

# Oticon Real™ Patient Counseling Tool

life-changing  
technology

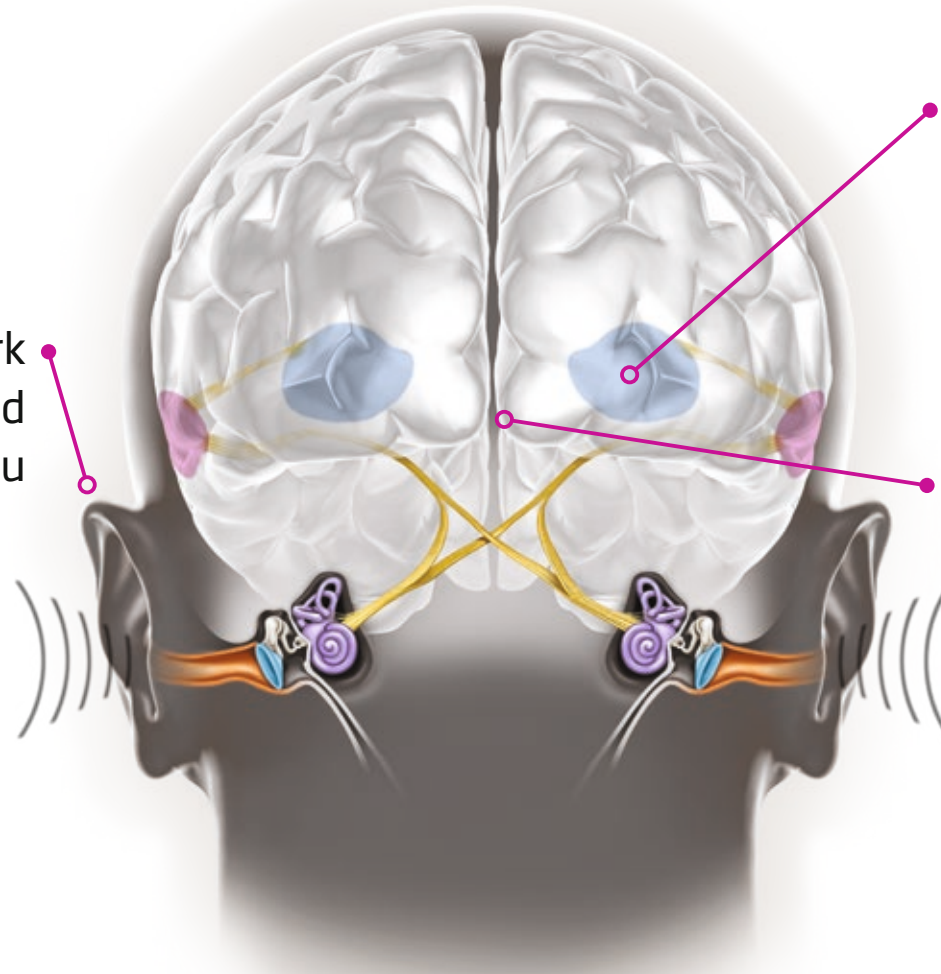


OTICON | Real

**oticon**  
life-changing technology

# We hear with our brains, not our ears

Both of your ears work together to pick up sound occurring around you



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

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

# Hearing is crucial for your **health and quality of life**

When you take care of your hearing health, you take care of your quality of life and your overall health.

- Social Impact
- Health Care Impact



# Hearing loss 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 are more tempted to withdraw from social interactions



# How can technology help your brain hear more naturally?

Provides full and balanced  
access to all sounds



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

# Oticon Real Designed for real life



## Real connectivity

Enjoy direct streaming, hands-free calls\* and a wide range of accessories.



**Smartphones**



**ConnectClip**



**TV Adapter**



**Remote Control**



**EduMic**

- Oticon Real brings the sounds of the real world back to your life, precisely and optimally balanced
- Provides you access to the full sound scene and works more like your brain because it learned through experience

- Includes life-changing BrainHearing™ technology to help your brain make sense of sound
- Offers a wide range of connectivity options including direct streaming, hands-free calls\* and more

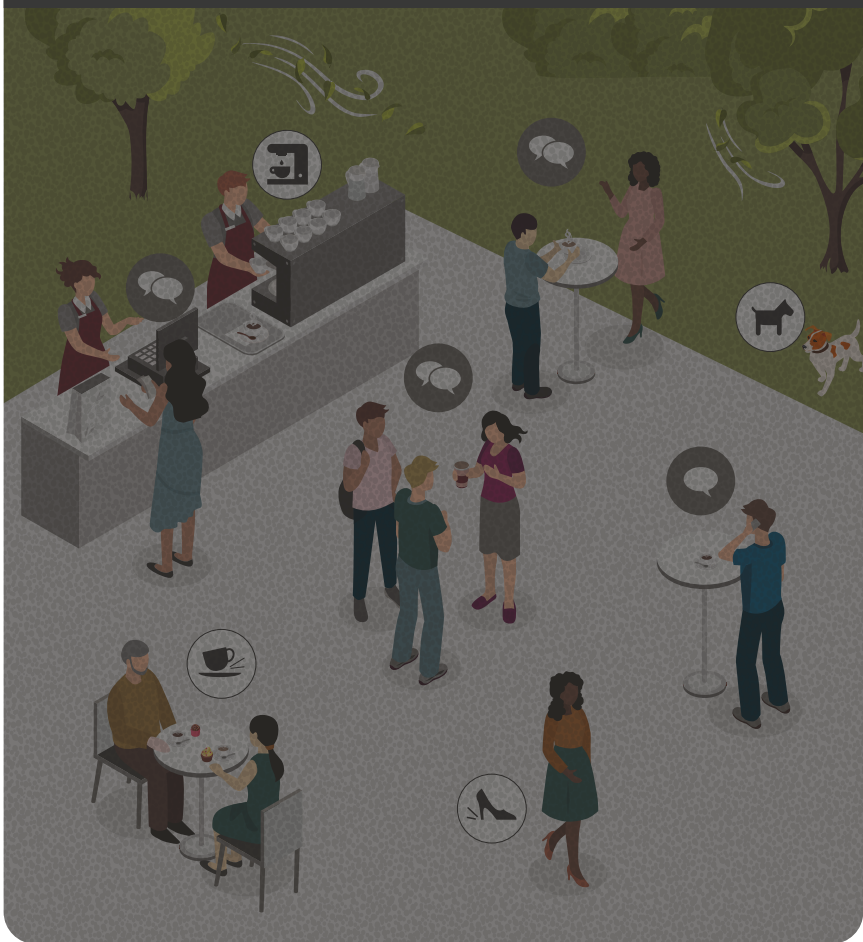
\*Hands-free communication is available with iPhone 11 or later running iOS 15.2 or later, and iPad running iPadOS® 15.2 or later

**Flip here** to see how Oticon Real compares to no hearing aid and traditional technology.



- Speech
- Other meaningful sounds
- Wind
- Noise

## No hearing aids



Speech | Other meaningful sounds | Wind | Noise

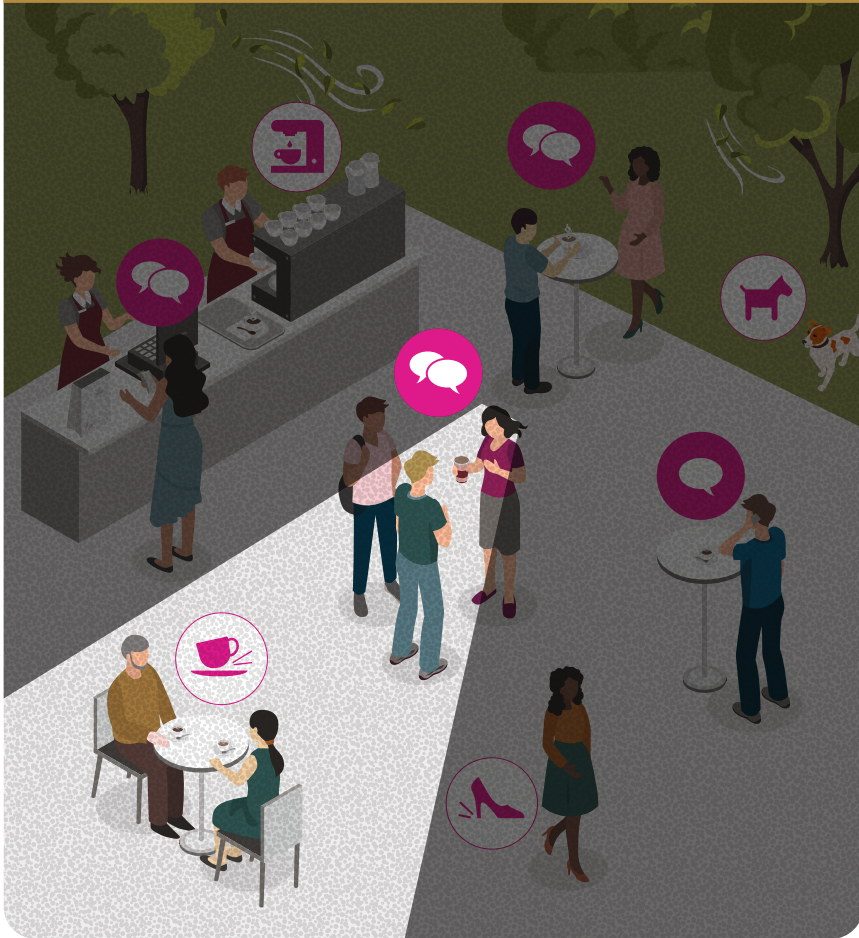
## Oticon Real 2



Speech | Other meaningful sounds | Wind | Noise



## Traditional hearing aids



Speech



Other meaningful sounds

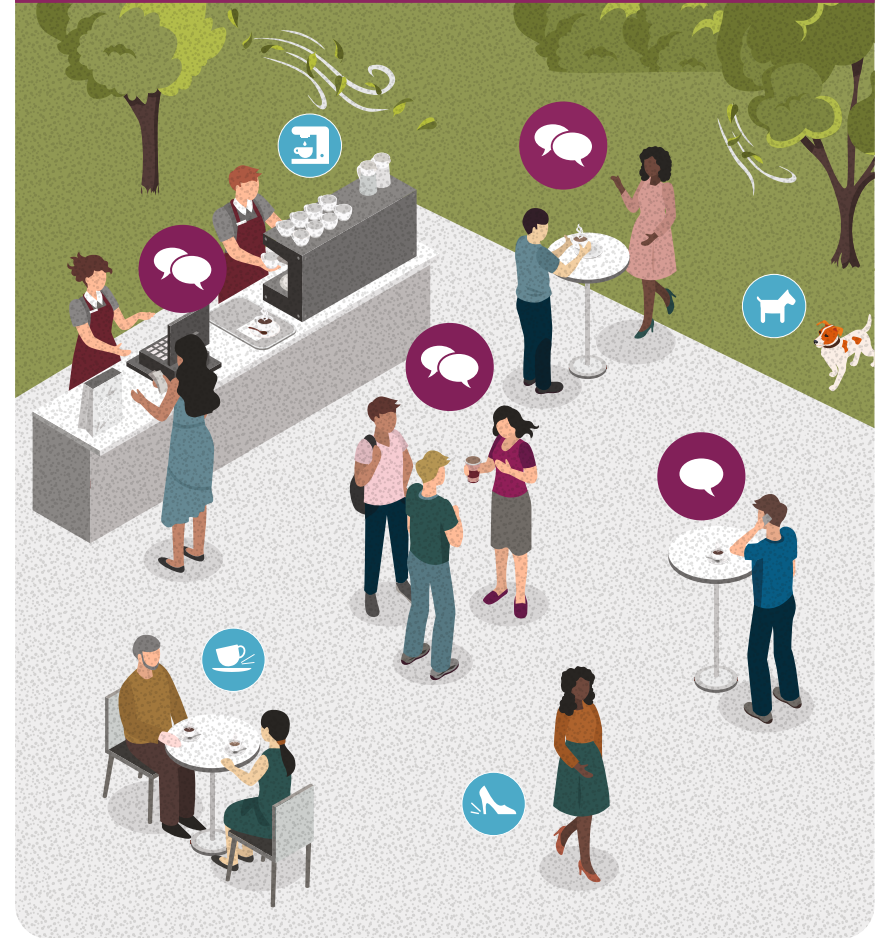


Wind



Noise

## Oticon Real 3



Speech



Other meaningful sounds



Wind



Noise



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Oticon is part of the Demant Group.

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