

OTICON | Siya

# Make everyday **more alive**

Oticon Siya - A quantum leap forward for the essential category



Seize the day

**oticon**  
PEOPLE FIRST

# Empower your clients to seize the day



Bluetooth low energy  
2.4 GHz streaming



Made for  
**iPhone | iPad | iPod**





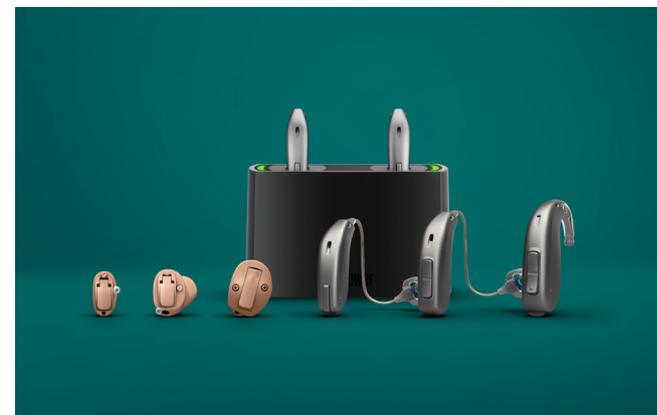
## Oticon Siya is a quantum leap forward for the whole essential category of hearing aids

What if you could offer all of your clients excellent sound quality, outstanding wireless connectivity, and a comprehensive choice of styles and accessories?

With Oticon Siya, you can. Siya is built on the ultra-fast Velox™ platform, powering advanced technologies such as 2.4 GHz Bluetooth low energy connectivity, high-resolution sound processing, and super-fast multiband adaptive directionality.

This powerful-yet-simple hearing aid is for everyone who just wants to get out there and make the most of every moment.

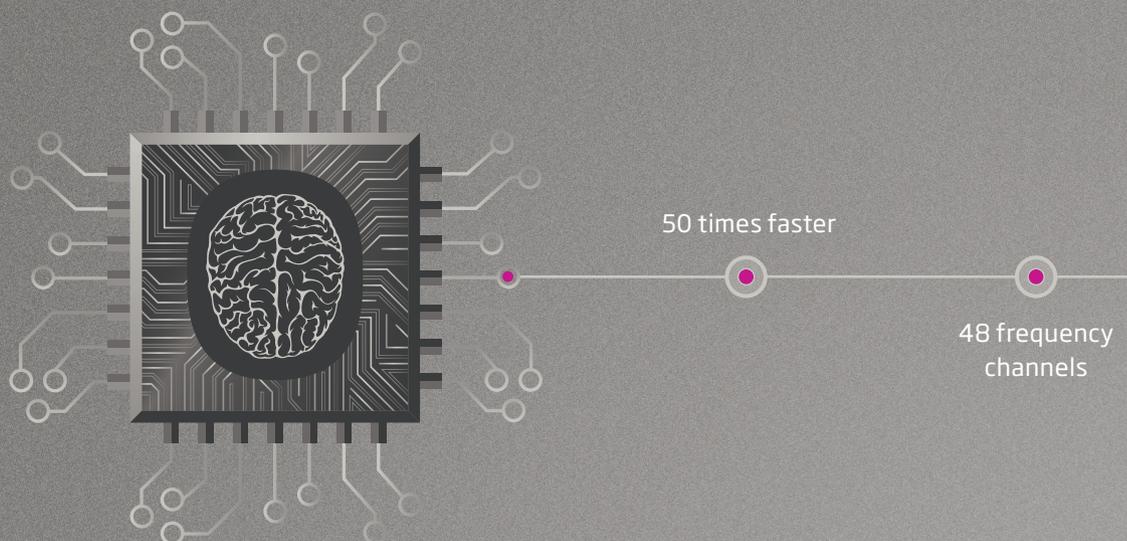
**Oticon Siya - Seize the day**



**A new innovation from the pioneers of BrainHearing™**  
Oticon is constantly challenging convention. That's why our whole approach to audiology is about much more than just compensating for damage to the ear. We design our hearing aids with the philosophy that better hearing starts with the brain, so we constantly strive to deliver what the brain needs to make sense of sound. We call this BrainHearing.

# More power to more people with the Velox platform

Oticon Siya processes sound 50 times faster than ever before in the essential category\*, delivering exceptional sound processing that brings directionality-based technologies up to entirely new levels of performance.



## “ TELL YOUR CLIENTS

Oticon is the only manufacturer to design and develop processing chips exclusively for hearing aids, making Oticon Siya's chip uniquely optimized for excellent sound quality.



2.4 GHz Bluetooth®  
low energy

Directionality in  
15 frequency bands

**Category-leading performance**

- 50 times faster data processing than ever before
- Category-leading resolution with 48 frequency channels
- Directionality in 15 independent frequency bands for high precision
- Super-fast noise reduction features
- 2.4 GHz Bluetooth® low energy for advanced connectivity





# Make every moment **more alive**

The best Oticon sound quality ever in the essential category helps your clients capture the rich details in every precious moment.

## **High-resolution sound**

Oticon Siya captures the rich natural details in sound and reproduces their nuances, thanks to the category-leading resolution from 48 frequency channels.

## **Fast and responsive focus**

Multiband Adaptive Directionality LX rapidly avoids intrusive noise sources in a very flexible way. It applies directionality separately in 15 independent frequency bands. This allows Oticon Siya to respond progressively to noise sources in each frequency band until full directionality is needed.

## **Advanced noise reduction**

Noise Reduction LX is designed to help improve your clients' speech understanding by providing a more

comfortable listening experience. Based on proven technology, Noise Reduction LX attenuates disturbing noise extremely quickly - even reducing noise between words - thanks to the power of the Velox chip.

## **Precise sound compression and amplification**

Single Compression LX uses wide dynamic range compression to provide audibility in a broader sound range than your clients' hearing loss would otherwise allow. Its high speed enables it to compress and amplify sounds into the audible range in a stable way, giving very dynamic and smooth sound.

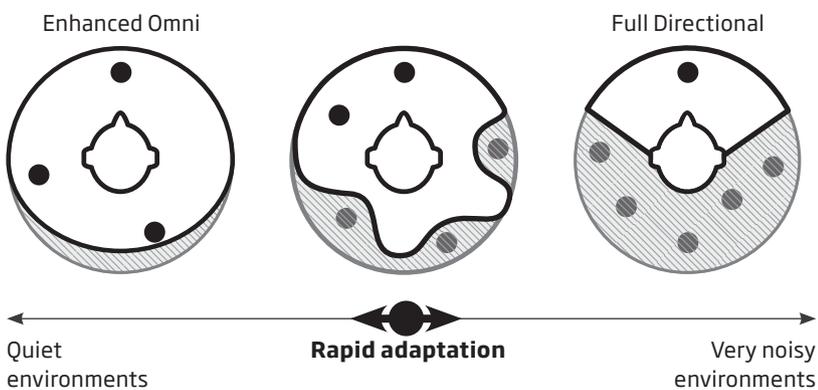


“ TELL YOUR CLIENTS \_\_\_\_\_

Oticon Siya helps you focus on the voice you want to hear, making it easier to follow conversations in noisy environments like restaurants - thanks to its superb sound quality.

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Multiband Adaptive Directionality LX

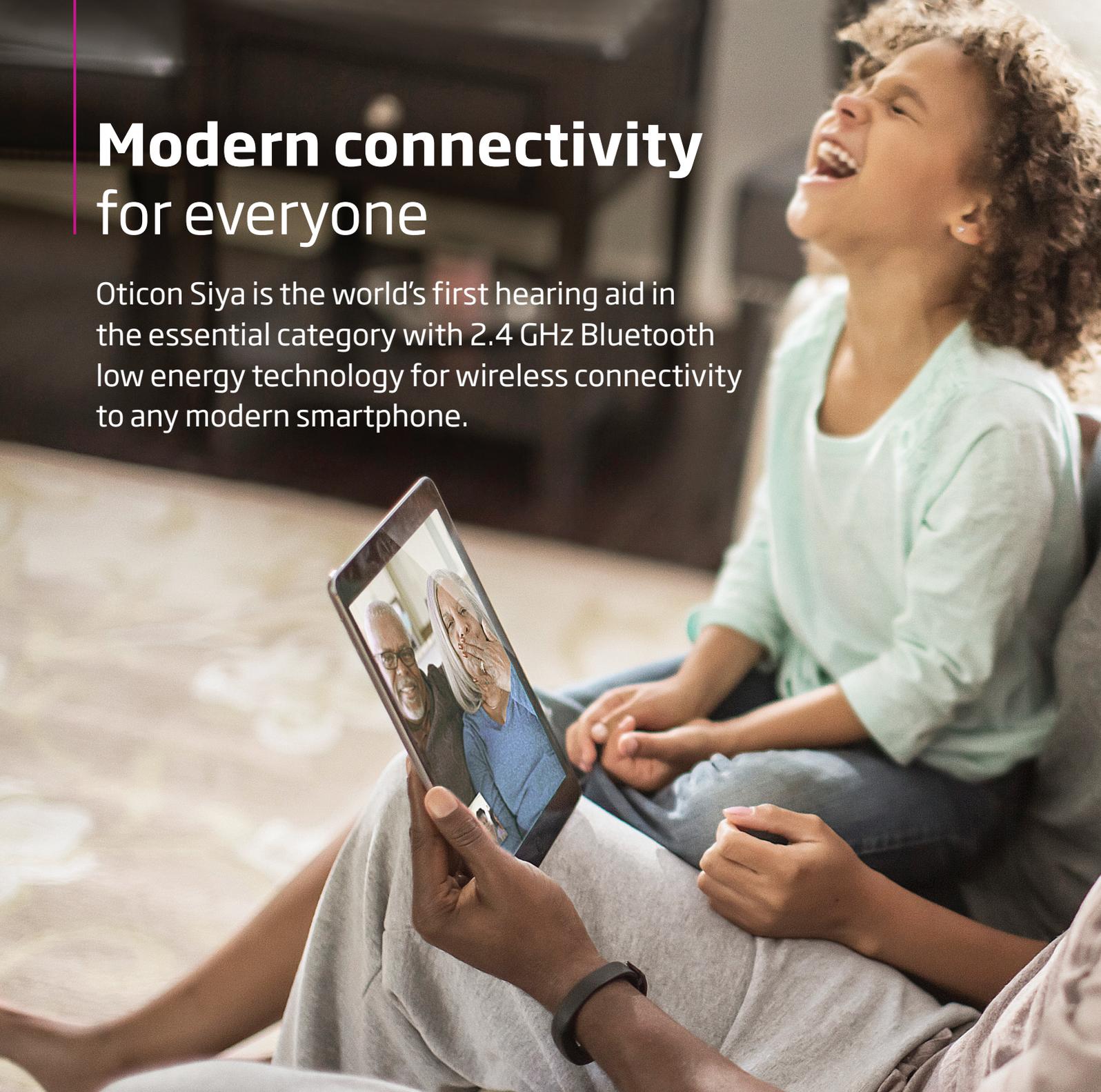


**Fast adaptation in 15 frequency bands**

Oticon Siya adapts rapidly to different listening scenarios in 15 independent frequency bands. Each band shuts out individual noise sources very precisely, then smoothly transitions back to the full picture once the noise is gone. When noise becomes very loud, it focuses in on the sounds in front of the wearer.

# Modern connectivity for everyone

Oticon Siya is the world's first hearing aid in the essential category with 2.4 GHz Bluetooth low energy technology for wireless connectivity to any modern smartphone.



## “ TELL YOUR CLIENTS

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Oticon Siya gives you outstanding wireless connectivity to a wide range of devices such as smartphones, TVs, and computers, with high-quality streaming of sound and low battery consumption.

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## A wide range of wireless possibilities



### TV

Oticon's TV Adapter 3.0 enables sound to be streamed from a TV directly to multiple pairs of Oticon Siya hearing aids



### Oticon ON App

Discreetly switch between programs, adjust the volume, use HearingFitness™ and much more. The Oticon ON App also gives access to the Internet of Things via IFTTT.com



### ConnectClip

Use ConnectClip as a remote microphone, turn the hearing aids into a wireless stereo headset or use it as a remote control to adjust the volume and change programs



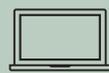
### Remote control

Discreetly regulate volume, switch programs, or simply turn the hearing aids off at the touch of a button



### Music

Enjoy music in both hearing aids in stereo. Stream directly from iPhone, iPad, and iPod touch or use ConnectClip with any Bluetooth-enabled device



### Computer

Create a wireless headset and chat over Skype, Lync, etc. Pair ConnectClip directly to the computer via Bluetooth, or use Oticon's BTD 800 USB dongle



### Landline phone

Answer calls that are made to a stationary telephone wirelessly. Phone Adapter 2.0 attaches to the conventional telephone and streams calls to the hearing aids via ConnectClip

## 2.4 GHz Bluetooth low energy - Better than classic Bluetooth®

The 2.4 GHz Bluetooth low energy technology in Oticon Siya and ConnectClip gives your clients industry-leading wireless connectivity:

- Connects Oticon Siya directly to iPhone®, iPad® or iPod touch®
- Streaming stereo sound to both ears
- High-quality sound - wide audio streaming frequency range (7.5 kHz)
- Low battery consumption
- Fast, clear streaming - free from unwanted noise



# Introducing the world's first hearing fitness technology

HearingFitness™ helps your clients get the best out of their Oticon Siya hearing aids.

## Empower clients to fulfill their hearing potential

Oticon's pioneering connectivity has allowed us to take a bold step into e-health technology. Like an exercise app for the ears, HearingFitness in the Oticon ON App gives hearing aid users advice and encouragement on ways to hear better, protect their hearing, and improve their health. HearingFitness insights are based on big data analytics that combine lifestyle and health care

data with local sound environment analysis. The app receives data from the hearing aids and analyzes the sound environment, total daily hearing aid use, and historical usage data.

HearingFitness can also use data from other apps and wearable devices such as measurements of heart rate and sleep patterns, to guide users towards healthier habits.

## HEARING FITNESS™

**Suggests optimal programs** for the sound environment

**Rewards positive development** of listening behavior

**Gives a clear overview** of hearing aid usage

**Helps set hearing goals** and track progress towards them



Oticon HearingFitness will be available during 2018 and will evolve continuously. Please find the current version and available functionalities on the App Store or on Google Play. Apple, the Apple logo, iPhone, iPad, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Android, Google Play, and the Google Play logo are trademarks of Google LLC.



Someone is at the front door

# Endless possibilities with Internet-connected hearing

Oticon Siya can be linked with Internet-connected devices and services to make everyday life easier.

The Oticon ON App links the hearing aid to the If This Then That (IFTTT.com) service, allowing users to connect to and control an endless range of everyday devices.

**Imagine:** your clients can get a notification when someone rings their doorbell or when they receive an email. And their hearing aid program can automatically change based on their GPS location. It's easy to make connections and rules like these, and as ever more devices join the Internet of Things, the potential of Internet connectivity is constantly growing.

Ringing doorbell

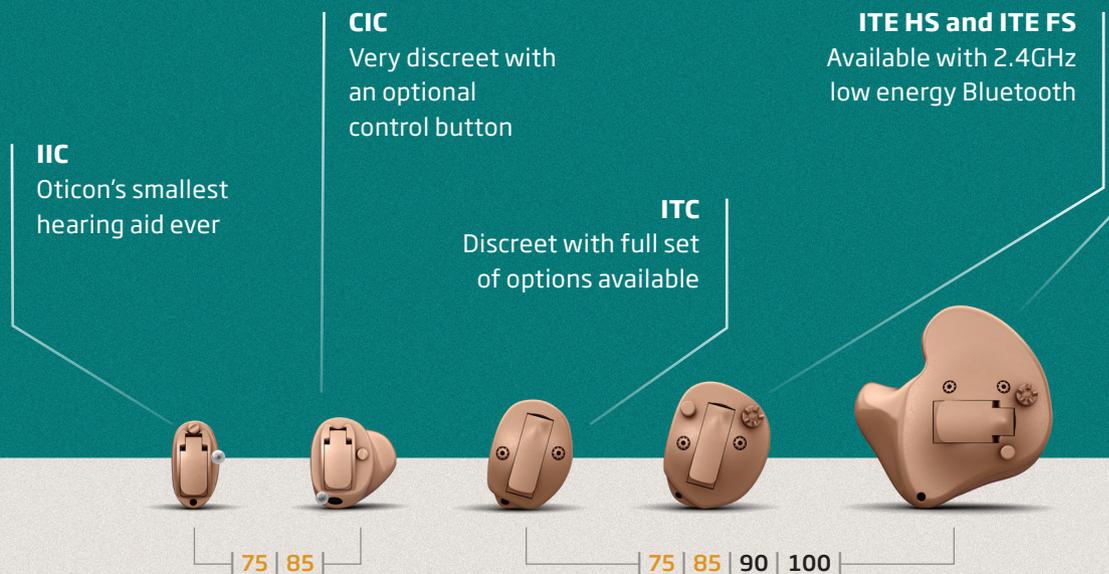


Someone is at the front door

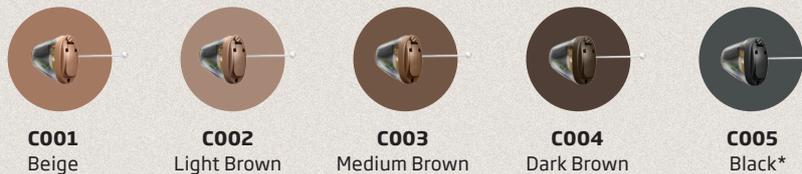


# A comprehensive family to meet more clients' needs

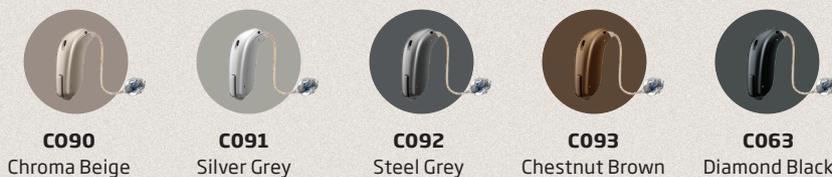
Oticon Siya gives you a wide range of styles and fitting options while using standard Oticon accessories and Genie 2 – making it easy to integrate in your practice.

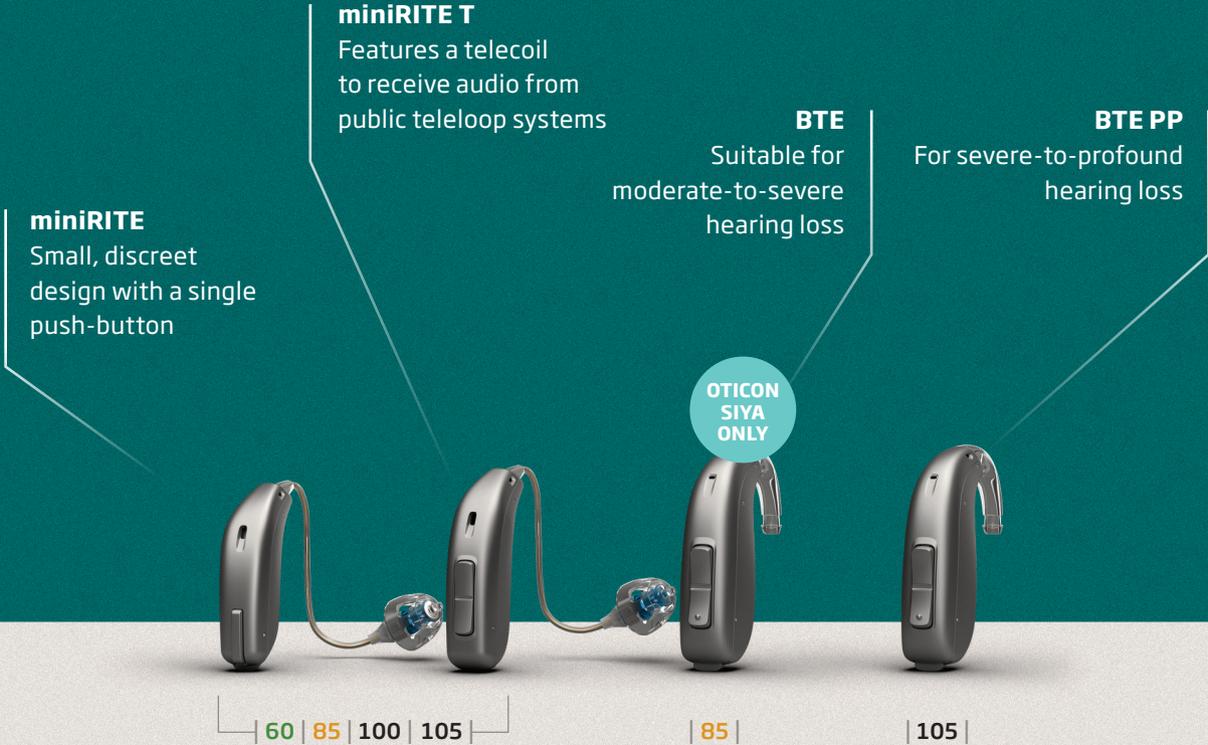


## Custom style colors



## RITE & BTE style colors





**Rechargeable miniRITE option**  
Turn any Oticon Siya miniRITE into a rechargeable hearing aid by changing the battery drawer. Your clients can then simply charge their hearing aids at night and wake up to full power for the day - and still use disposable batteries if needed.



**IP68 certified water and dust resistance**  
Oticon Siya is designed to be robust and reliable, with all of the vital components nano-coated for optimal protection.

# Advanced features raise the standard for everyone

Never before has an Oticon essential hearing aid offered so many high-performing features and technological innovations – thanks to the Velox platform.

## Everyone deserves great hearing

With Oticon Siya, you can give your clients an impressive range of noise reduction and sound quality technologies as standard. And while Oticon Siya comes in a choice of two performance levels, both levels give your clients Bluetooth low energy connectivity as standard.

## A powerful noise reduction suite

Several features ensure comfort, all using powerful processing to preserve audibility and speech: Noise Reduction LX brings super-fast general noise reduction; Wind Noise Management decisively attenuates wind noise up to 30 dB; and Transient Noise Management rapidly removes the discomfort of sudden, loud sounds.

Benefits	Features	Oticon Siya 1	Oticon Siya 2
Speech Understanding	Multiband Adaptive Directionality LX	●	●
	Single Compression LX	●	●
	Noise Reduction LX	●	●
	Speech Rescue™ LX	●	
Sound Quality	Fitting Bandwidth	8 kHz	8 kHz
	Frequency Channels	48	48
Listening Comfort	Transient Noise Management	On/Off	
	Feedback shield LX	●	●
	Wind Noise Management	●	●
	Tinnitus SoundSupport™	●	●
Fitting	Fitting Bands	10	8
	Fitting Formulas	NAL-NL1+2, DSL v5.0	NAL-NL1+2, DSL v5.0
Connectivity	Wireless streaming for styles with 2.4 GHz	●	●
	Full wireless compatibility	●	●
	Oticon ON App	●	●
Accessories	Rechargeable miniRITE option	●	●
	DAI/FM	●	●

Note: The effect and availability of features varies with hearing aid style and prescription.



### **Multiband Adaptive Directionality LX**

Quickly adapts to changing soundscapes by fluently applying directionality



### **Single Compression LX**

Compresses and amplifies sounds into the audible range



### **Noise Reduction LX**

Attenuates disturbing noise extremely quickly, even in between words



### **Speech Rescue™ LX**

Makes high frequency sounds more audible



### **Wind Noise Management**

Improves access to speech in situations with wind noise



### **Feedback shield LX**

Feedback is eliminated rapidly and effectively



### **Tinnitus SoundSupport™**

Relief sounds for tinnitus clients

## “ TELL YOUR CLIENTS \_\_\_\_\_

Oticon Siya offers technologies that are usually available only in top-of-the-range hearing aids.

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