 15<sup>th</sup> of October 2010, the supplier of assistive listening devices (ALD), Phonic Ear introduces a new company design with round and soft forms and a solid color that reflects the company's services-oriented, human and professional values.

#### Focus on round, soft and human values

Focus in the new Phonic Ear identity is on the round, soft and human forms. These "soft" values were emphasised in the work process with the identity. Interviews with Phonic Ear customers, partners and employees clearly showed that Phonic Ear is perceived as a very service-oriented, human and professional company.

#### The world's best and largest supplier of assistive listening devices

"Phonic Ear had outgrown its company design and needed a makeover. The new design goes well with our vision to be the world's best and largest supplier of assistive listening devices, and we are very pleased with it," says Phonic Ear's General Manager Karen Wibling Solgård.

#### Lines in the new company logo

The new company logo clearly shows Phonic Ear's new and curvy forms. The untraditionally "E"-letter is shaped as an ear and puts your thoughts in motion. Moreover, the new logo icon matches the company's core business – volume and amplification.

#### Launch of new and user-friendly website

Along with the new company design, Phonic Ear is launching a new website with great usability for the end-user as well as for the more professional visitor. The new website is available today in English and Danish and a German and French version is planned for the beginning of 2011.

#### Introduction

The new company design will be rolled out over the next couple of months, but will be officially introduced at the EUHA congress in Germany from 13<sup>th</sup> to 15<sup>th</sup> of October 2010.

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Phonic Ear is part of William Demant Holding A/S, which comprises a number of internationally oriented companies, including Oticon A/S, which is one of the world's leading companies within the hearing aid industry. Phonic Ear is a professional supplier of sound within three main sectors: assistive listening devices for private homes, sound systems for schools and sound systems for larger public institutions. [www.phonicear.com](http://www.phonicear.com)