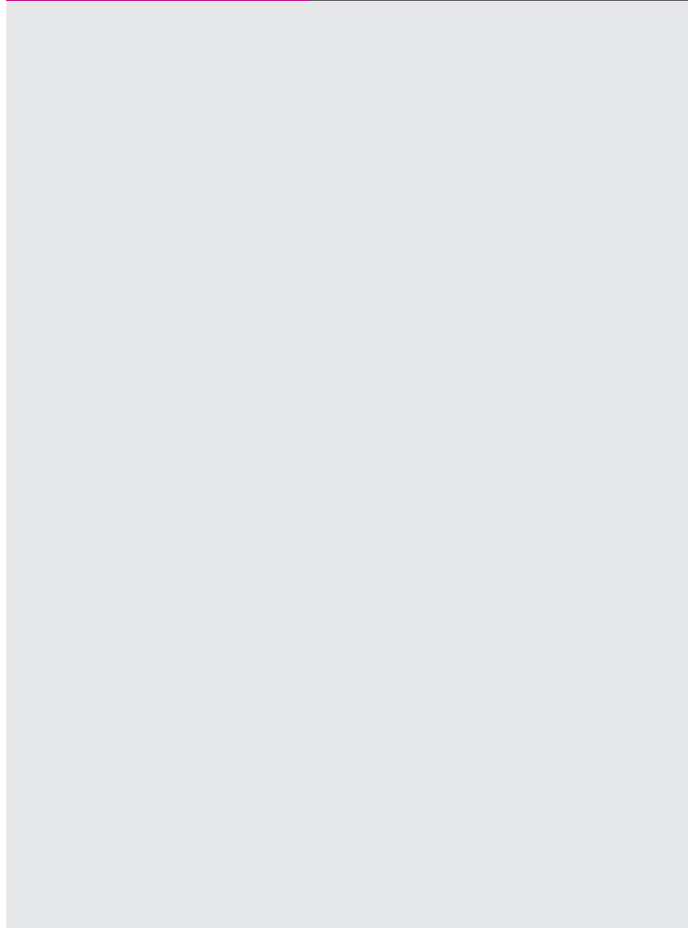


**People First**

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

**Better hearing begins here**



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BrainHearing™ technology is the brainchild of 110 years of experience and innovation. Oticon hearing instruments with BrainHearing™ technology are designed for your brain, supporting the hard work it does. So you hear better, with less effort. Anywhere. Anytime.

**Introducing  
BrainHearing™  
technology**

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



# Hear Smarter. Live Better.



## Hearing affects everything between your ears.

When the sound signals from your ears are compromised your brain has to work even harder to fill in the gaps. This extra effort can take its toll. In fact, studies have shown that, over time, hearing loss can lead to isolation and depression.

That's why it makes sense to take care of your hearing health the same way you care about the rest of your health: There's a lot more riding on it than just your hearing. **Hearing Care is Health Care.**

### What happens when you have a hearing challenge?

The natural relationship between your ears and brain is disrupted.

It takes more effort to follow what is being said.

You feel more tired at the end of the day.

**BrainHearing™ technology supports the work done by your own unique hearing brain.**

## Give your brain exactly what it needs to hear.

**Your hearing is as unique as your fingerprint.** And because no two people are quite like you, no one else's hearing profile is quite like yours.

BrainHearing™ technology enables Oticon hearing instruments to be finely tuned to match your unique hearing profile and personal sound preferences. Then deliver sound with the clearest, purest signal possible in the way your brain is best able to understand it. The result is a more natural, effortless listening experience. Anywhere. Anytime.

### BrainHearing™ technology:

**Helps** both ears work together

**Recognizes** and preserves natural speech

**Separates** speech from background noise

**Coordinates** how sound is best understood by your brain

\*2013 Oticon Alta international Satisfaction Study, overall satisfaction for both new and experienced hearing instrument users.

**96%**  
PATIENT  
SATISFACTION\*

Oticon hearing instruments come in a wide range of styles, fitting options, colors and price points to meet your preferences for comfort and aesthetics. Work with your hearing care professional to see what's right for you.

