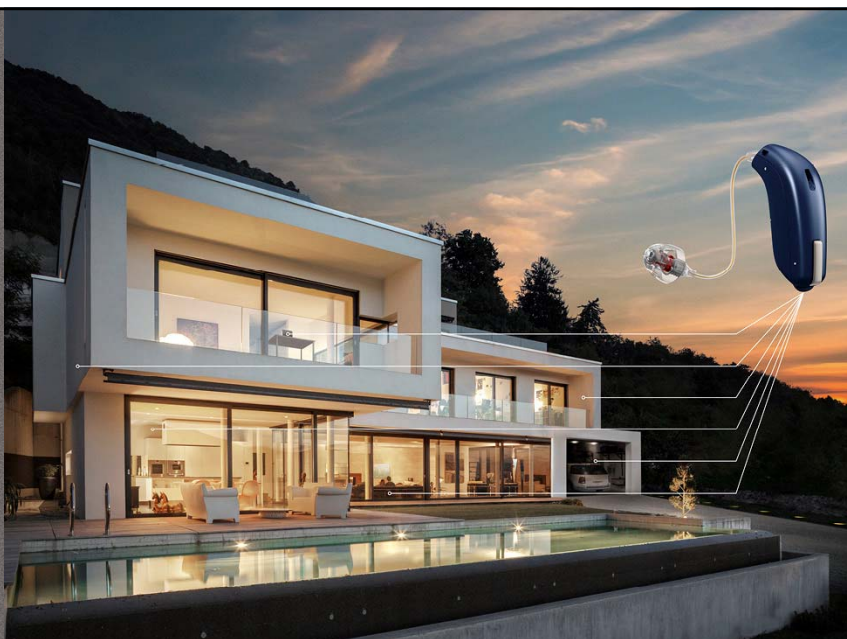


21 May 2016

## Wireless Possibilities - Connect to the World



**Jens Rosenstand**  
Director of Product Management, Oticon Denmark

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# OTICON | Opn

The **World's First** Internet-  
Connected hearing device

Remember

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Remember this?



Now we have this instead...

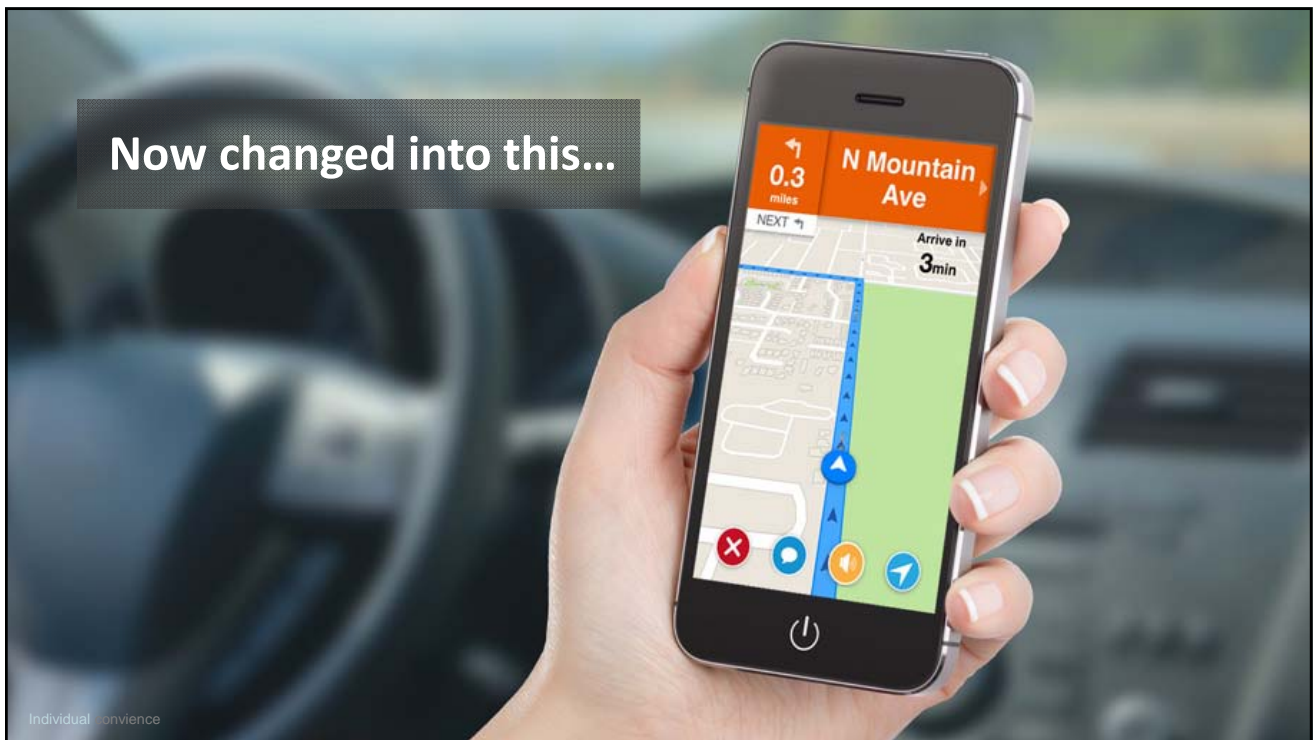
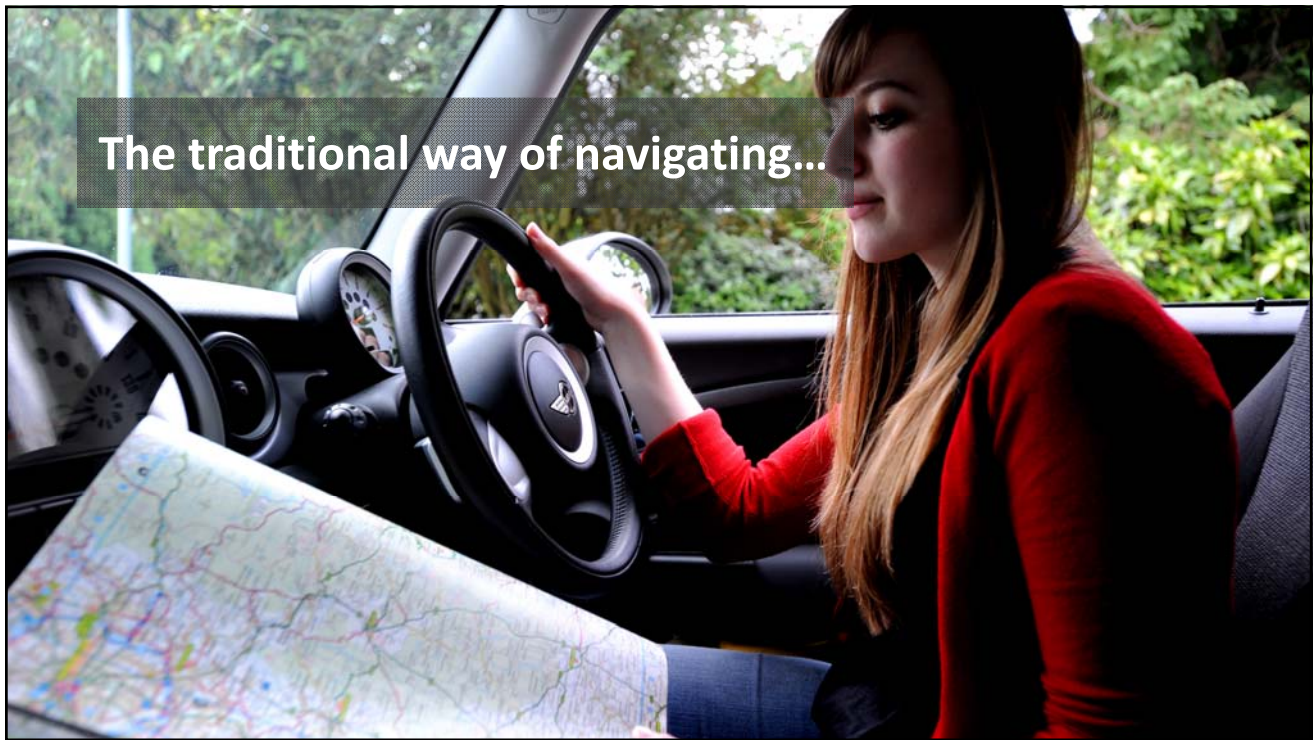


TV

Getting up and pushing buttons...

We can't buy TVs without this today...

MAP



**It's all about convenience...**

Interact

**Now it's time to make  
things interact, and make  
our lives easier**

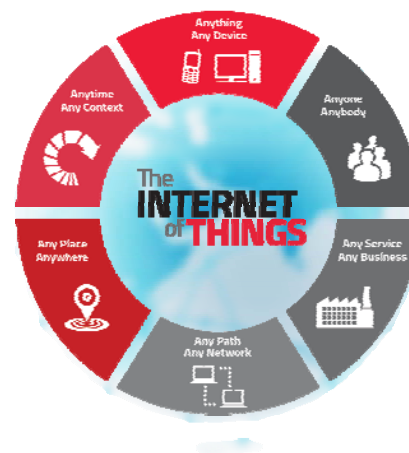
IoT

## The Internet...



Perhaps the biggest technology trend right now is **Internet of Things (IoT)**

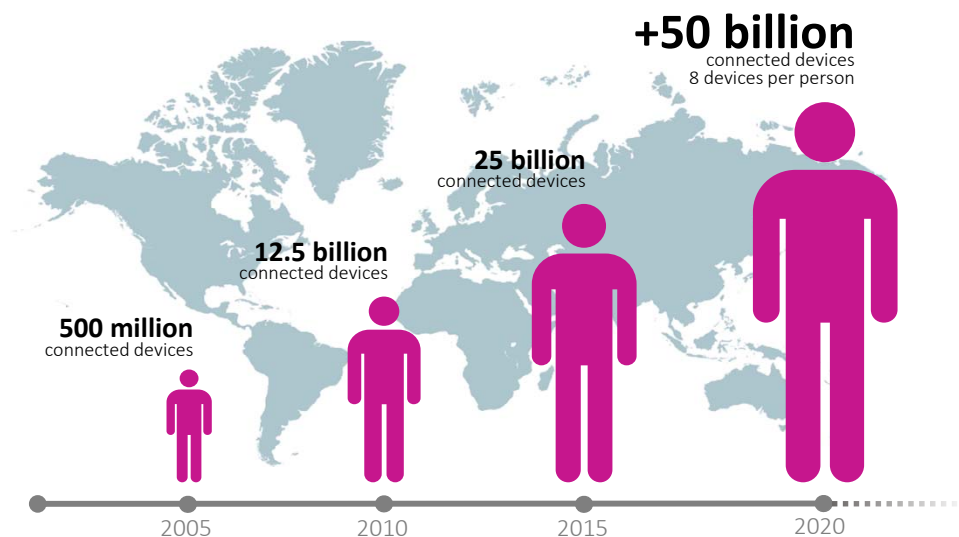
It will affect all of our lives in the coming years – from everyday trivial tasks to the most advanced challenges you can imagine...



Growing


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## Internet of Things is growing rapidly...



People First

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**We are People First**

We want users to benefit from technologies that lies in front of all of us – **without limits**

VIDEO

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**VIDEO**

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## Limitless possibilities...

- 1 **Doorbell rings** - spoken notification is heard in the hearing devices
- 2 **Battery low** - text message is sent to the mobile phone
- 3 **"TV on" voice command** - dims the light, turns on TV and starts audio streaming to the hearing devices
- + Many more...



**TODAY**  
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How

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**HOW** do we do it...

IFTTT

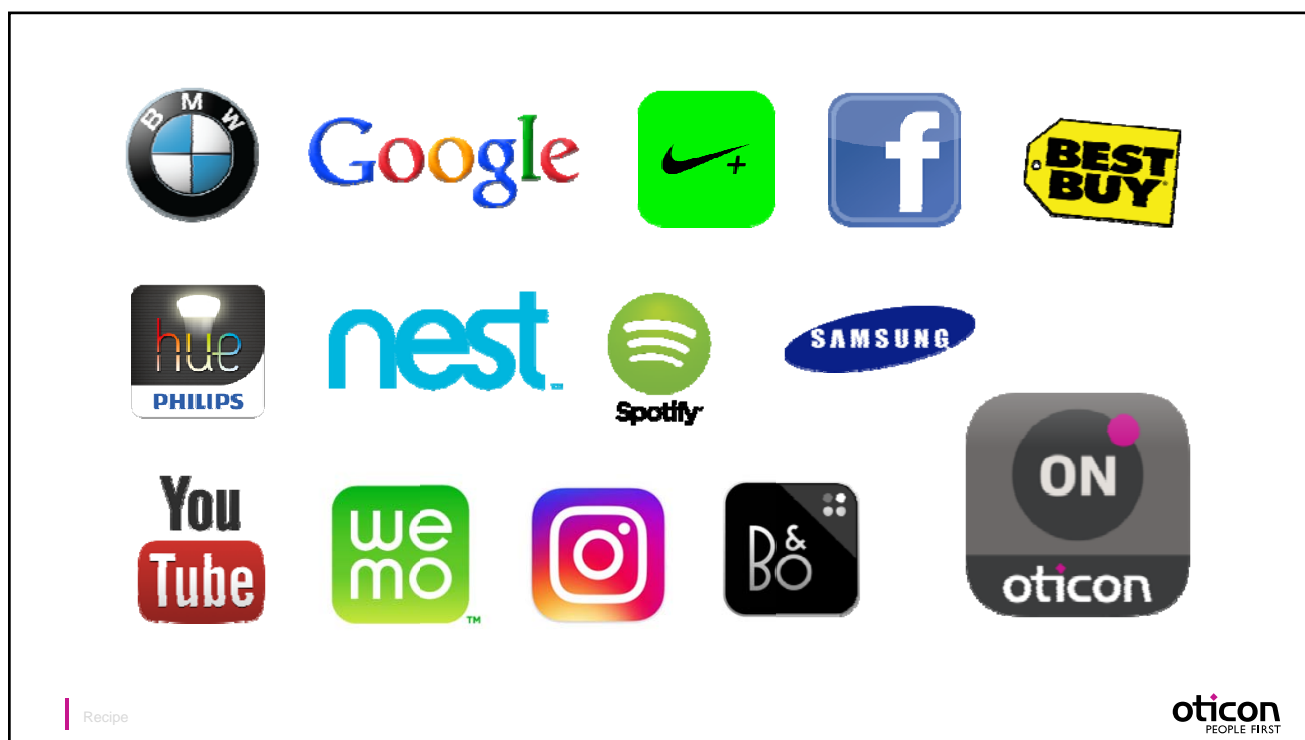
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If This Then That

| Many

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Create your own recipes for **Oticon Opn**

If  Then 

The model

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# Enough talking...

# Do you want to see it in action?



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# Volunteer needed...



## Live demonstration...



Limitless

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## Limitless possibilities

**Oticon Opn** - the world's  
first Internet-Connected  
hearing device

End



# Thank you

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