

# Oticon More™ Patient Counseling Tool

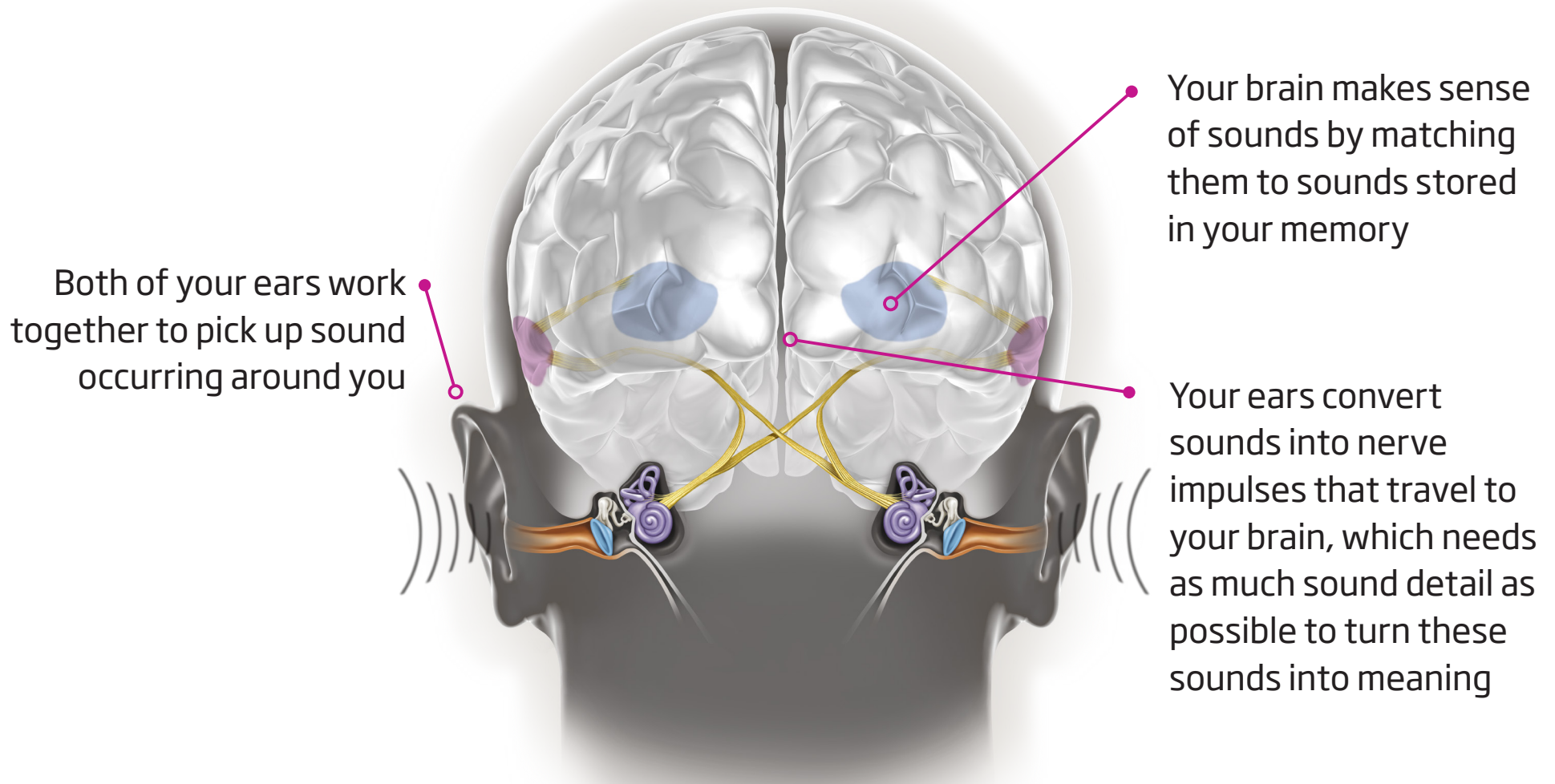
life-changing  
technology



OTICON | More

**oticon**  
life-changing technology

# We hear with our brains, not our ears



# Hearing is crucial for your **health and quality of life**

When you take care of your hearing health, you take care of your quality of life and your overall health.

- Social Impact
- Health Care Impact





# Hearing loss disrupts the **normal relationship** between your ears and your brain



Your brain  
receives less  
sound  
information



This makes it  
harder for your  
brain to recognize  
sounds



Having to guess  
what people are  
saying forces you  
to concentrate  
harder



The extra effort  
leaves less  
mental capacity  
for remembering  
conversations



You feel more  
tired after  
conversations



You are more  
tempted to  
withdraw from  
social interactions





# How can technology **help your brain hear more naturally?**

Provides full and balanced  
access to all sounds



Preserves the important  
details in speech



Reduces the effort  
involved in listening



Improves your recall  
of conversation



Helps your ears work together to  
identify where sound is coming from



Takes your personal listening  
preferences into account

# Oticon More BrainHearing™ Technology

- Oticon More **works more like the brain** because it learned through experience
- World's first hearing aid with a **Deep Neural Network** embedded on the chip
- Includes life-changing Oticon BrainHearing technology **to help your brain make sense of sound**
- Offers a **wide range of connectivity options**

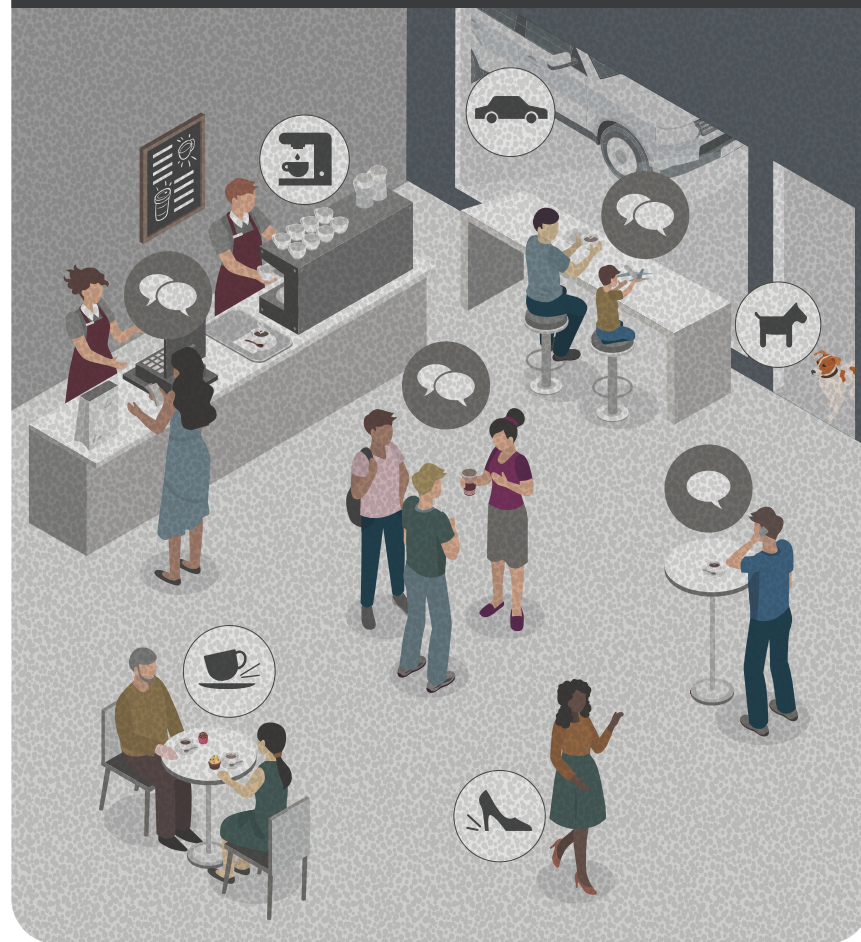




## No hearing aids



## No hearing aids



Speech



Other meaningful  
sounds



Noise

## Traditional hearing aids

An isometric illustration of a busy cafe scene. In the background, a barista in a red apron works behind a counter with a menu board. A customer in a grey dress is at the counter. To the right, a man and a child are seated at a high-top table. In the center, a man and a woman are standing and talking, with a speech bubble icon above them. To the right, a man is standing at a small round table, talking on a mobile phone, with a speech bubble icon above him. In the foreground, a man and a woman are seated at a small round table, drinking coffee, with a coffee cup icon above them. A woman in a brown dress is walking in the foreground. A dog is visible in the background. Various circular icons are scattered throughout the scene, representing different sounds: a car, a coffee machine, a speech bubble, a dog, a coffee cup, a high-heeled shoe, and a speech bubble.



Other meaningful sounds

[illegible]



## Oticon More 1



## Oticon More 1



Speech



Other meaningful sounds



Noise

## Oticon More 2



## Oticon More 2



Other meaningful sounds



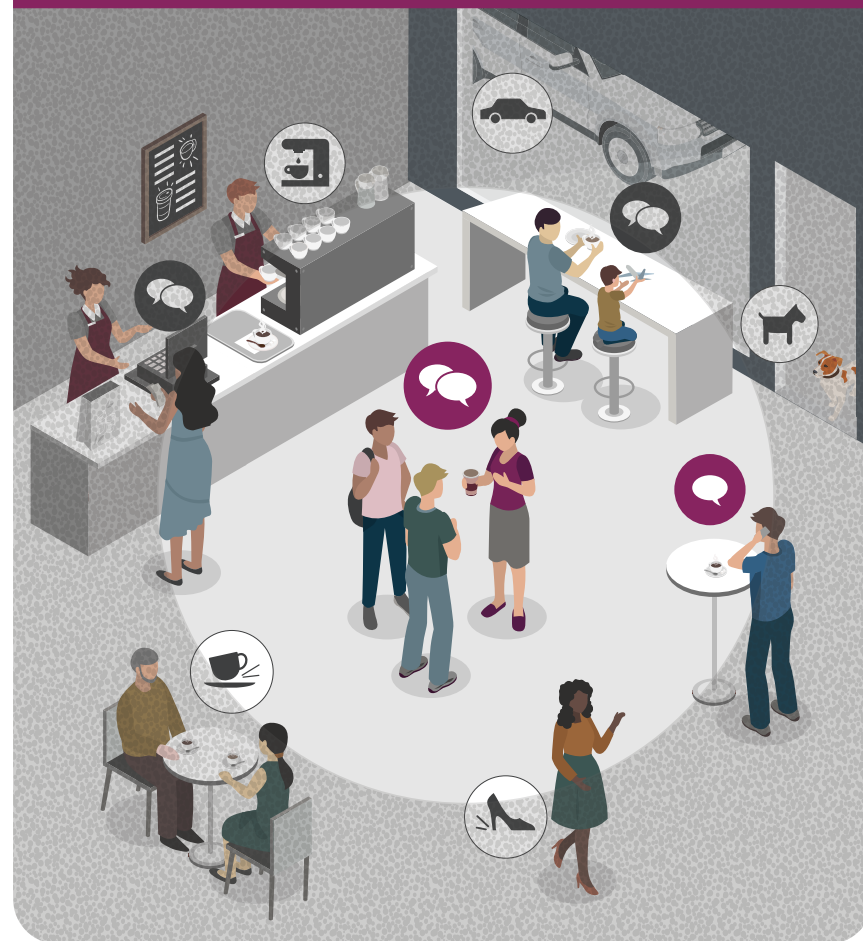
Noise



## Oticon More 3



## Oticon More 3



Speech



Other meaningful  
sounds



Noise



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Oticon is part of the Demant Group.

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