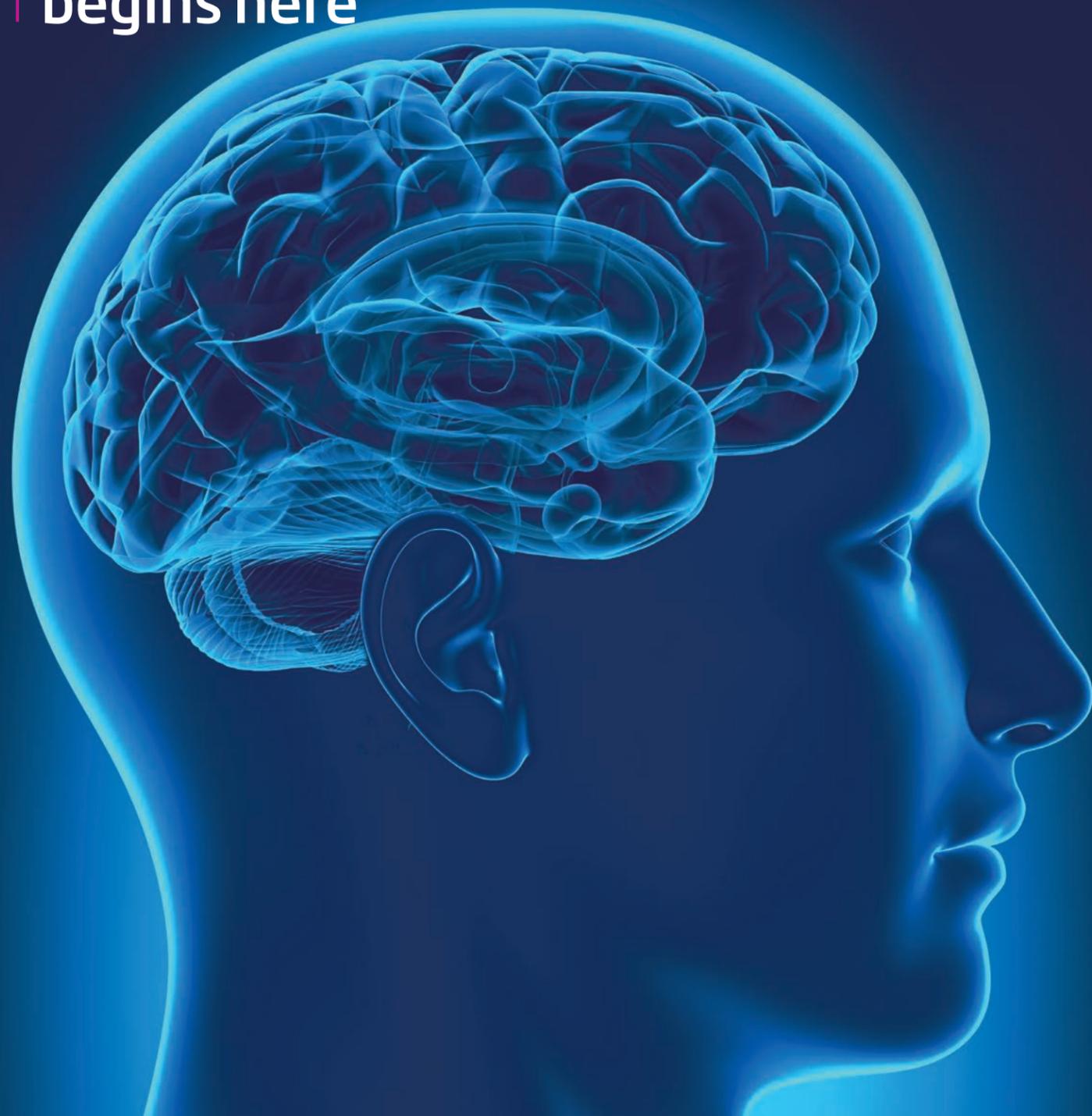


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Better hearing
begins here



oticon.com

oticon
PEOPLE FIRST

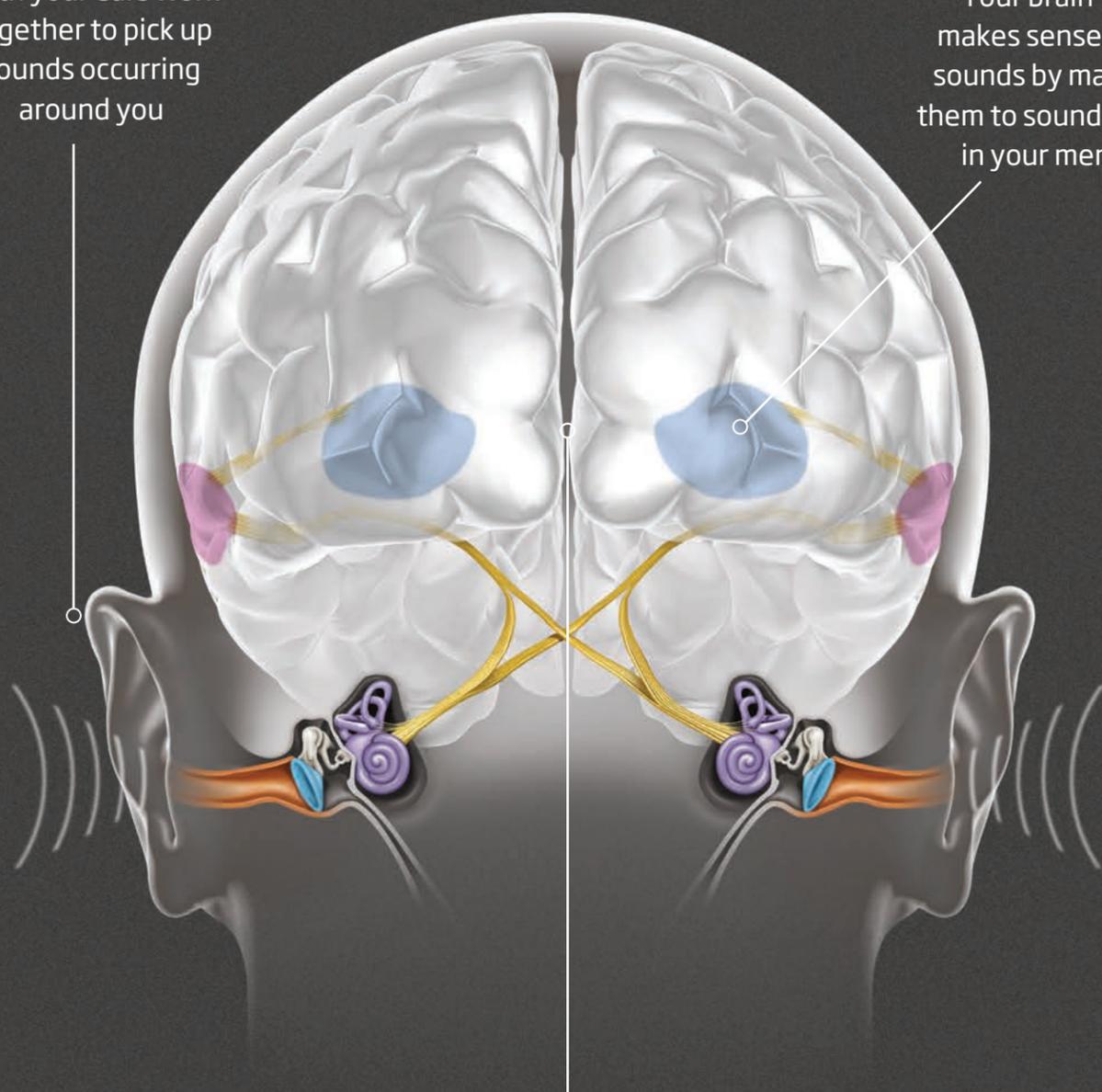
oticon
PEOPLE FIRST

Hearing care is Health Care™

We hear with our brains

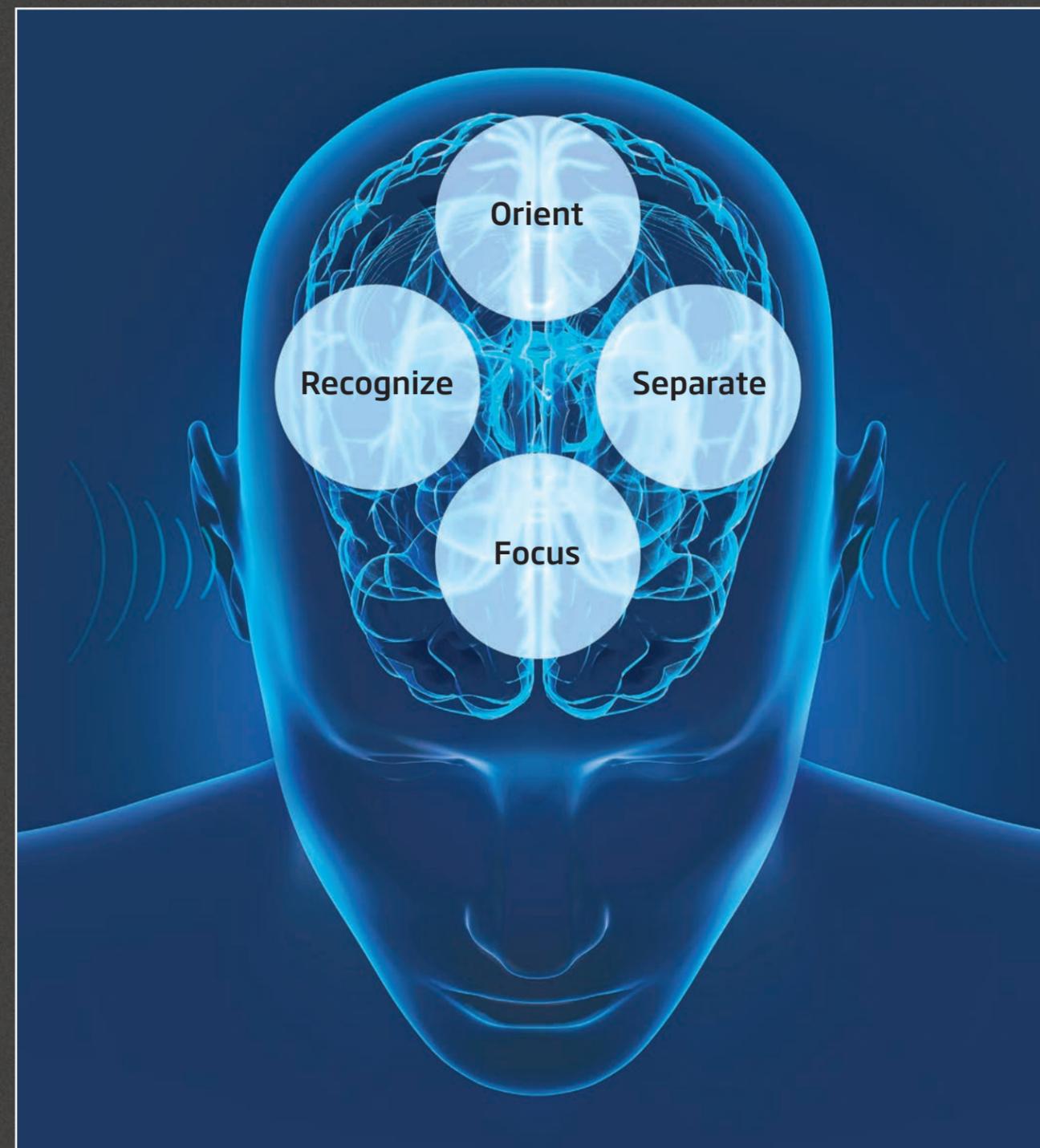
Both your ears work together to pick up sounds occurring around you

Your brain then makes sense of the sounds by matching them to sounds stored in your memory



Your ears convert sounds into nerve impulses that travel to your brain, and your brain needs as much sound detail as possible in order to turn these sounds into meaning

How your brain makes sense of sound



How **hearing loss** affects the hearing process



If you have hearing loss, it 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're more tempted to withdraw from social interaction



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

Preserves the
important details
in speech



Reduces the
effort involved
in listening



Improves your
recall of
conversation

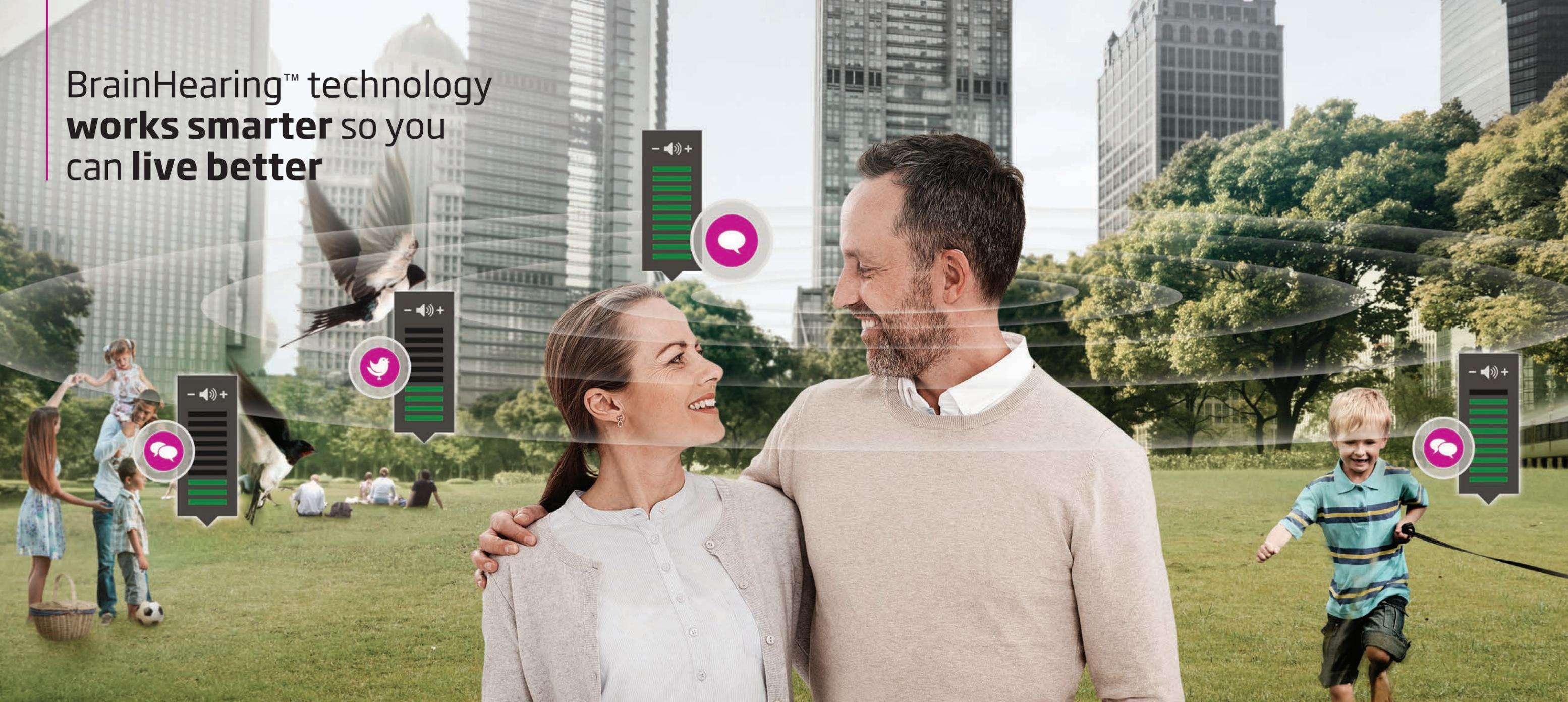


Helps your ears work
together to identify
where sound is
coming from



Takes your personal
listening preferences
into account

BrainHearing™ technology
works smarter so you
can **live better**



Open Sound Navigator™

Scans and balances all the sounds in the environment, and removes disturbing noise.

Spatial Sound™ LX

Allows you to hear in 3D so you can follow conversations that come from different directions in a room.

Speech Guard™ LX

Works like a shield to protect the clarity of speech, even in noisy environments.

YouMatic™ LX

Enables Oticon hearing instruments to be finely tuned to match your unique hearing profile and personal sound preferences.

Oticon Opn™ with BrainHearing™ technology

The world's first hearing aid proven to make hearing easier on the brain.

Enjoy

30% better speech understanding*

Reduce your listening effort by

20%*

Remember

20%** more of your conversations**

* Compared to Alta2 Pro

** Individual benefit may vary depending on instrument prescriptions



Oticon Opn™ is a Made for iPhone® hearing aid

Oticon Opn connects to your iPhone®, so you can stream calls directly to your hearing aids. Use the Oticon ON App with your iPhone or Android™ smartphone to control your hearing aids.



Oticon Opn and Oticon ON App are compatible with iPhone SE, iPhone 6s Plus, iPhone 6s, iPhone 6 Plus, iPhone 6, iPhone 5s, iPhone 5c, iPhone 5, 9.7-inch iPad Pro, 12.9-inch iPad Pro, iPad Air 2, iPad Air, iPad (4th generation), iPad mini 4, iPad mini 3, iPad mini 2, iPad mini, and iPod touch (5th and 6th generation). Devices must be running iOS 9.3 or later. The app also supports Apple Watch. When downloading the Oticon ON App on iPad, search for iPhone apps on the App Store. Oticon ON App is compatible with devices powered by Android™ 6.0, Marshmallow or above. Please visit www.oticon.global/connectivity for more details on compatibility, or see the description for Oticon ON App on the App Store® and 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™ and Google Play™ are trademarks of Google Inc.



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.