

# The New Open Sound Paradigm: Why it Matters

Søren Nielsen  
President of Oticon A/S

**oticon**  
PEOPLE FIRST

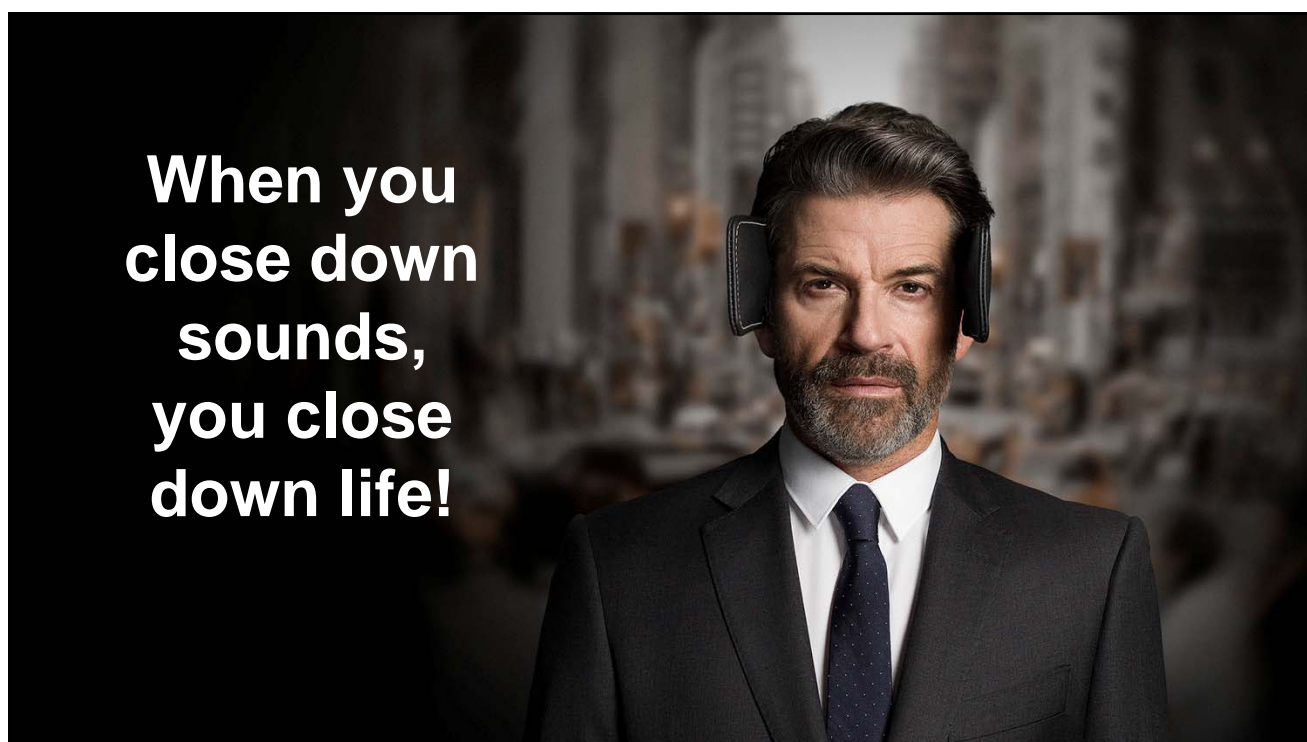
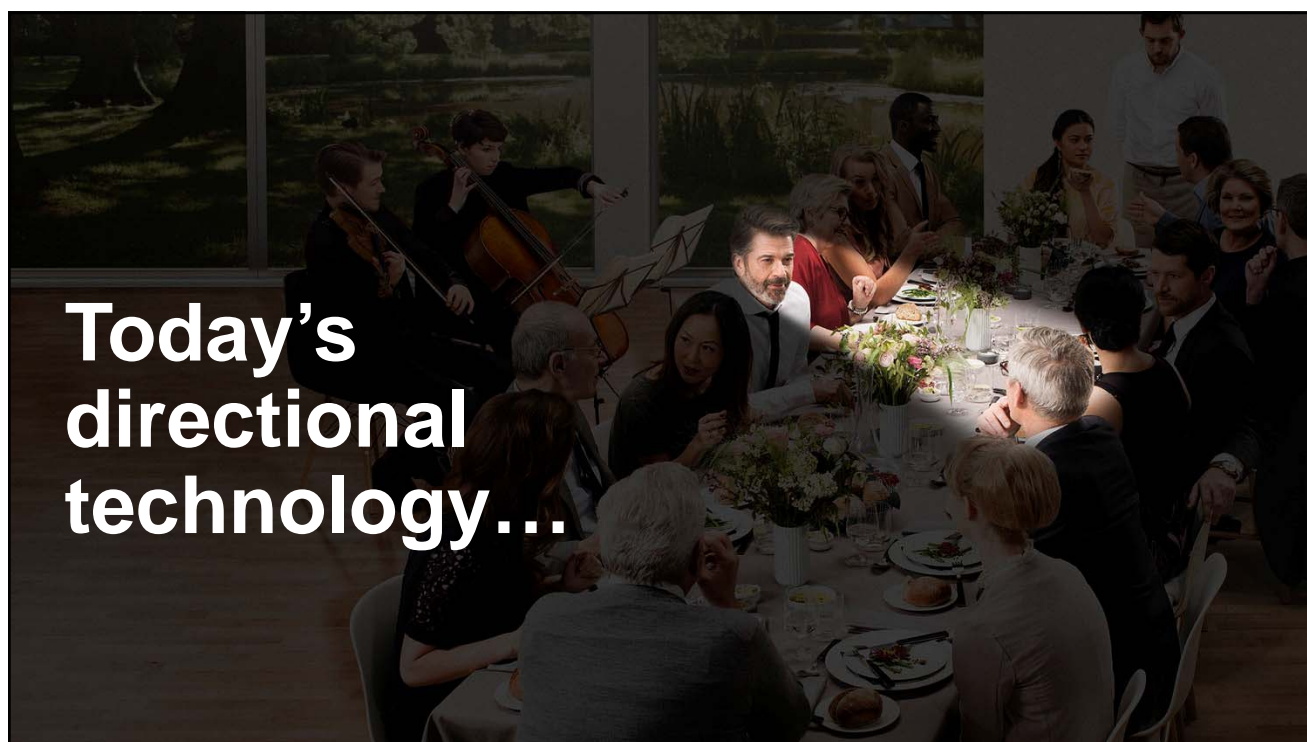
Open up to the world



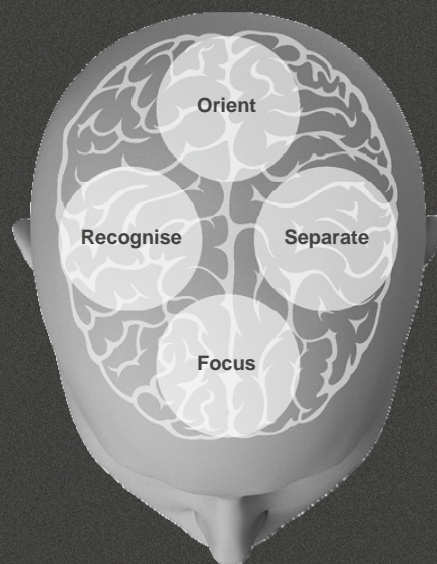








**It's your brain  
that hears,  
not your ears**



**oticon**  
PEOPLE FIRST

**Oticon Opn empowers the brain!**



**oticon**  
PEOPLE FIRST



**Directionality  
as we know it is now  
a thing of the past!**

**oticon**  
PEOPLE FIRST



The advertisement features two identical images of a man with a beard and mustache, wearing a dark sweater. In the left image, he is resting his chin on his hand, with a white line-art graphic of a hearing aid on his head. In the right image, he is holding an iPhone, with a pink dotted line representing a wireless connection between the phone and his ear. The background is dark.

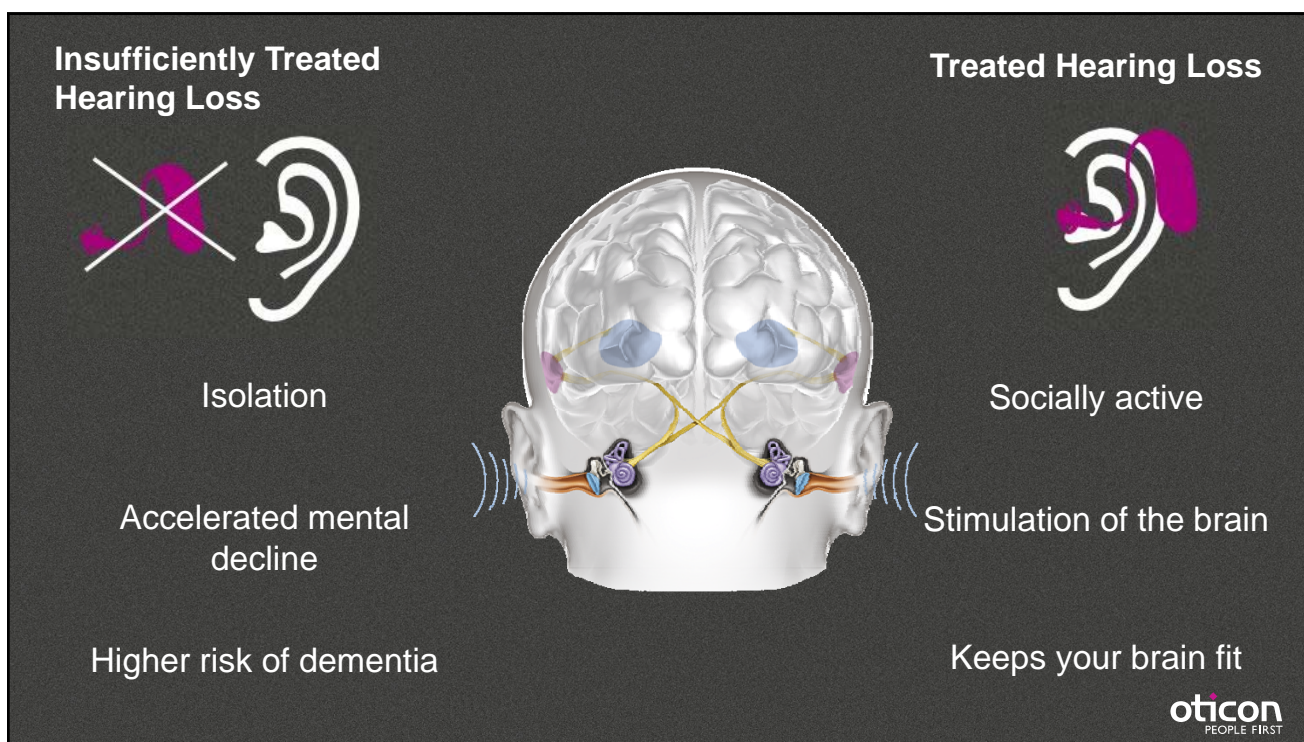
**TwinLink**  
NFMI + 2.4 GHz

Made for  
iPod iPhone iPad

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

**oticon**  
PEOPLE FIRST







# Everyone Deserves the Best

**oticon**  
PEOPLE FIRST

**You  
bring:**

**Patient  
centred  
care**

**We  
bring:**

- Technology
- Innovation
- Solutions

**Users get:  
Highest  
satisfaction**

**Welcome to  
a new world  
of open  
sound  
experience**

