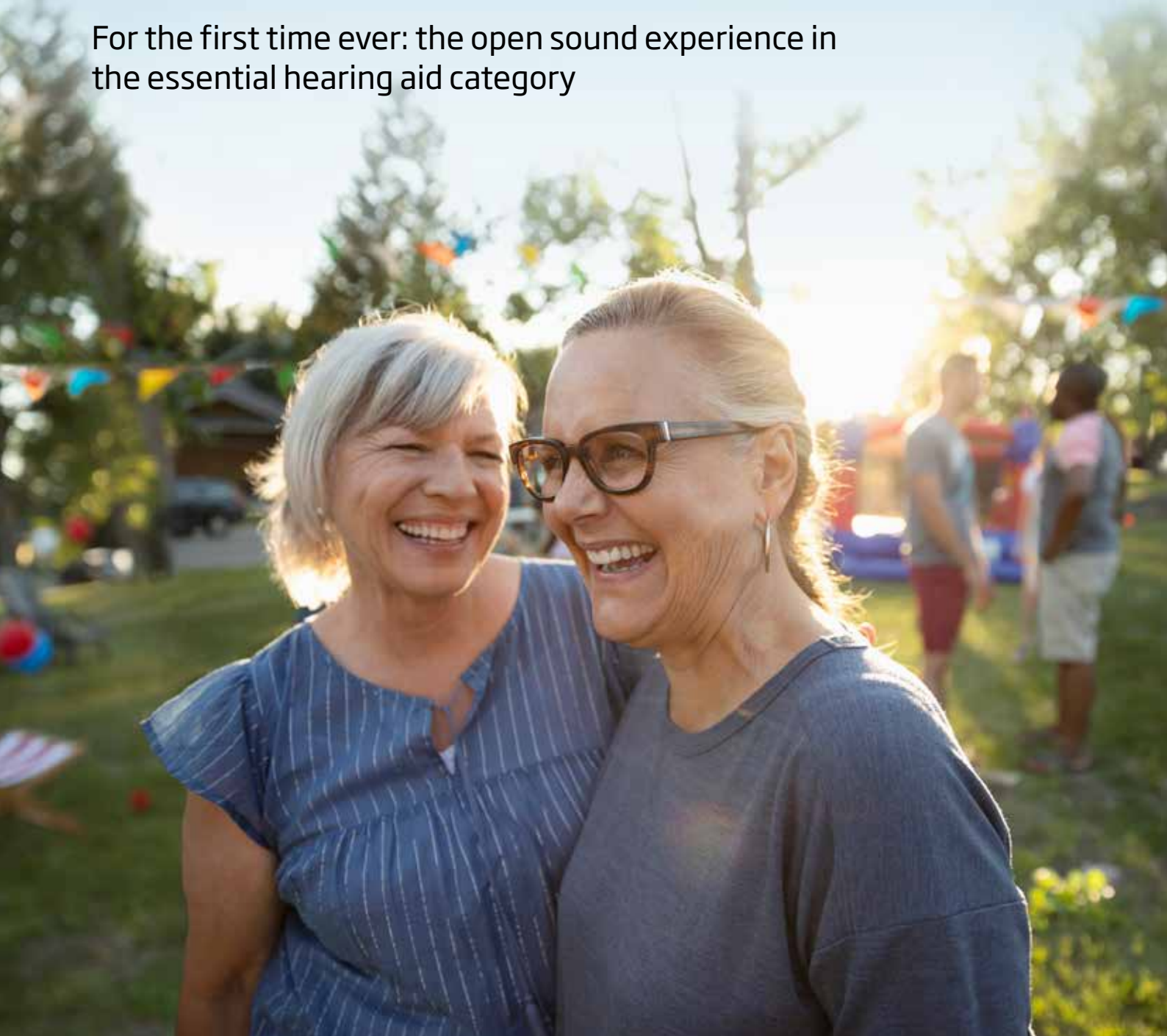


life-changing
technology

OTICON | Zircon

Celebrate life all around

For the first time ever: the open sound experience in the essential hearing aid category



oticon
life-changing technology

A competitive family designed for celebration

Life-changing technology in a comprehensive offering

Introducing Oticon Zircon, our new essential line of hearing aids that “for the first time ever” offers your patients the open sound experience. Oticon Zircon delivers clear speech and sounds from 360°, even in noisy environments, so your patients can focus on the sounds they love and want to hear.

With an option for everyone, Oticon Zircon comes in five different colors across a range of rechargeable or non-rechargeable miniRITE and miniBTE styles. It is a competitive range of essential products that gives your patients the chance to celebrate life all around.



Powered by Polaris™ – our most intelligent platform ever

New groundbreaking technology in the essential category

Oticon Zircon is powered by the **Polaris platform**, offering more speed, precision, and capacity to execute more signal processing than ever before.*

Using OpenSound Navigator™,** Oticon Zircon builds on Oticon’s BrainHearing™ philosophy to provide an open sound experience so your patients have access to 360° speech that is clear and balanced.

16x
more capacity to execute advanced algorithms***

Twice
the computation capacity and speed***

Intelligent use of industry-leading
64-channel processing

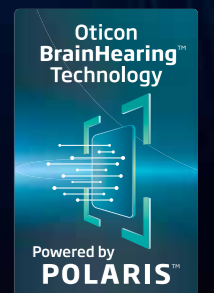
2x
precision in 1.5-5kHz frequency bands***

A wide range of miniRITE and miniBTE styles and solutions



miniRITE R miniRITE T miniBTE R miniBTE T

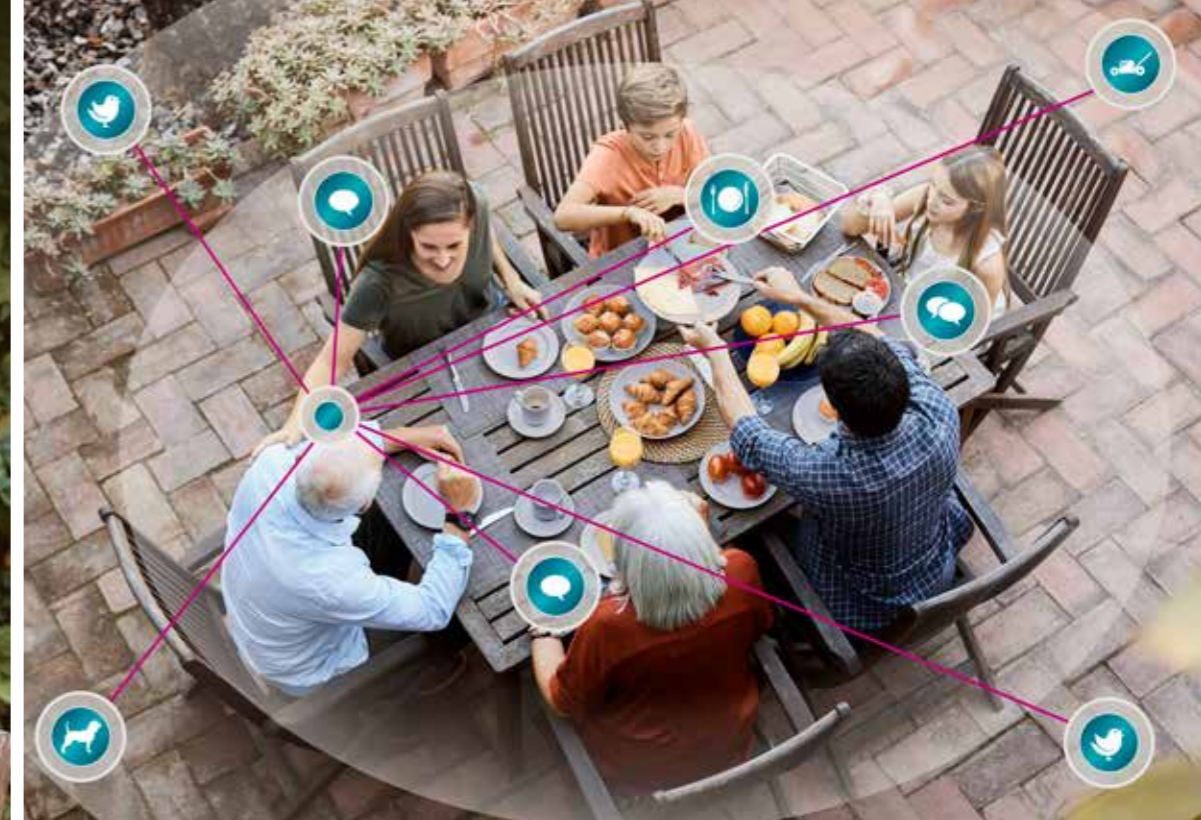
Desktop Charger SmartCharger



* Braendgaard M. 2020. The Polaris Platform. Oticon tech paper.
** OpenSound Navigator is only available in Oticon Zircon 1.
*** Compared to the Velox S™ platform.

The open sound experience helps you **celebrate life all around**

Oticon Zircon takes the essential hearing aid category into the new world of hearing care



OpenSound Navigator

OpenSound Navigator treats sound sources individually and balances them, leaving the focus sound clear and background sounds audible but not distracting. This allows your patient to comfortably locate and separate speech sources, focusing on what they find most important, while being aware of their surrounding sounds, like birds or a dog.

Why do your patients need sound from multiple sources?

Sound is important. In fact, after years of research into how the brain works, it is now known that sound and speech from all sources are crucial to supporting the brain's natural way of working. **This gives the brain the information it needs to make sense of its environment.** Without this, it can be harder to focus, which leaves fewer mental resources for functions like remembering. If left untreated, hearing loss can lead to an increased risk of cognitive decline.*

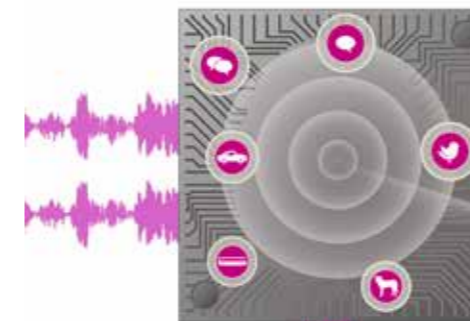
In the past, hearing care treatment has worked by using directionality alone, shutting out background noise and focusing on direct speech. Not only is this frustrating for someone with hearing loss, but it can also make them feel disconnected from their surroundings.

For the first time ever in the essential hearing aid category, Oticon Zircon breaks free from traditional directionality to deliver the open sound experience. Thanks to OpenSound Navigator, the advanced sound processing in Oticon Zircon provides your patients with access to sounds from all directions and 360° speech that is clear and balanced even when in noisy situations.

OpenSound Navigator works in three steps: Analyze, Balance and Noise Removal.** By reducing noise and balancing sound, OpenSound Navigator delivers a clear signal to the brain, which supports brain health and provides great sound quality.

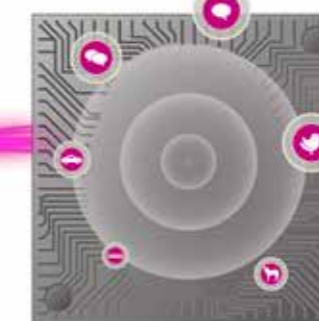
Analyze

Scans the full 360° sound environment more than 500 times per second to identify noise and separate it from speech



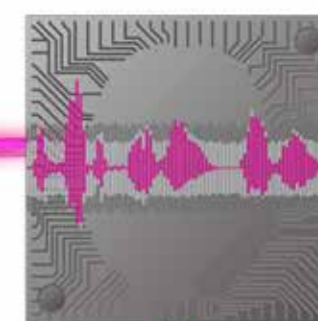
Balance

Rapidly reduces the levels of loud noise coming from specific directions, while preserving speech



Noise Removal

Rapidly attenuates remaining diffuse noise, even between individual words



* Amieva, H., Ouvrard, C., Meillon, C., Rullier, L., & Dartigues, J. F. (2018). Death, Depression, Disability, and Dementia Associated With Self-reported Hearing Problems: A 25-Year Study. *J Gerontol A Biol Sci Med Sci*. 2018 Sep 11;73(10):1383-1389. Lin, F. R., & Ferrucci, L. (2012). Hearing loss and falls among older adults in the United States. *Arch Intern Med*. 2012 Feb 27;172(4):369-71. Lin, F. R. et al. (2011). Hearing loss and incident dementia. *Arch Neurol*. 2011 Feb;68(2):214-20.

** OpenSound Navigator is only available in Oticon Zircon 1.

Groundbreaking features working in synergy



The technology behind the open sound experience

Improve speech understanding



OpenSound Navigator
Access to speech all around



Speech Guard
Improves speech understanding in noisy environments



Feedback shield
Maintains effective feedback suppression over time



SuperShield
Rapidly and intelligently prevents feedback before it occurs



Single Compression
Compresses and amplifies sounds into the audible range



Noise Reduction
Attenuates disturbing noise extremely quickly, even in between words

Maximize listening comfort and personalization



Wind Noise Management
Improves access to speech in situations with wind noise



Tinnitus SoundSupport™
Relief sounds for tinnitus patients

Enhance sound quality



Speech Rescue™
Makes high frequency sounds more audible

Oticon Zircon is the first hearing aid in the essential category to feature OpenSound Navigator, Speech Guard™, and SuperShield. These groundbreaking features work together to provide your patient with an excellent listening experience.

OpenSound Navigator provides a clean and clear signal from 360°, making it possible for Speech Guard to amplify all sounds, with a special focus on preserving speech cues. This makes speech less distorted and improves speech understanding.

Additionally, SuperShield prevents irritating feedback from occurring, so your patients can access clear sound and distinct speech from any direction. SuperShield works with Feedback shield to analyze incoming sound levels, identify risk and quickly prevent feedback before it occurs.



Charging solutions that work for everyone

Oticon Zircon offers a choice of rechargeable solutions to keep your patients powered up

Oticon rechargeable devices offer patients who do not want the hassle of changing batteries a reliable and convenient solution. With the standard Oticon desktop charger or the optional, portable SmartCharger, you can offer your patients flexible charging solutions designed to meet their needs.



Desktop charger

Everyday convenience with the standard desktop charger

Oticon Zircon rechargeable devices come standard with a stylish desktop charger that is convenient and easy to use. Your patients simply place the hearing aids in the charger at night, and wake up to full power for the day.*

- Charges in three hours for a full day* of hearing aid power**
- 30-minute quick charge gives an additional six hours of hearing aid power***

SmartCharger gives your patients the power to go

Patients have the option to purchase our new easy-to-use SmartCharger, which gives them the freedom to travel light by keeping their hearing aids powered up, dry, and protected.

- Designed for travel with a protective lid and built-in power bank
- Charges in three hours for a full day* of hearing aid power**
- 30 minutes quick charge gives an additional six hours of hearing aid power***

Please note, miniBTE R uses a different SmartCharger and desktop charger than miniRITE R.

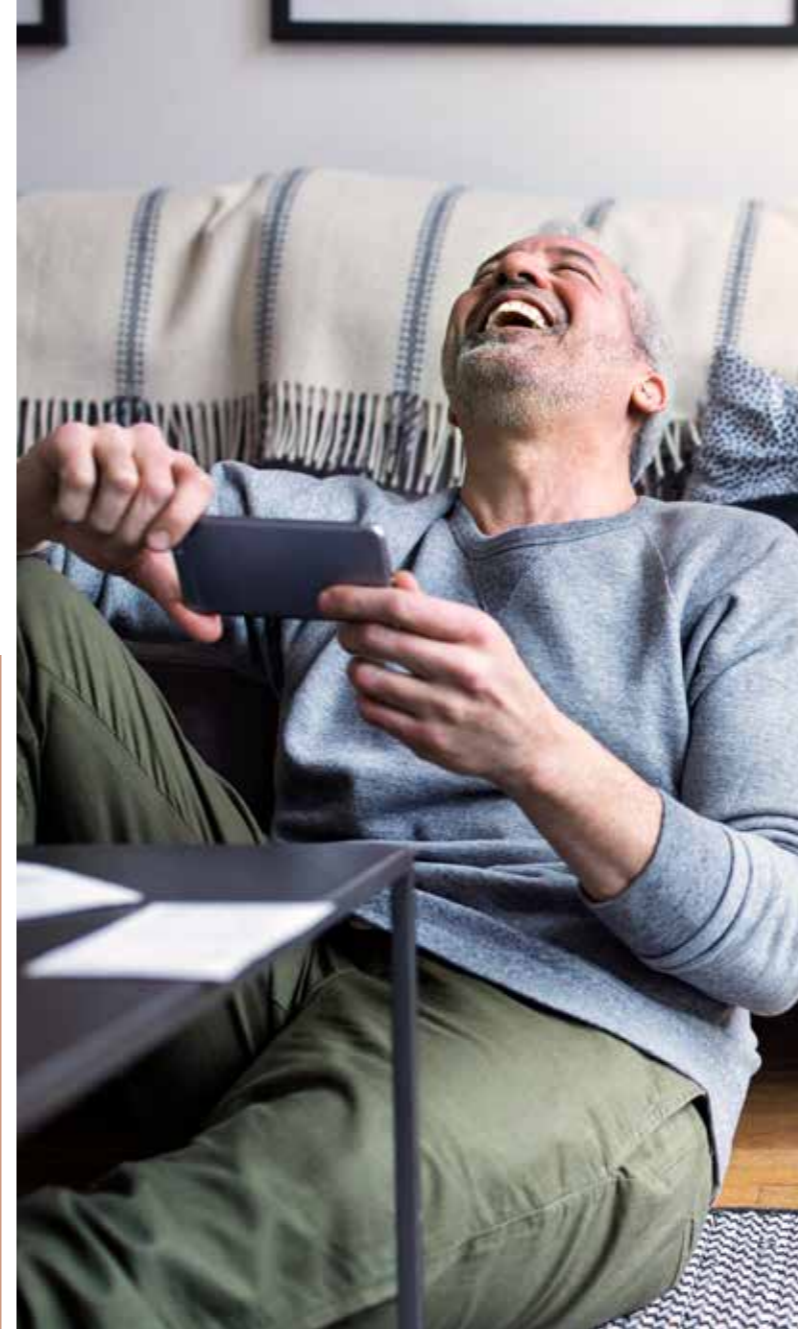
*Lithium-ion battery performance varies depending on hearing loss, lifestyle and streaming behavior.

**For miniRITE R style. Three and a half gives a full day for miniBTE R.

***For miniRITE R style. 30 minutes gives an additional five hours for miniBTE R.



SmartCharger



Made to connect

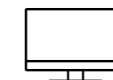
Direct streaming from iPhone® and select Android™ devices†

Oticon's range of supporting accessories



ConnectClip

Use ConnectClip as a remote microphone, as a remote control, or to turn the hearing aids into a wireless headset. ConnectClip enables streaming from any Bluetooth device and enables comfortable hands-free calls



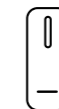
TV Adapter

Use TV Adapter to stream sound from the TV directly to Oticon Zircon hearing aids



Remote Control

Adjust volume, switch program, or mute the hearing aids with the touch of a button



EduMic

Use EduMic as a remote microphone or to stream audio from computers, tablets, and more

Oticon Zircon

- Features Bluetooth® Low Energy technology and offers an extensive range of connectivity options to support a high-quality listening experience in everyday situations.
- Is a Made for iPhone® hearing aid and compatible with the new Android protocol for Audio Streaming for Hearing Aids (ASHA) - making it possible to stream directly from iPhone, iPad®, iPod touch® and select Android devices.†



Oticon ON app
Easy and discreet control over the hearing aid



Oticon RemoteCare app
Convenient online appointments with your patients

Made for iPhone | iPad | iPod

Works with android

Download on the App Store

GET IT ON Google Play



† Android devices need to support ASHA to allow direct streaming to Oticon Zircon. Please visit oticon.com/support/compatibility for more information.

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A comprehensive solution for your patients

Oticon Zircon lets more hearing aid users celebrate life

Offering the open sound experience, wireless connectivity, Oticon CROS compatibility and a choice of rechargeable or non-rechargeable styles, the Oticon Zircon family offers your patients a comprehensive solution designed to meet both their preferences and communication needs.



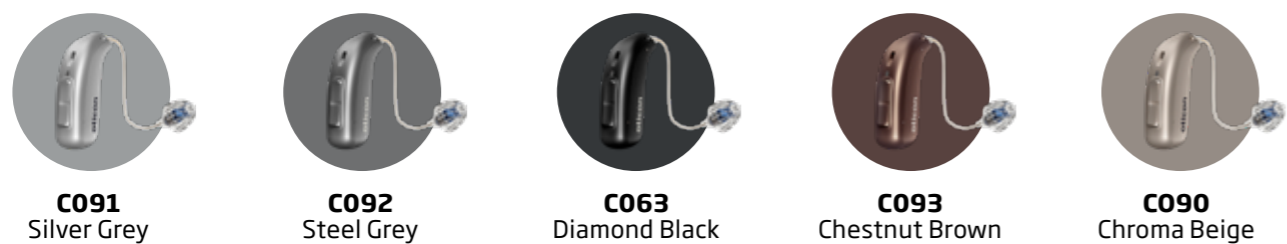
Outstanding features at two price points

Benefits	Features	Oticon Zircon 1	Oticon Zircon 2
Speech Understanding	OpenSound Navigator: - Balancing power effect - Max. noise removal difficult/simple	• 40% 6/0 dB	
	Multiband Adaptive Directionality		•
	Noise Reduction		•
	Speech Guard	•	
	Single Compression		•
	Frequency lowering	Speech Rescue	Speech Rescue
Sound Quality	Fitting Bandwidth	8 kHz	8 kHz
	Processing Channels	48	48
	Bass Boost (streaming)	•	•
Listening Comfort	Feedback Management	SuperShield & Feedback shield	SuperShield & Feedback shield
	Wind Noise Management	•	•
	Transient Noise Management	On/Off	
Personalization & Optimized Fitting	Fitting Bands	14	12
	Multiple Directionality options	•	•
	Adaptation Management	•	•
	Oticon Firmware Updater	•	•
	Fitting Formulas	NAL-NL1+2, DSL v5.0	NAL-NL1+2, DSL v5.0
	Tinnitus SoundSupport	•	•
	CROS/BiCROS support	•	•
Connecting to the world	Direct streaming*	•	•
	Oticon ON app & Oticon RemoteCare app	•	•
	ConnectClip, EduMic & Remote Control 3.0	•	•
	TV Adapter 3.0 & Phone Adapter 2.0	•	•

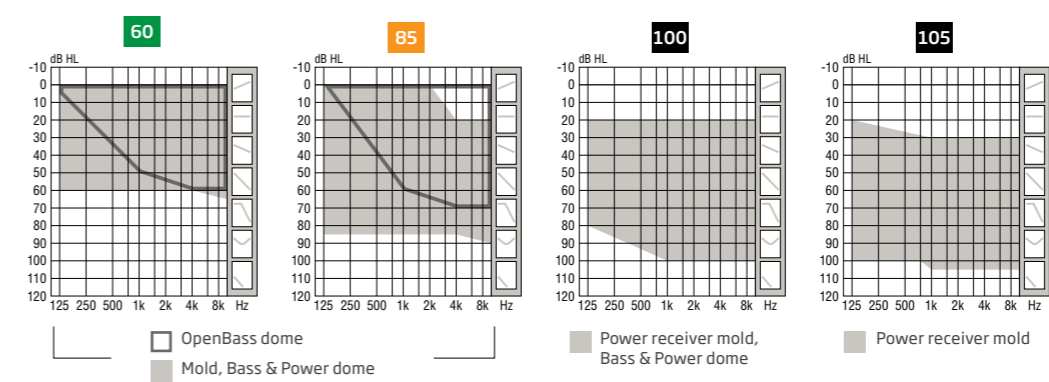
*From iPhone, iPad, iPod touch and select Android devices.

• Indicates the feature is included

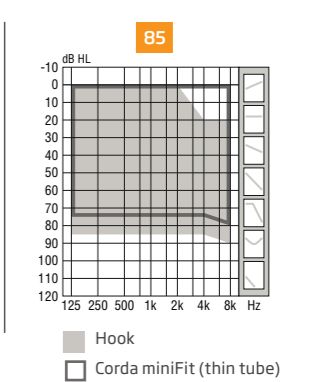
Oticon Zircon color options



miniRITE fitting ranges



miniBTE fitting range





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life-changing **technology**