

The New Oticon Power Line-up

Oticon, Inc.
www.pro.oticonusa.com

Hear Every Moment
Hear every moment of your life.

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Course Objectives
After this course, participants will be able to...

- list the similarities and differences in features between Dynamo, Sensei SuperPower and Plus Power.
- describe the differences between frequency composition and the other frequency lowering options in the marketplace.
- explain how to manage patients being fit with new signal processing concepts.

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The Next Step In the Oticon Legacy

A long history of making high-quality power instruments.

The timeline shows three stages of Oticon hearing instruments: Sumo DM (2005), Chili/Safari SP (2010), and New Power Line (2015). Each stage is represented by a colored box containing an image of the respective hearing aid. A large black arrow points from left to right, indicating the progression of time and technological advancement.

2005 2010 2015

Sumo DM Chili/Safari SP New Power Line

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Prevalence of severe-to-profound hearing loss

The infographic displays 16 human icons arranged in three rows (10 in the first two rows, 6 in the third). A pink box on the right states "1,165,00 people in USA". The source "Mark Track (2008)" is noted at the bottom right.

1,165,00
people in USA

Mark Track (2008)

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Challenges in Severe-to-Profound Hearing Loss

The diagram shows two text boxes on the left: "Limited access to high frequency sounds" and "Reliant on temporal cues". A large pink arrow points from these boxes to a central pink box on the right that contains the text "Completely dependent on hearing instruments and may be reluctant to change".

Limited access to high frequency sounds

Reliant on temporal cues

Completely dependent on hearing instruments and may be reluctant to change

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BrainHearing™

Same processes as mild-moderate losses but...

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stronger together

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BrainHearing™
Power Users

Limited access to high frequency sounds

Rely on temporal cues

Completely dependent on hearing instruments and can be reluctant change

Poor signal-to-noise ratio

SPEECH RESCUE

SPEECH GUARDEE

VOLUME

SIGNAL NOISE MANAGEMENT

FREE FOCUS

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Oticon Dynamo

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Full access to sound

Every speech cue counts

Personalization

139 dB SPL/78 dB

Speech Rescue™ + Speech Guard E

+ Speech Rescue™

+ Inium Sense feedback shield^{SP}

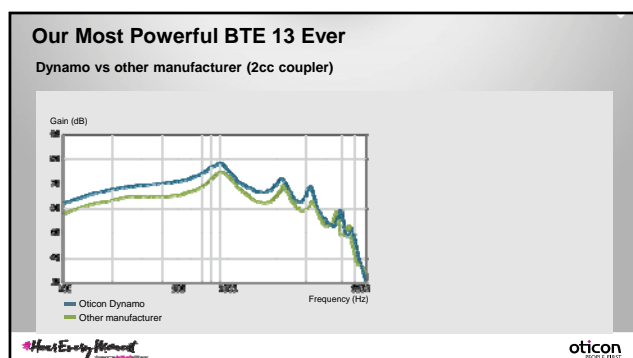
+ YouMatic for Super Power

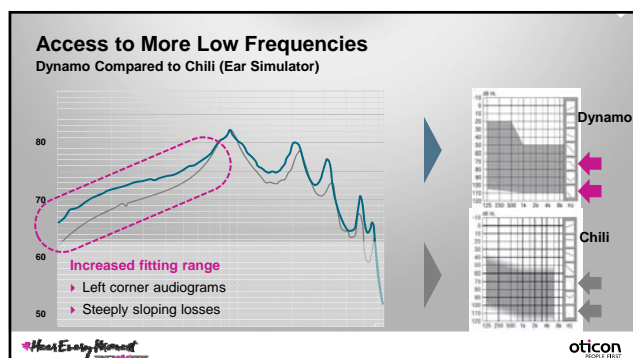
+ Bimodal fitting protocol

=

Oticon *Dynamo*








Speech Guard E

Benefits

What does it mean for your patient?

- Gives the patient **more speech details** than ever before
- Helps the patient to **perceive speech more clearly** to support engagement in conversations
- Supports the patient's brain in making sense of sound



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Hearing • Speech • Balance


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HEARING • SPEECH • BALANCE

Speech Rescue™

Benefits

What does it mean for your patient?

- Gives the patient the **audibility** to hear more speech sounds
- **Hearing high frequency sounds**, such as "s" and "th"



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Hearing • Speech • Balance


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HEARING • SPEECH • BALANCE

DSE

Benefits

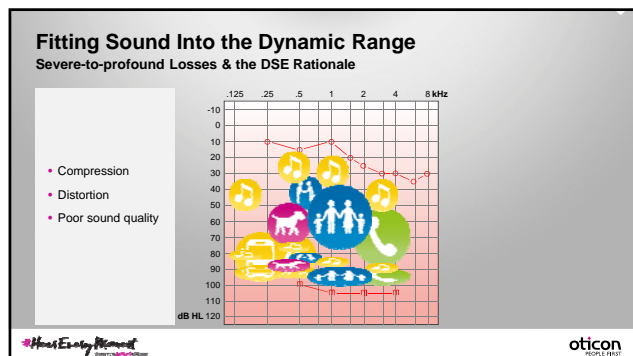
What does it mean for your patient?

- Takes into account the special needs of a Power User
- Prescribes more linear gain
- A good starting point with possibility for fine-tuning



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Inium Sense feedback shield^{SP}

Benefits

What does it mean for your patient?

- Prevents feedback while preserving high sound quality
- Give hugs without annoying whistling
- Makes phone conversations easier

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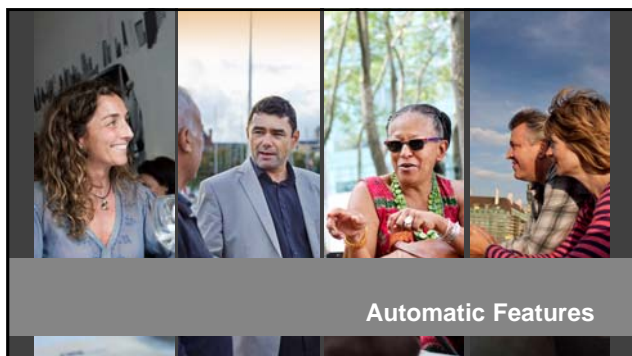
YouMatic for Super Power to Support Transitioning

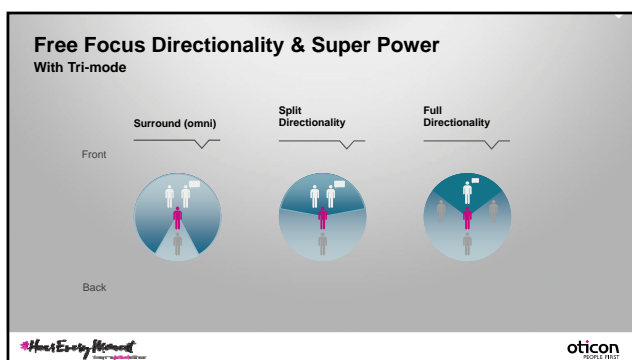
Benefits

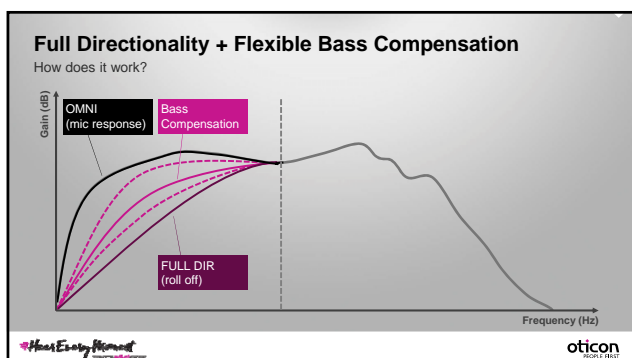
What does it mean for your patient?

- A listening experience customized to the patient's personal sound preferences
- Patient involvement for smoother transitioning to new hearing aid

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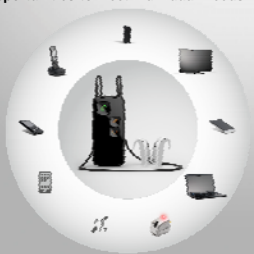
Special Purpose Listening Programs

| Music | Lecture | Conversation in Noise | Comfort in Noise |
|---|--|---|--|
| <ul style="list-style-type: none"> Optimize listening to music | <ul style="list-style-type: none"> Optimize speech understanding when attending a lecture | <ul style="list-style-type: none"> Optimize speech understanding in noisy environments | <ul style="list-style-type: none"> Make the user comfortable in noisy surroundings Keep the user aware of the surroundings |
| | | | |

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ConnectLine

More Opportunities to Meet Individual Needs

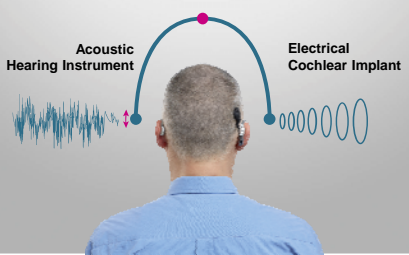


- Power users can be extra sensitive to noisy listening situations
- ConnectLine brings the signal directly to the instruments for improved S/N

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Bimodal Fitting Protocol

Balancing Two Technologies...



Acoustic Hearing Instrument Electrical Cochlear Implant


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Bimodal Fitting Protocol

Benefits

What does it mean for your patient?

- Optimized sound and music experience with both acoustic and electric input
- Higher quality of life in social activities
- Improved ability to hear speech in noise
- Better sound localization skills



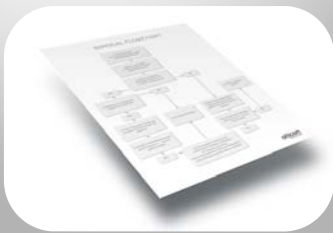
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The Oticon Bimodal Flowchart

Implemented in Genie 2015.2


- New fitting protocol for bimodal balance
- Developed by experts at Boys Town Research Hospital



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The Dynamo instrument



Battery door

Push Button

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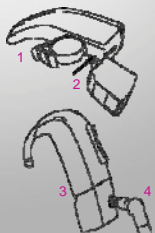






Programming with cable

1. Insert battery 13
2. Attach programming shoe
3. Close the battery door
4. Insert cable #3



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Power by Oticon

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Since 1978

Push button for program shift

Binaural fitting

Push on RIGHT side:
Switches forward

Push on LEFT side:
Switches backwards



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Power by Oticon

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Since 1978


FEATURE OVERVIEW

Dynamo

| | SP10 Premium | SP8 Advanced | SP6 Essential | SP4 Basic |
|--|--------------|--------------|---------------|-----------|
| Accessing speech details | | | | |
| Tunes to sound | + | + | + | + |
| Speech Memory SM | + | + | + | + |
| Instant Sound Feedback system SM | + | + | + | + |
| Personalizing to individual preferences | | | | |
| Maximal fine tuning options | + | + | + | + |
| Steady | + | + | + | + |
| Clarity | + | + | + | + |
| Clear | + | + | + | + |
| Relaxed | + | + | + | + |
| Comfort in noisy situations | | | | |
| Personal Noise Management | + | + | + | + |
| Transient Noise Management | + | + | + | + |
| Tailored Noise Management | + | + | + | + |
| Binaural Synchronization | + | + | + | + |
| Binaural Coordination | + | + | + | + |
| Basic Noise Management | + | + | + | + |
| Focus on speech understanding in noise | | | | |
| Speech Drive mode | + | + | + | + |
| Multi-band adaptive Dr | + | + | + | + |
| Ti Mode | + | + | + | + |
| Peak Dr | + | + | + | + |
| Dual Mode | + | + | + | + |
| Overheated Dr | + | + | + | + |
| Connecting to the world | | | | |
| Phone calls | + | + | + | + |
| Music following | + | + | + | + |
| Remote Listening Programs | + | + | + | + |
| Voice Priority 2 nd | + | + | + | + |
| Wireless connectivity | + | + | + | + |
| Optimizing fitting | | | | |
| Easy RECO SM | + | + | + | + |
| Frequency bands | + | + | + | + |
| On-Site Customization | + | + | + | + |
| Overall hardware fitment | + | + | + | + |
| Data logging | + | + | + | + |

Oticon Dynamo
BrainHearing™ for Power Users


- Our highest output ever in a BTE13 SP
- Innovative access to the inaudible frequencies
- More speech details than ever before
- Effective feedback control
- A unique personalized fitting to ease the transition into new technology
- Fitting flow for bimodal balance



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Hear the world as it really is.

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Plus Power



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BTE13 Plus Power
A part of Performance Line



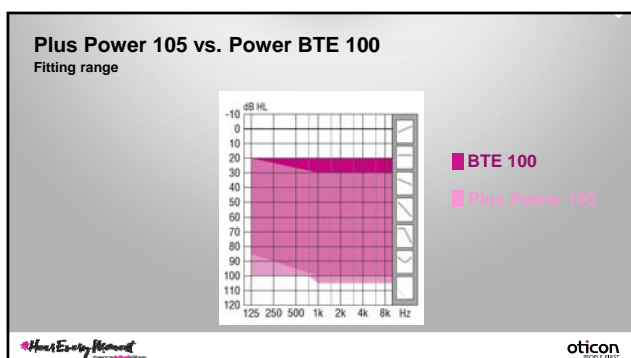
ALTA2
RIA2
NERA2

Overview

INLUM Oticon Brainhearing Technology

| | | | |
|-------------------------------|---------|----------|-----------|
| Speech Guard E | • | | |
| Binaural Noise Management | • | | |
| Spatial Sound | Premium | Advanced | |
| VAC+ with Soft Speech Booster | • | • | |
| YouMatic | Premium | Advanced | Essential |
| Free Focus | Premium | Advanced | Essential |
| Inium Sense feedback shield | • | • | • |
| | Alta2 | Nera2 | Ria2 |

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Plus Power

New case design

| | |
|-------------------------------|---------------------------------------|
| Directional-microphones | DAIFM adaptor |
| Double push-button | Auto-phone magnet |
| Tamper-resistant battery door | Standard & child hook damped/undamped |
| 13-size battery | Telecoil inside |

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Plus Power



Reliable for everyday use

Robust & made to last

Nano-coated material








Dust & water resistant = IP-58



Colour range

Choosing your favorite look

94 Titanium

90 Chrome Ridge



99 Chestnut Brown

44 Silver

98 Silver Gray

92 Steel Gray

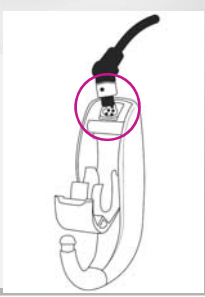
63 Diamond Black






Programming BTE PP


Connecting to Genie 2015.2

- Wireless
- Cable #3



Expanding our Pediatric line – Sensei & Sensei SP
Bringing our mission to life



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Full access to sound 139 dB SPL/78 dB (2cc)
Inium Sense feedback shield^{SP}

Every speech cue counts Speech Rescue™
Speech Rescue™ and Speech Guard E

Secure and reliable LED, IP58 and hypoallergenic
Bimodal fitting protocol




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BrainHearing™
Inium Sense Technology

Meeting Highest Safety and Reliability Standards

- Tamper Resistant Battery Doors, LED, IP58 Classification and Hypoallergenic Materials

Gives the child secure and reliable hearing aids

- Keeping batteries away from curious fingers
- Give peace of mind to parents and caregivers
- Be ready for an active day outside
- Be free of allergens



Sensei SP

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Sensei Super Power Color Options



Sensei SP

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Sensei SP Features Overview: 2 Price Points

| | | |
|---|---|--|
| Speech Guard II - Adaptive compression system | + | |
| Advanced Speech Enhancement - Automatic features | + | |
| Hi Mode - Automatic directivity | + | |
| Sensei SP Tinnitus - Connect ear model to tinnitus indicator | + | |
| Wind Noise - Directionally microphones | + | |
| Adaptive Directivity - Up to four noise sources | + | |
| Audio Management - Automatic | + | |
| Speech Rescue - Frequency compression | + | |
| Active Noise Reduction - Anti-feedback system | + | |
| SoundShielding protocol - Developed by experts | + | |
| EasyRECD - Real-time processing | + | |
| Voice Privacy - Adaptive privacy | + | |
| Status Indicator - LED status indicator | + | |
| ConnectLine - Wireless connectivity | + | |

Sensei SP Pure

Sensei SP

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Comparing the Three New Power Products






Overall Description

| Dynamo | Plus Power | Sensei SP |
|---|--|--|
| <ul style="list-style-type: none"> 139 dB SPL MPO Introduces Speech Rescue™ DSE Rationale (Personalization) 4 Levels of Technology Analog-style Volume Wheel | <ul style="list-style-type: none"> 133 dB SPL MPO Compact and Discreet Performance Line Features (Alta2, Nera2, Ria2) Broad Frequency Response 6 Levels of Technology | <ul style="list-style-type: none"> 139 dB SPL MPO Speech Rescue™ EasyRECD™ Visual Indicator (LED) Safe for Children Pediatric Colors 2 Levels of Technology |

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Powerful Solutions for Every Need


A Diverse Portfolio of Power Instruments (2cc measures)

| ITE Power 127 dB SPL | RITE Power 125 dB SPL | Plus Power 133 dB SPL | Dynamo/SenseISP 139 dB SPL | SUMO DM 140 dB SPL |
|---|---|---|---|---|
| Fitting range | Fitting range | Fitting range | Fitting range | Fitting range |
|  |  |  |  |  |

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Powering Your Potential

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News in Genie 2015.2



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Personal Profiles

Preference Manager Hearing Loss Dependent



REFERENCE MANAGER
Your previous fitting, incorporating the client's sound preferences, are combined with hearing loss, age and experience to help select the best Personal Profile.

If using sound device, begin by playing the reference sound device while adjusting the loudspeakers until your client perceives the volume to be comfortable.

Effect I want my hearing instrument to:

| | | | |
|--|------------------------------|--|--|
| Make sounds as loud as possible without distortion | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Only Slightly |
| Cancel out background noise | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Only Slightly |
| Cancel out low frequency sounds | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Only Slightly |
| Cancel out high frequency sounds | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No | <input type="checkbox"/> Only Slightly |

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Adjusting Bass Compensation in SP Instruments

OFF to MAX

Compensation level:

- Off – 0%
- Min – 25%
- Moderate – 50%
- Max – 75%

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Automatics Manager in SP instruments

Personalization for users with severe-to-profound hearing loss

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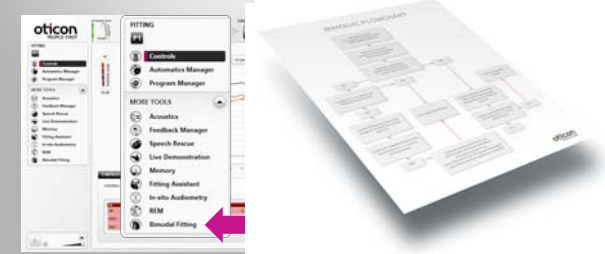
Automatics Manager in Dynamo and Sensei SP

Noise Management in 3-steps

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Bimodal fitting

Guidelines Available in Dynamo & Sensei SP



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Hear the difference

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HEAR THE DIFFERENCE

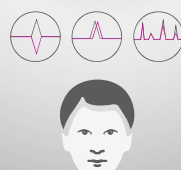
Oticon Counseling Tools

What happens to eCAPS?



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Hear the difference

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HEAR THE DIFFERENCE



Core Feature

Inium Sense feedback shield/SP

Benefits of Inium Sense feedback shield/SP...

- Prevents feedback while preserving high sound quality
- Makes phone conversations easier
- Can hug without annoying whistling
- Confidence in the integrity of the system
- No more embarrassing situations
- Enjoying everyday life without being reminded of wearing hearing instruments in special moments of life



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Solving the Paradox

takes careful balancing of 3 factors

At Oticon we preserve all 3 factors

Free of Feedback

A system that prevents whistling

Sound Quality

Keeping the signal free of distortions, clicks and other artifacts

Audibility

Full, appropriate gain is crucial to audibility, so sufficient amplification must be ensured at all times to hear well and understand speech

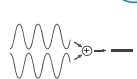
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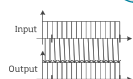
Inium Sense feedback shield

Same 3 technologies applied to help prevent feedback and together provide a stable system

1 Phase inversion



2 Frequency shift

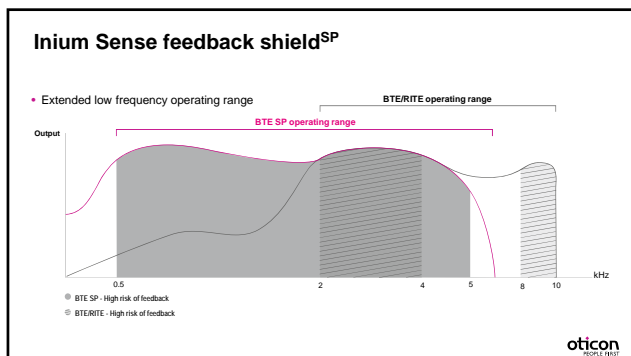


3 Gain control



Have Every Moment

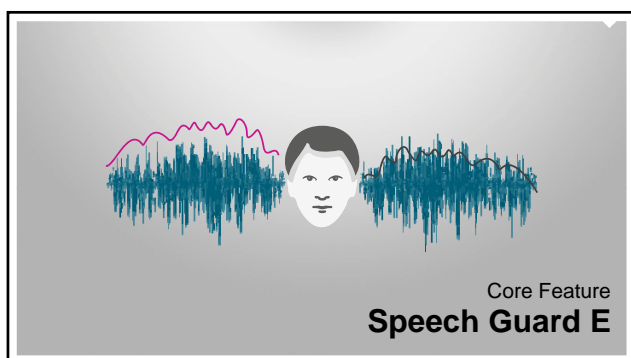
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Oticon's Anti-Feedback system


| | Performance Line | | | Super Power | | | | Paediatrics | |
|--------------------------------|------------------|-------|------|-------------|------------|------------|------------|---------------|-----------|
| | Alta2 | Nera2 | Ria2 | Dynamo SP10 | Dynamo SP8 | Dynamo SP6 | Dynamo SP4 | Sensel SP Pro | Sensel SP |
| Inium Sense feedback Shield | ● | ● | ● | | | | | | |
| Inium Sense feedback Shield SP | | | | ● | ● | ● | ● | ● | ● |

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Benefits of Speech Guard E...

- Supports the client's brain in making sense of sound for increased speech understanding
- Helps the client to perceive speech more clearly to support engagement in conversations
- Improved speech understanding in complex environments
- Helps deliver the natural sound information needed to improve speech understanding
- Preserves the fine details of sound – from soft to loud – making them audible, comfortable and clear
- Improves client's ability to complete complex auditory tasks

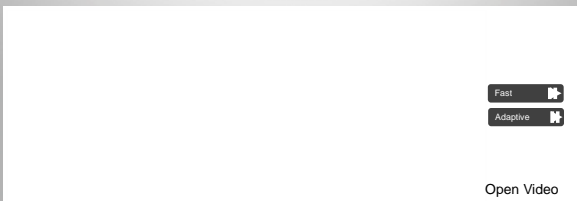


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Adaptive vs. Fast compression

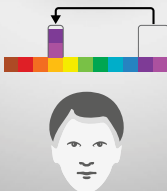
Speech Guard E



Open Video

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Core Feature
Speech Rescue™

Benefits of Speech Rescue™...

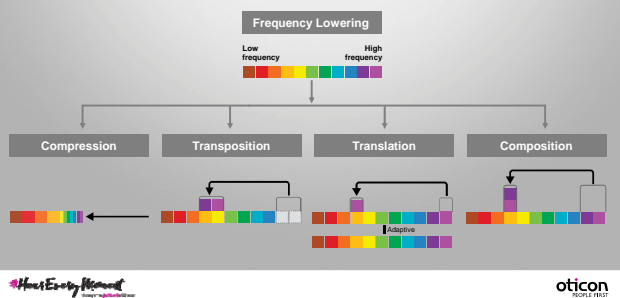
- Offers audibility of the entire speech spectrum
- Hearing high frequency sounds, such as "s" and "th", help to increase speech understanding
- Supports the patient's brain in making sense of sound for increased speech understanding
- Allows the patient access to more speech details
- Allows the patient the audibility to hear more speech sounds
- Helps the patient to perceive speech more clearly to support engagement in conversations



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Hearing by Design

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HEARING BY DESIGN

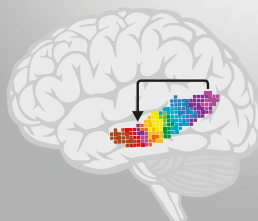
Frequency lowering technologies



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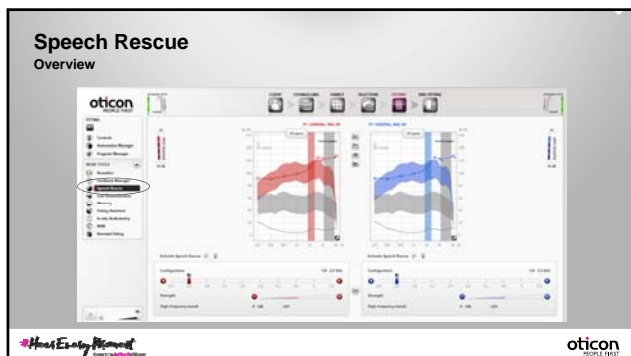
What is Speech Rescue? Copy and Keep

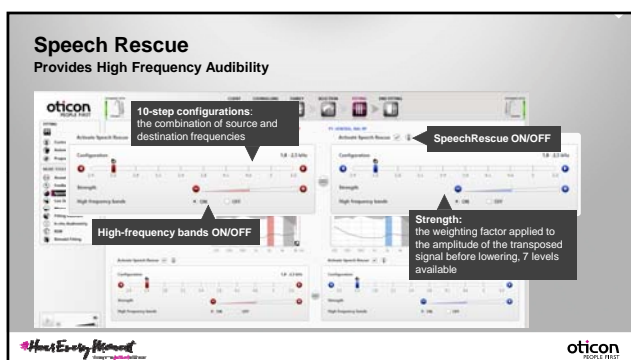


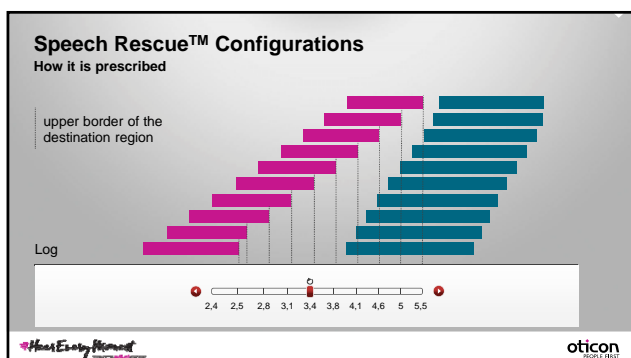
Oticon's **precise** approach to frequency composition **KEEPS** the high frequencies and **COPIES** them to the mid frequency regions.

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Hearing by Design

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HEARING BY DESIGN







Default settings in Genie

| Children | Adults |
|---------------|---------------|
| • Default OFF | • Default OFF |

Prescribed settings can be seen even when Speech Rescue is not activated

Activate Speech Rescue ☐

Configuration: 2.4 - 3.4 kHz

Strength:

High frequency bands: ☐ ON ☒ OFF

Activate Speech Rescue ☒

Configuration: 2.4 - 3.4 kHz

Strength:

High frequency bands: ☐ ON ☒ OFF

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Ensuring maximum speech details

Oticon unique offering: Speech Guard E & Speech Rescue

Speech Rescue and Speech Guard E

Open Video

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Benefits of Speech Rescue™ & Speech Guard E...

- Offers patients the most natural sounding hearing instruments
- Supports the patient's brain in making sense of sound for increased speech understanding
- Gives the patient more speech details
- Gives the patient the audibility to hear more speech sounds
- Hearing high frequency sounds, such as "s" and "th", helps to increase speech understanding
- Helps the patient to perceive speech more clearly to support engagement in conversations

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The New Oticon Power Line-up

NIH
Sound
Treat

oticon
BrainHearing™
technology

133 dB SPL / 67 dB
139 dB SPL / 76 dB
139 dB SPL / 76 dB

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Hear the world as it is

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