

Discreet solutions
for **first-time users**



ALTA

NERA

RIA



**Personalised
and easy to accept**

oticon
PEOPLE FIRST

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Explore new ways to grow **your business**

Get more first-time users to your clinic

In an increasingly competitive selling environment, there are two major challenges: How to attract more potential users and how to convert their interest into sales. At Oticon, we help you answer both questions:

- The new marketing toolkit helps you attract more potential customers.
- The new discreet solutions remove barriers to acceptance.

Your Oticon sales representative can tell you all about how our marketing toolkit, Genie fitting software and eCaps Pro counselling tool can help you grow and expand your business.

So small you actually want to wear them

Understanding the barriers of first-time users, we have developed dedicated instruments: the ultra-compact designRITE and the almost invisible IIC and CIC.

- Discreet and beautiful
- Almost invisible
- Tailor-made to personal needs
- Fully featured incl. wireless technology

In summary, the designRITE, the customised IIC and CIC are so small that a first-time user would actually want to wear them!

Only 1 of 4 with an admitted hearing loss has bought a hearing instrument

Have you heard?

65% of non-users would be interested in a solution to their hearing difficulties¹



3 of 4 with an admitted hearing loss have not yet bought a hearing instrument²



The likelihood of purchasing a hearing solution increases when the user is told that it can be personalised³

Specially designed for **first-time users**



Attractive look, award-winning design

The beautiful designRITE instrument has been recognised with international design awards, reflecting the combination of great sound quality with ergonomic and beautiful design for comfortable wearing. With improved design for easier handling and a powerful 80dB speaker, you can now fit an even wider range of first-time users.



Game-changing audiology in small shells

In spite of their tiny size, these innovative new hearing instruments offer the same outstanding audiology as the most powerful Oticon BTE models.

All the Inium features found on the Premium Alta, Nera and Ria product families are available in these new models.

Great design can now be combined with a more satisfying hearing experience optimised to the way your clients perceive sound.

Almost invisible, yet wireless

Oticon designRITE, customised IIC and CIC instruments all feature our wireless technology. The wireless technology opens up a new world of opportunities for users and improves their hearing experience.

Instruments communicate binaurally to provide spatial awareness and can be controlled by the new Oticon Remote Control and the ConnectLine App.

In addition, the whole range of ConnectLine solutions is also available, adding to the overall value and satisfaction.

Have you heard?

9.3 on a 10-point scale: first-time users loved the design of our latest instruments⁴

82% of first-time users are satisfied with the natural sound of Oticon Alta⁵

84% of first-time users find that they can easily participate in conversations when wearing Oticon Alta⁵

Sound is one thing...

making sense is everything



Speech Guard E

Preserves the natural characteristics of speech, so the brain can take advantage of them. Enables the user to separate voices from noise and recognise different sounds and voices.

Spatial Sound

Enables both ears to work together with the brain. This allows users to gain an accurate understanding of their surroundings and identify where sounds are coming from.

YouMatic

Incorporates individual sound perception and sound processing abilities, allowing the sound experience to be accurately matched to the personal preferences of the user.

Free Focus

Offers up to five directionality modes. Provides users with the ability to focus clearly on the sounds that are most important to them.

Binaural Synchronisation

Coordinates the performance of two hearing aids. This gives users a balanced sound experience to improve understanding in conversations.

✓		
Premium	Advanced	
Premium	Advanced	Essential
Premium	Advanced	Essential
✓	✓	✓

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High performance, individual preferences

The new designRITE, IIC and CIC instruments are available in Oticon Alta, Nera and Ria. These families are based on an integrated 3-tier approach – improved performance, improved personalisation and reduced listening effort – to enable users to perform in difficult situations with the minimum effort in order to be active the whole day. This is proven to create a high level of satisfaction.



The products are available at different performance levels with different price points, making it easy for you to help new users to find the ideal match for their personal requirements.

Developing high-performing hearing instruments with a 3-tier approach can only be done if we think brain first.

Oticon BrainHearing™ technology makes the difference

The conventional “ear hearing” approach focuses solely on amplifying and suppressing sounds. In contrast, Oticon’s BrainHearing™ technology focuses on supporting the way the brain actually makes sense of the sounds it receives from the ears.



We do this by developing features that provide the brain with the input it needs to perform the four key processes needed to make sense of sound.

These four processes enable users to:

- Orient themselves in their surroundings
- Separate speech from background noise
- Choose where to focus their hearing
- Recognise a sound to make sense of it

BrainHearing™ combines four audiological features that work together continuously: Speech Guard E, Spatial Sound, YouMatic and Free Focus.

The finishing touches

Discretion and convenience with Oticon Remote Control 2.0

Roughly the size of a modern car key, the Oticon Remote Control is easy to carry and a great help for users who have chosen the designRITE, IIC or CIC without buttons.



The Remote Control can be used to adjust the volume of their hearing instrument and to switch between programs for a more pleasant listening experience.

The Remote Control can be used with all wireless Oticon instruments and could also be relevant for clients who have difficulty with small buttons.

Different colour and style options for maximum discretion

To ensure the ideal aesthetic appearance, we offer a choice of thirteen different shell colours for our designRITE instrument.

Whether your clients prefer to match their skin or hair tone - or even make a dynamic style statement with our trendy pale lime colour - there's something for everyone.



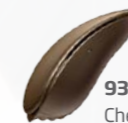
99
Pale Lime



90
Chroma Beige



94
Terracotta



93
Chestnut Brown



44
Silver



91
Silver Grey



92
Steel Grey



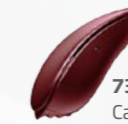
63
Diamond Black



95
Vivid Lilac



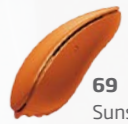
66
Mother Of Pearl



73
Cabernet Red



68
Midnight Blue



69
Sunset Orange

Turn hearing instruments into a personal wireless headset



Easy and reliable wireless fitting



Connect to all media with just one device

Let your new clients talk hassle-free on their cell phone or home phone, enjoy music, watch TV and much more with the ConnectLine system.

Oticon Streamer Pro transforms hearing instruments into a personal headset and sends the sounds wirelessly from the TV, cell phone, computer, MP3 player or other devices directly into the user's ears.

Streamer Pro also functions as a remote control for adjusting volume and switching between hearing instrument programs. It works seamlessly with all Oticon wireless hearing instruments, including designRITE, IIC and CIC.

Take control with an iPhone

The Oticon ConnectLine App for iPhone® puts all the benefits of our powerful ConnectLine system in the palms of your clients' hands. With a few swipes and taps, they can adjust volume levels, switch between programs, fine-tune individual settings and much more.

The Oticon ConnectLine App provides an easy and cool way to manage hearing instruments via the Streamer. The Oticon ConnectLine App can connect to a wide range of communication and media devices while the Streamer remains discreetly tucked away out of sight.

FittingLINK - wireless fitting

Oticon's new FittingLINK wireless programming device enables you to achieve a reliable and accurate fitting with minimal invasion of your client's personal space. Simply connect FittingLINK to your computer and place the neck loop on your client. You are now ready to make a personalised wireless fitting that will ensure optimum performance and client satisfaction.

For all Oticon wireless instruments

FittingLINK can be used with all Oticon wireless instruments. This enables you to quickly and smoothly fit first-time users or to adjust the instruments of existing users, no matter whether they have a designRITE, custom model or any other style.

Personalised fitting

To ensure that you can achieve a perfect fit for your new clients, we have updated the personalisation process in Genie with a questionnaire specifically tailored to the needs of first-time users.

Using the questions, you will be able to reach beyond the audiogram and address the intangible dimensions of personal tastes in sound, perception and processing abilities - with the outcome of having highly satisfied customers.



People First

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