

Saturday, May 21, 2016

## Open Up to the World

A Quantum Leap Forward

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oticon  
PEOPLE FIRST



## OPN Paradigm Shifts

- Open Sound
- Deliver On Promise of BrainHearing
- World's First Dual Communication System
- World's First Internet-Connected Hearing Aid



SO36

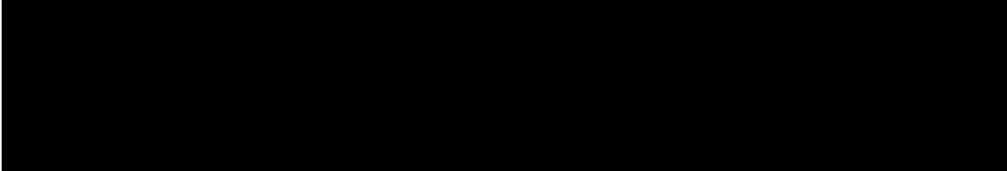
  
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## Polling Question



According to a recent 2016 Harris poll, what percent of those identified as having hearing loss indicated that they use more effort to listen and comprehend than those without hearing loss?

- A. 25%
- B. 45%
- C. 65%
- D. 85%



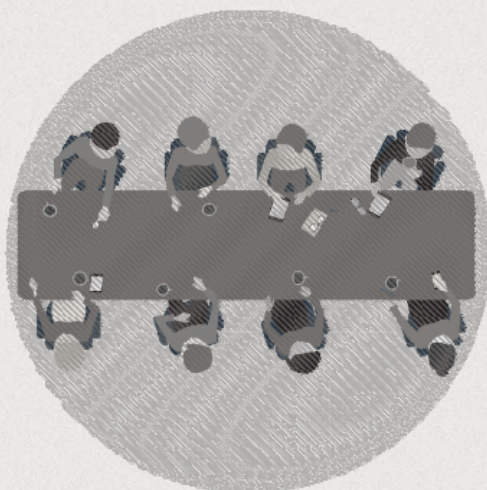


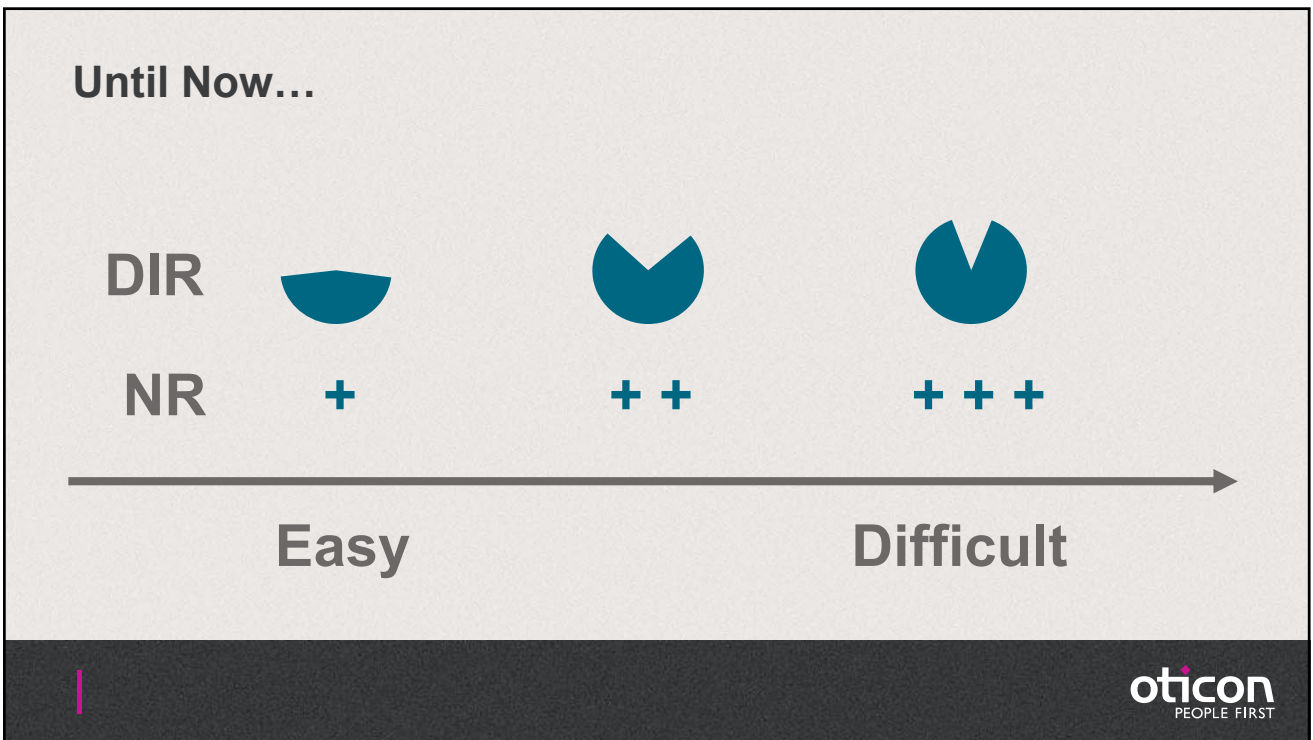
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- D. **85%**

## The Biggest Challenge in Hearing Care







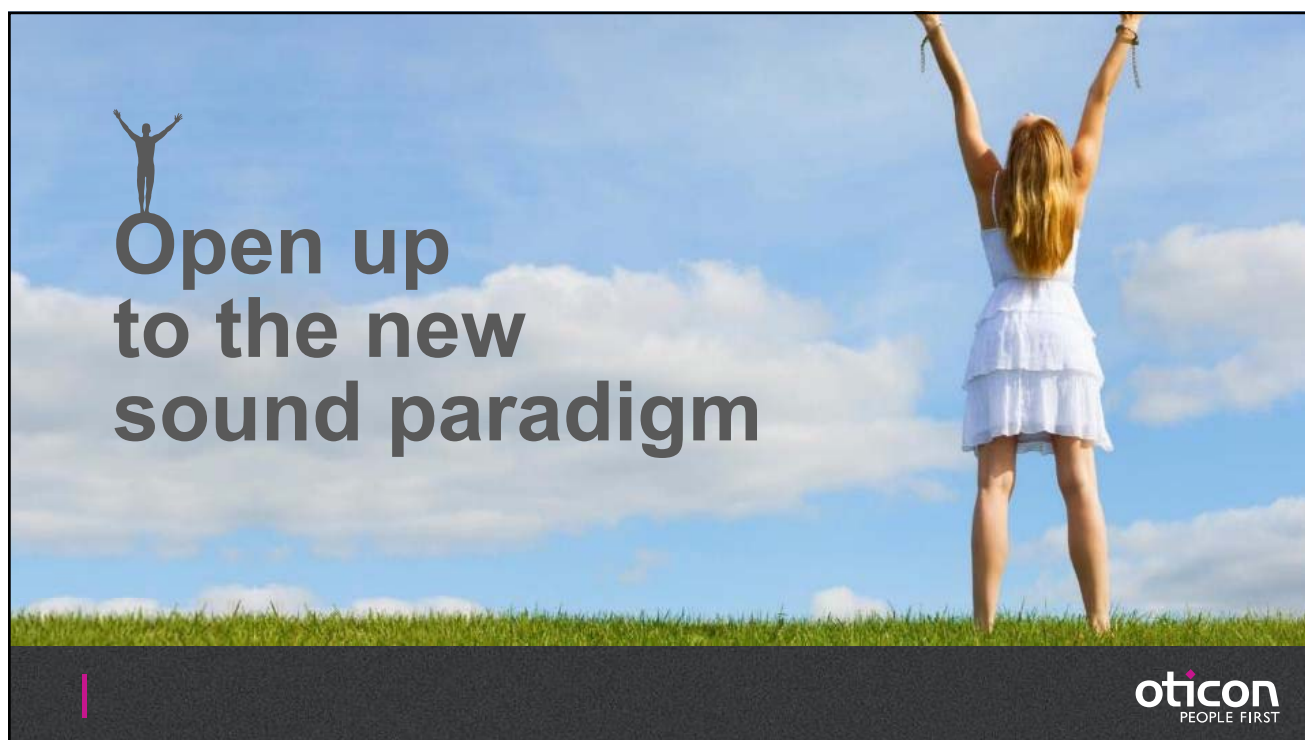
## Problem Unsolved...




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**When you close  
down sounds you  
close down life**



**oticon**  
PEOPLE FIRST





A close-up photograph of a human hand, palm facing up, holding a very small, square, gold-colored microchip between the thumb and index finger. The background is a soft, out-of-focus gradient.

## Groundbreaking Velox™ Platform

The Oticon logo, featuring the word "oticon" in a lowercase sans-serif font with a small pink dot above the 'i', and the tagline "PEOPLE FIRST" in a smaller, uppercase sans-serif font below it.A short, vertical pink line.

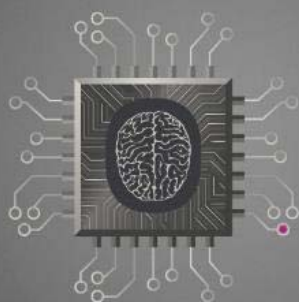
## Aurora RF3 C

A technical diagram of the Aurora RF3 C hearing aid. It shows a side profile of the device with several vertical lines and small squares indicating internal components or measurement points. The diagram is set against a black background with a pinkish-brown border.A short, vertical pink line.



## Groundbreaking Velox™ Platform

Power & Speed



50 times faster

TwinLink™

64 frequency channels

New  
Oticon Opn™



oticon  
PEOPLE FIRST

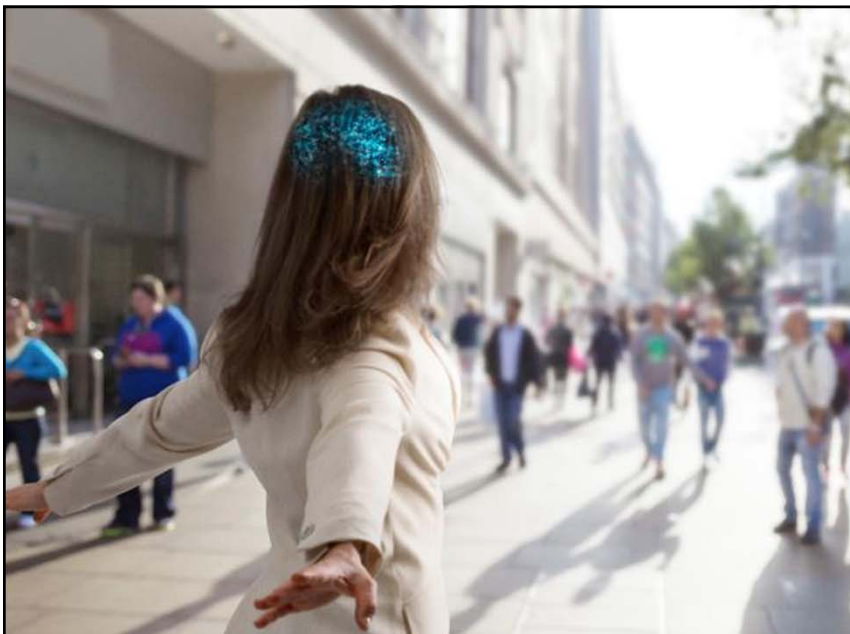
CLOSED




OPEN



oticon  
PEOPLE FIRST



**A True  
BrainHearing™  
Solution**



**oticon**  
PEOPLE FIRST

**SO38** **Opn Delivers**

**20%**  
LESS LISTENING EFFORT

**\*Compared to Alta2 Pro**

**oticon**  
PEOPLE FIRST





SO40

## Opn Delivers

# 20%

REMEMBER  
MORE CONVERSATIONS

\*\*Individual benefit may vary depending upon  
instrument prescription

**oticon**  
PEOPLE FIRST

SO39

## Opn Delivers

# 30%

BETTER  
SPEECH UNDERSTANDING

\*Compared to Alta2 Pro

**oticon**  
PEOPLE FIRST



\_\_\_\_\_

\_\_\_\_\_

SO39

**Opn Delivers**

**20%**  
**20%**  
**30%**

**\*Compared to Alta2 Pro**

**oticon**  
PEOPLE FIRST

**HOW DO WE  
OPEN UP TO  
THE WORLD?**

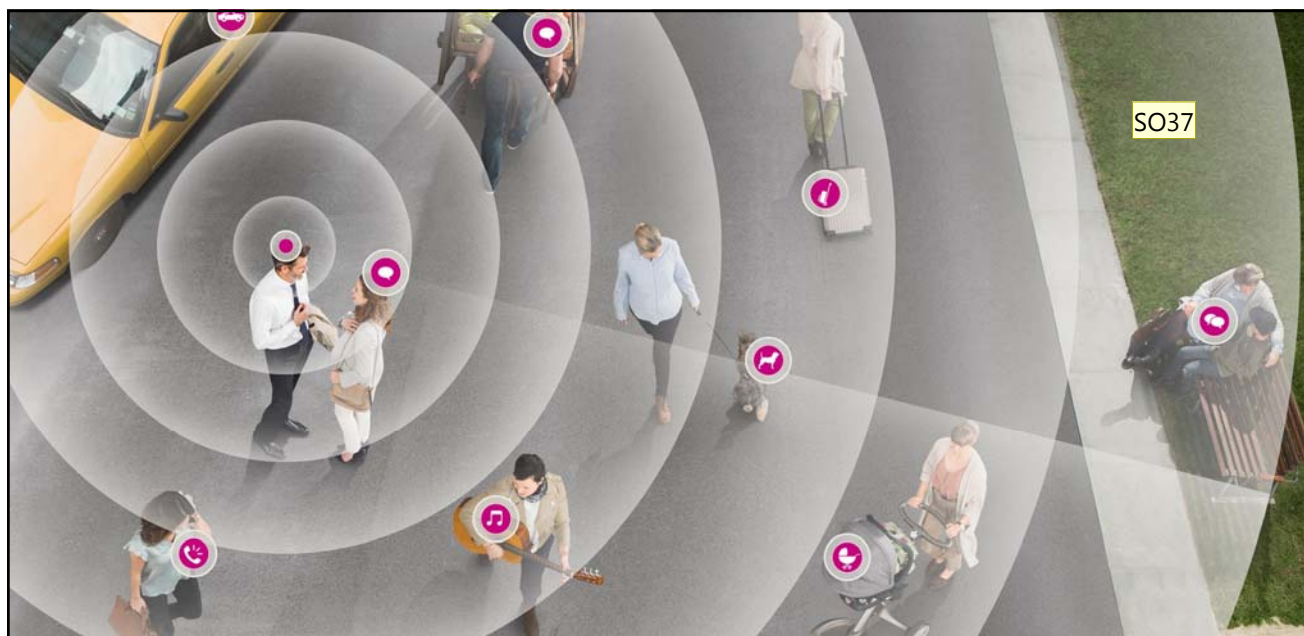
  
OpenSound Navigator™

Introducing the  
**Open Sound Navigator**

**oticon**  
PEOPLE FIRST



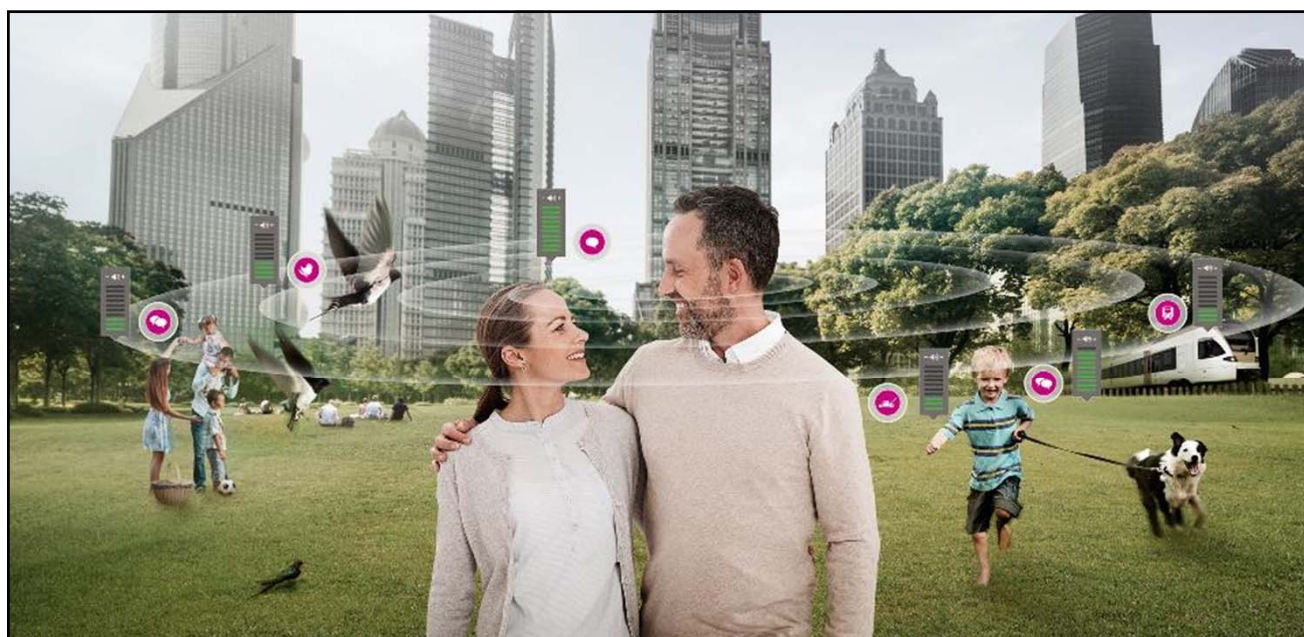




**Step 1** Scans the sound environment more than 100 times/sec to analyze the nature of the setting

OpenSound Navigator™

**oticon**  
PEOPLE FIRST



**Step 2** Adjusts sound sources to deliver a full sound picture in perfect balance

OpenSound Navigator™

**oticon**  
PEOPLE FIRST








**Step 3** So fast it can even attenuate noise between words

OpenSound Navigator™

**oticon**  
PEOPLE FIRST



OpenSound Navigator™ + Spatial Sound LX = An Open Sound Experience

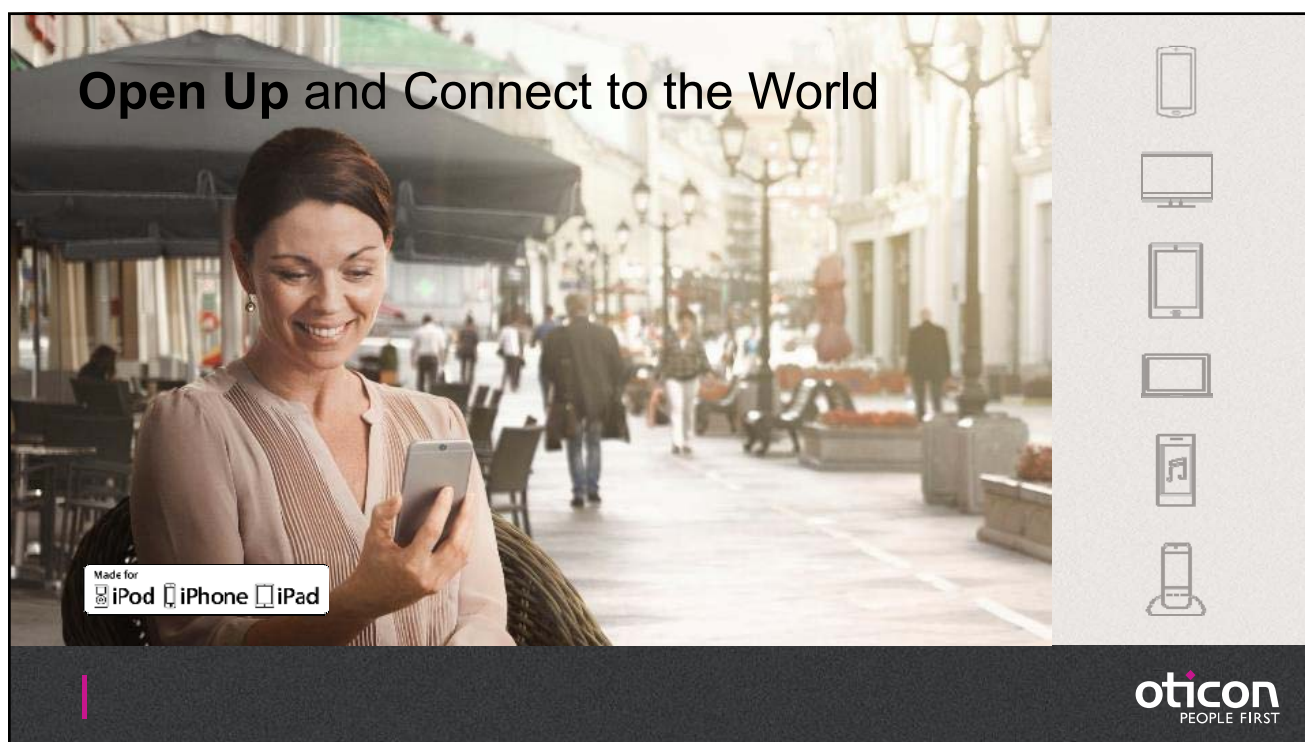
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TwinLink  
NFMI + 2.4 GHz

For the first time ever,  
a hearing aid with two communication systems

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Open Up and Connect to the World

Made for  
iPod iPhone iPad

oticon  
PEOPLE FIRST



## The World's First Internet-connected Hearing Aid

Connect to your home security system

Connect to your smart devices

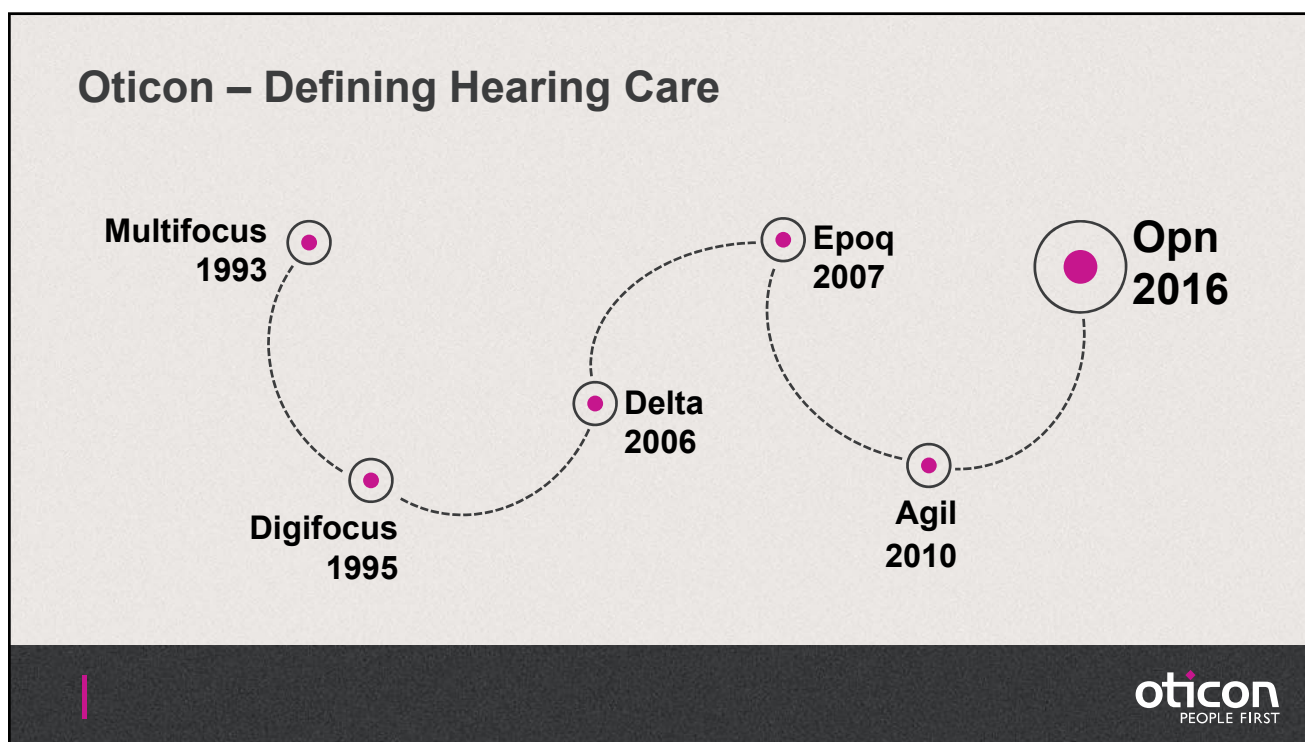
Connect to kitchen devices

Connect to your TV, radio and PlayStation

Connect to electricity and thermostat controllers

Connect to your car

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PEOPLE FIRST





**Open up to the world**

