

Ponto – The bone anchored hearing system from Oticon Medical

# An Introduction to the Ponto System





## A new beginning

Since 1904 Oticon has been committed to helping people who are hard of hearing – but in spite of excellent audiological research and impressive technology there is a large group of patients that we cannot help via traditional hearing aids – people with either a conductive/mixed hearing loss or single sided deafness.

However, the field of bone anchored hearing care has now reached a stage where we can merge a century of advanced sound processing with the pioneering work into direct bone conduction and bring bone anchored hearing systems to a totally new level. That is why Oticon Medical was formed – a team taking ideas further – to advance this patient group and provide them with the best possible quality of life.

In the past, bone anchored hearing systems may have been seen as radical treatment – an ‘if everything else fails’ scenario – a viewpoint contested by the 50,000 patients already wearing a bone anchored solution. As one voice they demonstrate unheard-of user satisfaction.



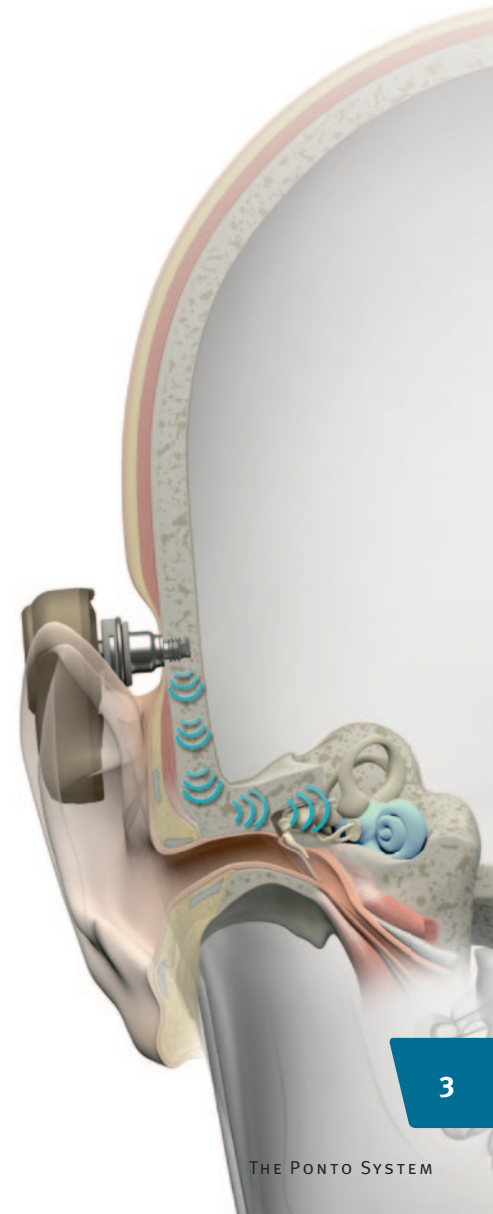
# It's time to bring more to bone anchored hearing systems

The fusion between the most experienced direct bone conduction experts and a world leading sound processing team has produced Ponto – the first bone anchored hearing system with an easy to operate computer fitting platform that will enable a precise match between patient and sound processor.

Ponto sound processors offer exceptional sound quality, improved aesthetics, user friendliness, and are designed with a focus on reliability. In addition to sound processors and accessories, the Ponto System also contains a broad range of implant components and surgical instruments aimed at achieving an optimal outcome for each patient.

The bone anchored treatment offers suitable patients a safe, simple and minimally invasive procedure that in many cases can be carried out under local anaesthesia.

It is time to move bone anchored hearing up to the next level and take those patients to a world where things sound closer to the way they are supposed to sound.



# Improving what's good

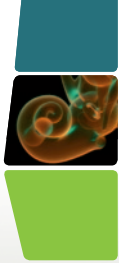
With our strong commitment to offer solutions for lifelong successful rehabilitation, the implant system plays a key role and is an area where we put significant focus.

The implant concept of Oticon Medical is designed to rest on proven technology while improving details to achieve an optimal anchoring of the implant in the bone as well as a problem-free soft tissue penetration.

## Osseointegration

The implant is self-tapping and based on the well documented Brånemark implant technology. Two circular micro-sized threads are placed at the lower side of the implant flange to reduce bone resorption and increase the implant-to-bone contact surface. The micro-sized thread concept is well documented and is successfully used in dental implant technology to improve the anchoring of the implant in the bone.





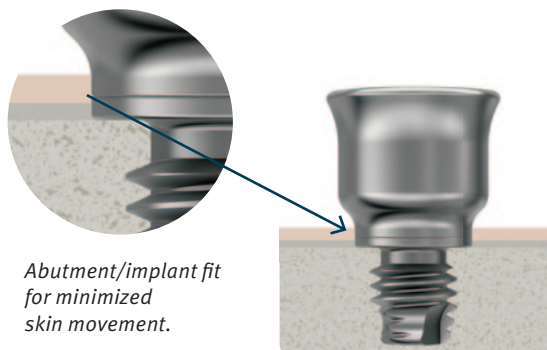
## Skin penetration

Two important factors behind skin irritation in the area surrounding the abutment are bacterial growth and movement of skin in relation to the abutment.

The implant and abutment have been designed to secure full support of the skin all the way to the abutment through a match between the outer diameters of the flange and abutment. Consequently there is no unsupported moveable skin on top of the flange, and movement of the soft tissue and skin against the abutment is minimized.

The conical fit between the abutment and implant offers a seal to prevent gaps for bacteria leakage and transfer in the interface of the two components.

Our focus has been to offer important improvements for patients and clinicians by bringing the development forward based on the clinical experience from the last 30 years of treatment with bone anchored hearing rehabilitation. During the development phase, clinical testing has focused on the bone anchoring and skin penetration resulting in a new implant and abutment as well as other component improvements.



*Abutment/implant fit for minimized skin movement.*



“Design is not just what it looks like and feels like.

Design is how it works.”

Steve Jobs, CEO, Apple Inc.



Our design marries function to aesthetics. We have prioritized user friendliness – for surgeons, audiologists and wearers – this means the Ponto product family improves existing abutment design, sound processor design, sound quality and fitting flexibility.

We think of user friendliness in two terms – functional and emotional. We are strong believers in user driven innovation and development, for that reason every part of our product system has been carefully prototyped, reviewed, tested and modified if needed.

The Ponto sound processor was designed not to disturb but to follow the natural lines of the ear. Colors were picked to match skin and hair tones. Ergonomics have been in focus and resulted in an easy to locate and operate push button for program selection and for muting the processor.

Both test patients, test surgeons and test audiologists cited reliability as a key feature – nothing is more upsetting than mechanical breakdowns resulting in repairs and stress for the patient who must endure a period with a replacement processor or even without a processor at all.

To resist the wear and tear of everyday use, Oticon Medical has improved the key components in the bone anchored system – the design of the implant to interact in an optimal way with the bone and the soft tissue, the durability of the coupling to withstand endless ‘click on click off’ by assuring that the forces are not transferred to the vital parts inside the processor.





# There is more to sound than just sound...

Numerous studies closely link sound quality to quality of life. Poor amplification strategies yield bad speech in noise understanding, dated technology confuses the wearer's senses and bad instrument fittings distort important hearing experiences beyond recognition just to mention a few sources of frustration – a direct pathway to loss of mobility and loss of social skills.

**Ponto is based on the most advanced sound technology in the world – the Oticon RISE™**

– a computer chip dedicated to fidelity. This multi core chip has revolutionized sound processing, working at a whopping broadband speed it outperforms all other hearing instrument chips.

The Ponto System has two sound processor models – Ponto and Ponto Pro. Both models contain advanced sound processing features. Ponto Pro offers additional features never seen before in the world of bone anchored hearing systems such as: Automatic Multiband Adaptive Directionality, Tristate Noise Reduction and Learning Volume Control. Key features aimed at helping patients with either a conductive/mixed hearing loss or single sided deafness.

Basically all the advanced audiological concepts are not designed to replace the wearer's hearing ability but to support it – and if the advanced features do not apply the audiologist can turn them off.

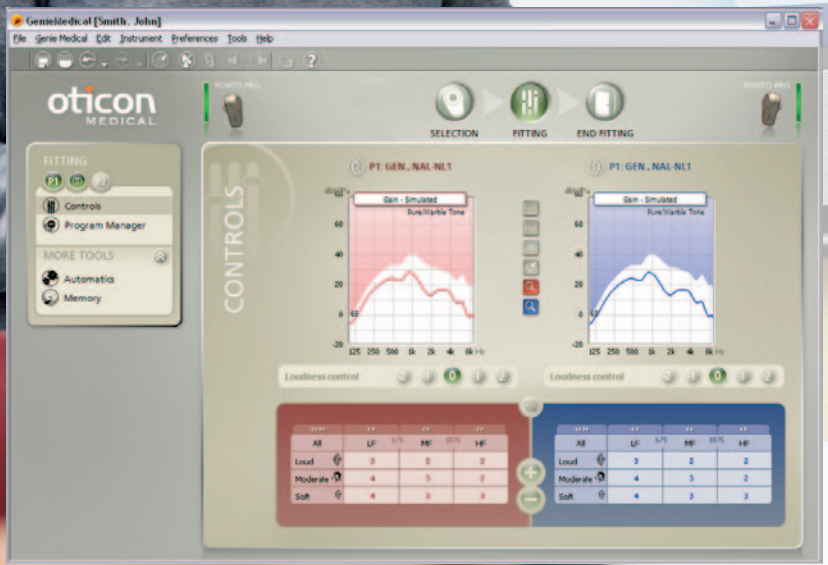


# A sounder fit

We believe even the best sound processor needs a diligent fitting to the wearer. No hearing loss or sound preference is alike and no patient deserves a setting based on an average.

In our opinion, an individualized fitting is the cornerstone of any successful treatment – it is in the intersection between surgeon, audiologist, instrument and patient that the optimum match is found.

The Ponto product family is the first ever bone anchored instrument offering a fully digital fitting platform. Our easy-to-operate software, Genie Medical, is built on the Oticon Genie software that for years has been the benchmark of the hearing aid industry. It runs seamlessly on all computers and has a comprehensible access to audiograms, trimmers and program settings.





## Who may benefit?

### Conductive or mixed hearing loss

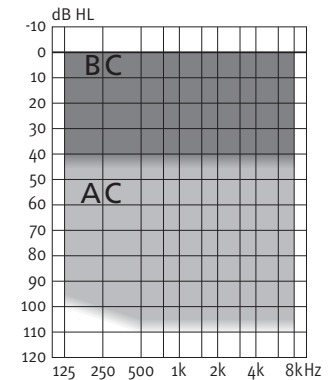
Patients with a conductive or mixed hearing loss who can still benefit from amplification of the sound may be candidates for a bone anchored hearing system.

The Ponto and Ponto Pro sound processors are indicated for patients with a pure conductive hearing loss, or a mixed hearing loss with pure tone average bone conduction (BC) threshold for the indicated ear that is better than 45 dB HL (measured at 0.5, 1, 2 and 3 kHz). Typically these patients cannot be satisfactorily treated with conventional hearing aids, and they may have gone through surgery intended to restore the hearing without success, often on several occasions.

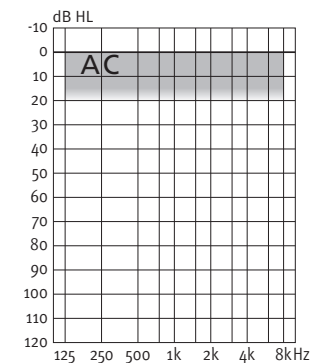
*Note: The patient should always be able to try the sound processor on a test band or test rod to evaluate the benefit before going through the implant surgery. A maximum speech discrimination score better than 60 % when using a phonetic balanced word list is recommended, but an additional individual evaluation of the patient must also be made based on his or her individual needs. For detailed information about indications, cautions and contraindications, please consult the Audiological Manual.*

### Unilateral sensorineural deafness (single sided deafness)

Patients who have a profound sensorineural hearing loss in one ear and normal hearing in the opposite ear may be suitable candidates for a bone anchored hearing system. The sound processor is then placed on the deaf side, picking up sound and transferring it to the patient's functioning cochlea. The pure tone average air conduction (AC) threshold of the hearing ear should then be better than 20 dB HL AC (measured at 0.5, 1, 2 and 3 kHz).



Fitting range for conductive or mixed hearing loss (BC-values).



Fitting range for single sided deafness (AC-values for the hearing side).

# Features



Features	Ponto Pro	Ponto
10 channel frequency response shaping	Yes	Yes
Multiband Adaptive Directionality	Automatic	Manual
Tri-state Noise Reduction	Yes	-
Data logging	Yes	-
Learning Volume Control	Yes	-
Wind Noise Reduction	Yes	Yes
Output AGC	Yes	Yes
Up to 4 programs	Yes	Yes
Volume Control	Yes	Yes
Start-up delay	Yes	Yes
Mute/stand-by function	Yes	Yes
Low battery warning	Yes	Yes
Telecoil/DAI/FM input	Yes	Yes
Fitting software, Genie Medical	Yes	Yes
Styles available	Left and right	Left and right
Color palette	Chroma Beige Mocca Brown Diamond Black	Chroma Beige Mocca Brown Diamond Black

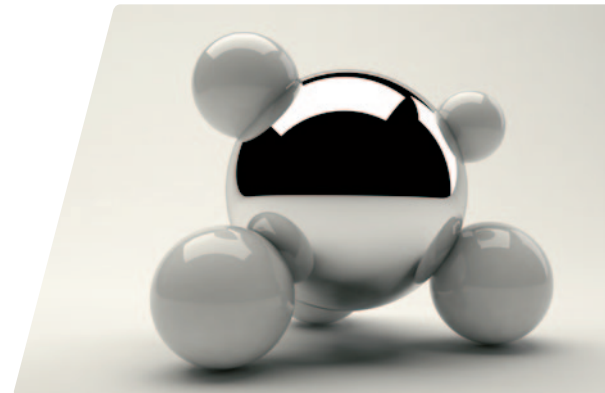
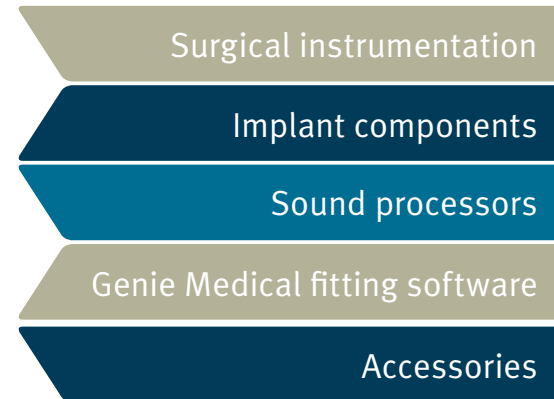


The launch of the Ponto System marks a new beginning in bone anchored hearing systems – an advanced product platform designed to improve the life of patients, surgeons and audiologists. The wide product program is supported by an extensive portfolio of surgical instruments and accessories.

Oticon Medical is bringing a full line of services and products to the market: Ponto – conceived by specialists, fitted by experts and worn by people.

For more information see  
Oticon Medical product catalog  
or visit

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





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