

# You are in for a life-changing experience

Chances are, if you are reading this you are looking to upgrade your existing hearing aids or contemplating buying them for the first time. Either way, you are taking action to improve your hearing.

A hearing loss is like any other important health-related issue: the sooner it is treated, the better the outcome.

Treating hearing loss is proven to have a positive impact on quality of life. In addition to helping you *hear* better, it can help you *feel* better.

A great hearing solution is one that will give you clear speech understanding, ensure you don't feel tired at the end of the day and deliver sound that sounds natural to you.

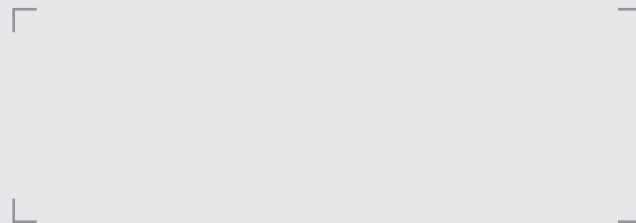
Many people describe their first experience with hearing aids as life-changing.


## People First


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

## Enjoy **better** hearing

Contact your local hearing care professional:



 [youtube.com/OticonPeopleFirst](https://www.youtube.com/OticonPeopleFirst)

 [facebook.com/OticonPeopleFirst](https://www.facebook.com/OticonPeopleFirst)

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ESSENTIAL



It's **your brain** that hears.  
Not your ears.



## Easy listening with **excellent sound** quality

Oticon Ria2 delivers excellent sound quality and features two of Oticon's four BrainHearing technologies: Free Focus and YouMatic. Your hearing aids will work together to give you a balanced listening experience for good speech understanding, even in noisy situations. Ria2 hearing aids can also be personalised to match your sound preferences to make it easier for you to follow conversations - and with less effort.

Once you try Ria2, you will remember why good hearing is so important.



## Do you experience **tinnitus**?

Many people experience tinnitus as a ringing or buzzing in their head. Ria2 Pro Ti hearing aids feature customisable sound stimuli, including soothing ocean sounds. By adding sound, the contrast between the tinnitus and the environment may make tinnitus less noticeable.

Ask your Hearing Care Professional about tinnitus control capabilities.

The ears receive sounds and send them to the brain that translates the sounds into meaning. You don't hear with the ears, you hear with the brain. When you have a hearing loss, your ears have difficulty picking up sounds and your brain tries to fill in the gaps.

**I will not be at home before 9 m.**

Even with your brain working hard, it can be incredibly difficult, not to mention exhausting, to keep up with and participate in what is going on around you.

### The New Big Thing - BrainHearing™ technology can help the brain make sense of sound

Oticon hearing aids feature BrainHearing technology, designed to support your brain and help it make sense of sound, with less effort. For you, this means keeping up with fast-flowing conversation between friends, family and colleagues will be easier and more enjoyable.

The partnership between your ears, brain and hearing aids is fundamental to Oticon and is unrivaled in the hearing care industry.

#### Zoom in on what's important

With Free Focus, Ria2 hearing aids will zoom in on the sounds you want to hear, even as you move from walking to entering a meeting or social gathering. While you focus on speech, you will still receive valuable background sound information so you can switch focus if needed.

**FOCUS**

#### Adjusted to your personal hearing preferences

Ordinary hearing aids assume the same settings work for everyone. But no two people want to hear sounds the same way. This is because our brains interpret sounds differently. YouMatic can be adjusted to your personal listening preferences to give you a satisfying and natural listening experience.

**PERSONALISED**

## Getting more out of your hearing aids

Using ConnectLine with your hearing aids turns them into a wireless headset so you receive an undisturbed signal directly in your ears. This will make everyday activities like watching TV, listening to music or talking on the phone a lot easier.



Standard colours



Additional colours for selected styles

