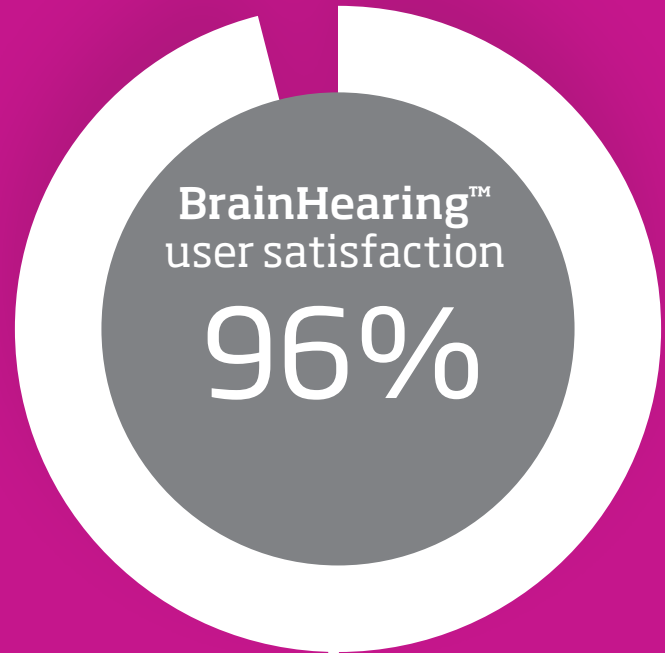


**People First**

People First is our promise to empower people to communicate freely, interact naturally and participate actively



**The ultimate benefit of thinking brain first.**

15555-5060/11.14



[www.pro.oticonusa](http://www.pro.oticonusa).

## Helping the brain make sense of sound

At Oticon, we focus on supporting the way the brain makes sense of the sounds received from the ears. Our hearing instruments use sophisticated processing that modifies only the parts of the signal that the individual ear doesn't hear well, giving the brain the clearest, purest possible signal to decode. We call this approach BrainHearing™.

### Putting BrainHearing™ to the test

Alta features our highest level of BrainHearing™ technology. We developed the 2013 Alta International Satisfaction Study to objectively measure user satisfaction with our approach.

In designing the study, we looked to the industry's most respected survey, Sergei Kochkin's MarkeTrak VIII,\* to capture the full spectrum of user experience.

Study details:

- ▶ 5 countries
- ▶ 149 new and experienced Alta users
- ▶ 177 hearing care professionals
- ▶ Responses based on the same questions and 7-point Likert scale as the MarkeTrak VIII survey
- ▶ Percentages based on the sum of respondents who indicated they were "very satisfied," "somewhat satisfied" or "satisfied"

*Ultimately, the effectiveness of thinking brain first will be judged by your patients.*

## BrainHearing™ exceeded expectations and industry standards:



vs. 79%\*



vs. 77%\*



vs. 71%\*

\*Kochkin, S. (2010). MarkeTrak VIII: Consumer satisfaction with hearing aids is slowly increasing. Hearing Journal, 63(1), 19-27