

Open Sound. Open Life

Ponto 4



Because
sound matters

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“

*It opened up the world.
I was able to engage again.*

*I went out to dinner with friends in a noisy
restaurant and although I heard the background
sounds, I was able to speak across the table [...].
I just loved it.”*

Barbara Abramowitz, Oticon Opn hearing aid user

Testimonials represent the opinion of the concerned individuals only and may not be the experience of others.
Testimonials are not paid and may not be indicative of future performance or success of any other individuals.

What if bone anchored users could say the same?



Ponto 4 - a paradigm shift in bone anchored hearing

Learning Outcomes

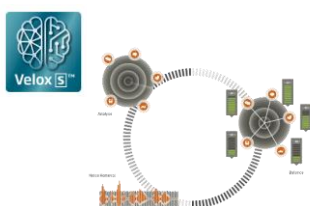
After this course learners will be able to....

- Name the three main modules of OpenSound Navigator and give a basic description of their role.
- State what functions a patient is able to access out of the box after fitting if they have an iPhone or an Android phone.
- Describe the new processing features available through the power of the Velox S platform.

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Ponto 4 – Join the open sound revolution

Velox S™ platform and OpenSound Navigator™



- Extremely fast and powerful
- Unique technology for 360 degree access to sound.

The world's smallest bone anchored sound processor



- 27% smaller than Ponto 3*
- Combining discretion, performance & reliability

Truly wireless – now and in the future



- The world's first bone anchored sound processor to be connected to the Internet – using IFTTT and the Oticon ON App.

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* Data on file at Oticon Medical

Pending FDA clearance.

Listening in noisy environments



- The most difficult listening situation for hearing impaired people
- Sounds of interest are acoustically mixed with all other interfering sounds.
- We use a cognitive process to focus our attention selectively on sounds of interest.

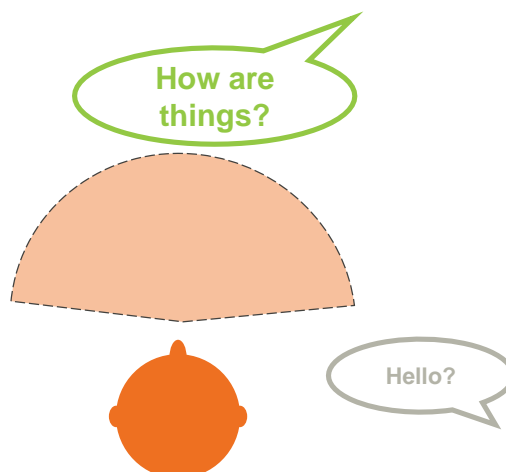


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Conventional technology



- Creates a focus towards the front of the user and attenuates noise
- Slow transition between different “modes” to avoid abrupt changes that disturb attention
- Side-effects exist – like the user feeling isolated and “boxed in”

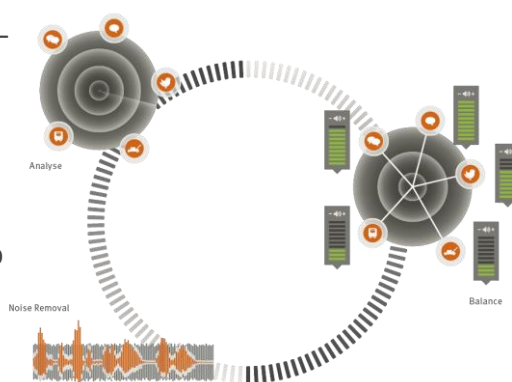


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OpenSound Navigator™ - 360° sound



- OpenSound Navigator is opening up and balancing the sound environment
- Enabled by Multi Speaker Access Technology – making directionality as we know it a thing of the past
- **Very High setting New for Velox S™**
 - as OpenSound Booster in the Oticon ON App
 - in Genie Medical BAHS

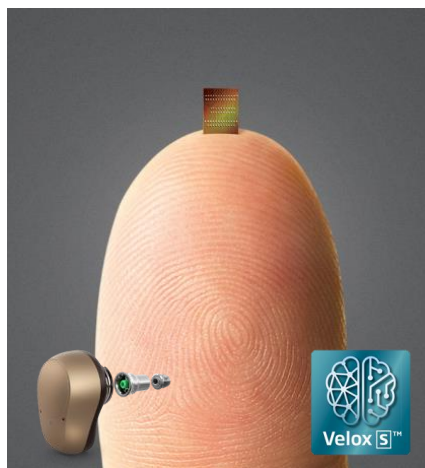


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Pending FDA clearance.

Velox S™ - the platform with unprecedented processing power

- Velox S is built from the bottom up by Oticon – custom made for hearing technology, launched by Oticon February 2019
- It offers extreme speed and precision
- Ponto 4 features the strongest audiology on the hearing instrument market from Oticon Opn™ and Oticon Opn S™
- Sound processing has never been this current in bone anchored technology



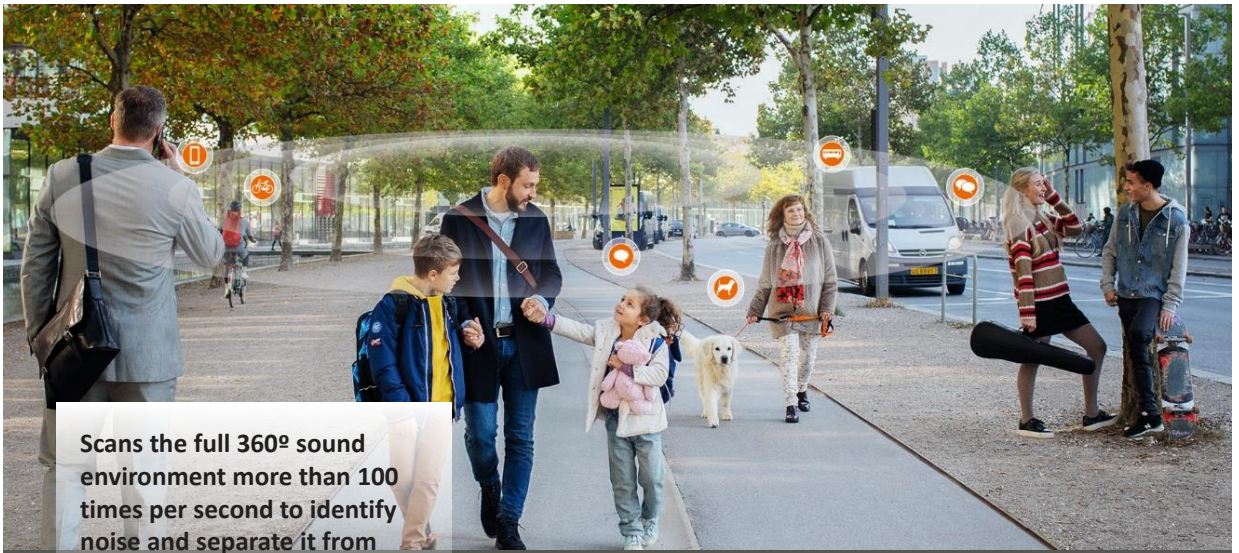
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Pending FDA clearance.




OpenSound Navigator™

A paradigm shift



Scans the full 360° sound environment more than 100 times per second to identify noise and separate it from speech.

Pending FDA clearance.



Analyse



Rapidly reduces the levels of loud noise coming from specific directions, while preserving speech.

Pending FDA clearance.



Balance



Rapidly attenuates remaining diffuse noise, even between individual words

Noise removal



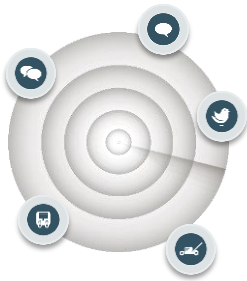
Pending FDA clearance.

OpenSound Navigator™

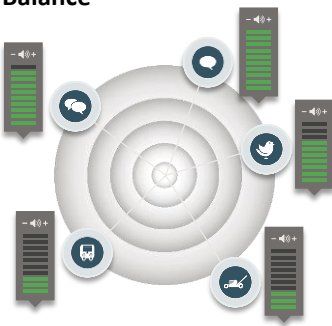


Fast and seamless


Analyse



Balance



Noise removal





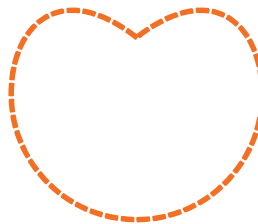
Pending FDA clearance.

Analyze

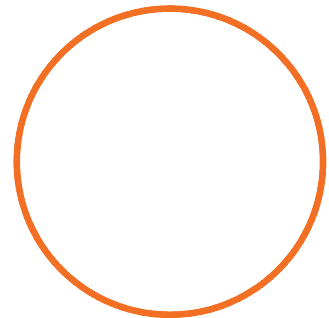
500x a second over 16 frequency channels



- Multi Microphone beamforming
 - Two fixed acoustical “views”:
- Sound panorama sensitive to sounds from all directions (360°)
- Spatially sensitive, more sensitive to noise from back



Spatially sensitive
Noise estimate



Sound panorama

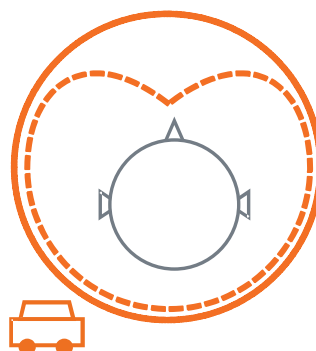
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Analyze

500x a second over 16 frequency channels



Top view of user and the fixed back-facing cardioid used to estimate the noise.

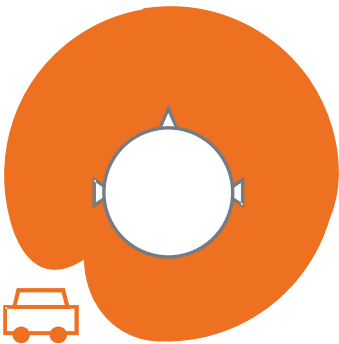


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Balance

Target localized noise

Null directions placed to attenuate dominant noise sources between speech sources

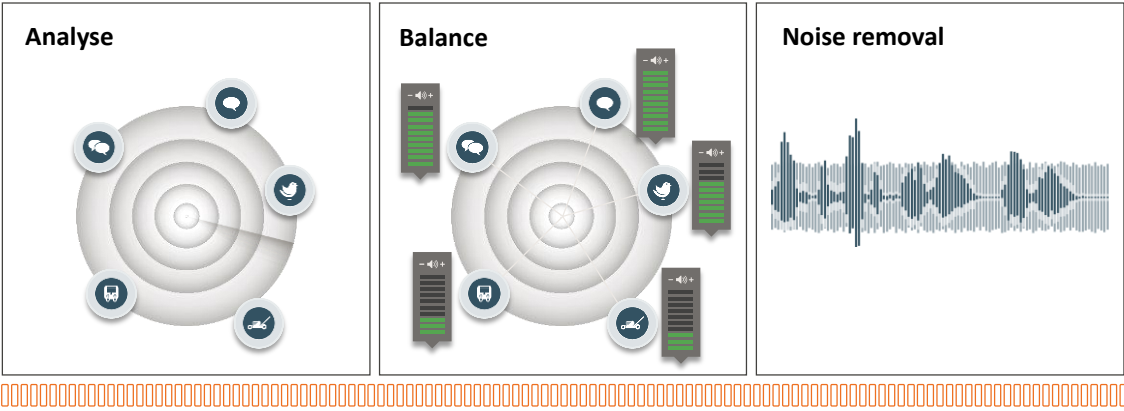


Constantly updated
125 times a second



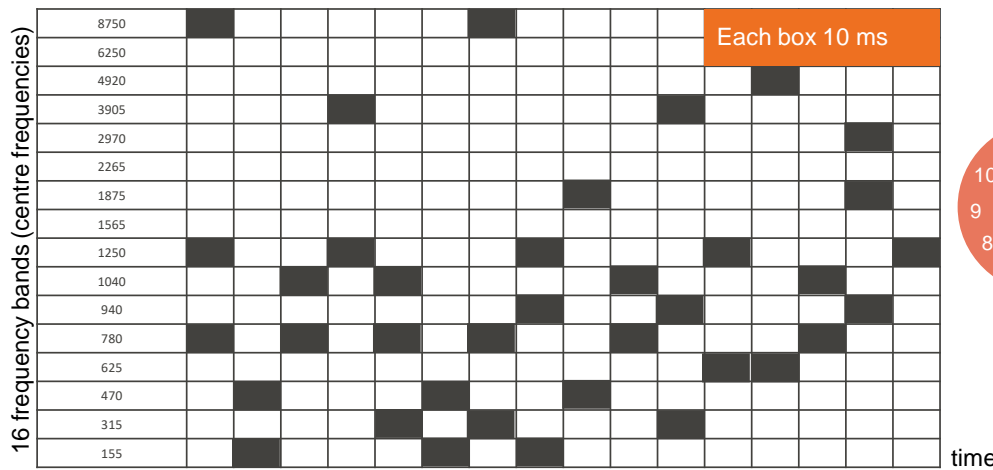
OpenSound Navigator™

Fast and seamless



Pending FDA clearance.

Noise removal – fast updating



time



Noise removal

Incredibly accurate and fast

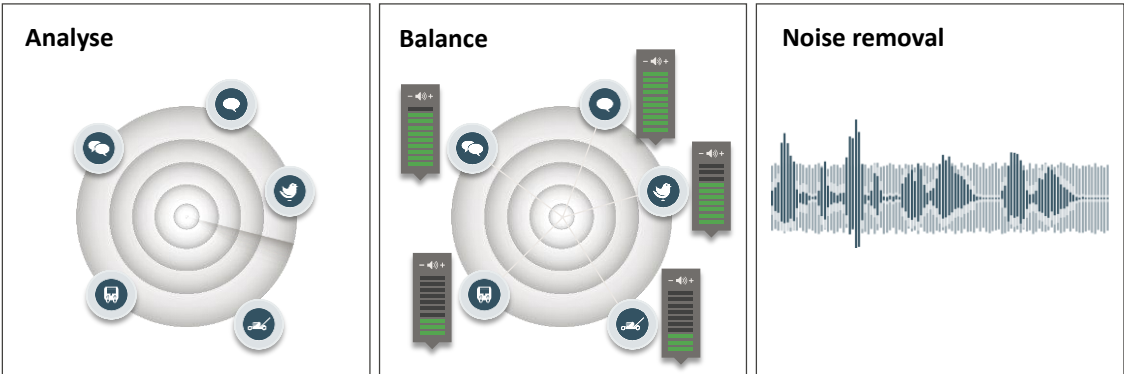


Further layer of noise removal



OpenSound Navigator™

Fast and seamless

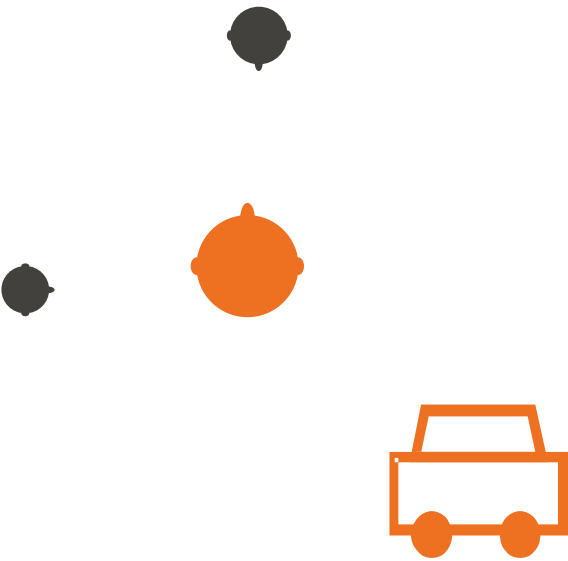


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What does the patient perceive ?

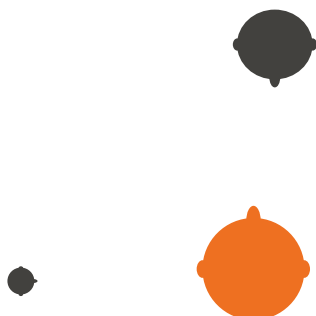
Traditional technology



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What does the patient perceive ?

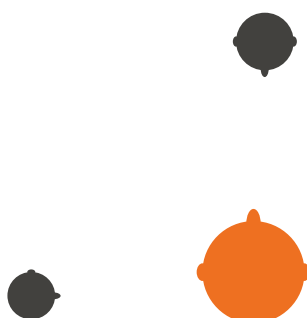
Traditional technology



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What does the patient perceive ?

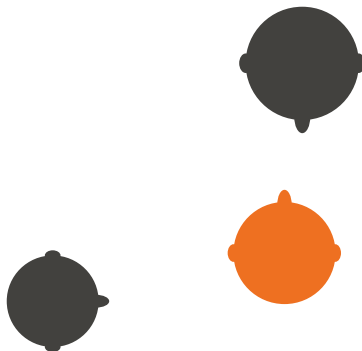
OpenSound Navigator



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What does the patient perceive ?

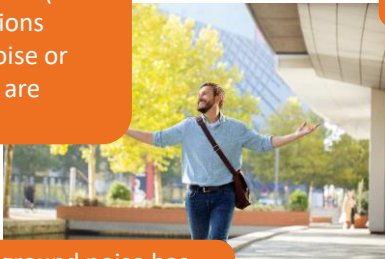
OpenSound Navigator



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What do Ponto 4 users say?

"The largest difference (to Ponto 3) is in situations with background noise or when many people are gathered" (#4)



"Background noise has become background sounds" (#4)

Event center with 150 people.

"Ponto 4 sounds super great. The background noise is not at all noisy, I hear clearly my family at the table, as well as the speaker. With Ponto 3, I hear lots of humming from all the people, and hard to hear the speaker" (#4)

"Listening range is increased" (#5)

Two children in the living room, two adults in the kitchen.

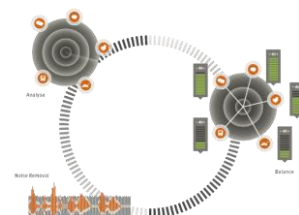
"I walk back and forth between the rooms, I can hear what they say even when I'm far away." (#3)



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Why is OSN so significantly different?

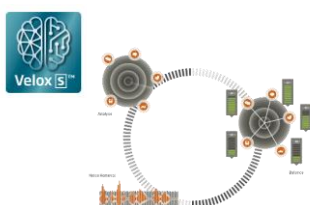
- OpenSound Navigator™ is a spatially informed seamlessly adapting speech-enhancement algorithm - reducing noise, while also maintaining access to multiple talkers.
- OpenSound Navigator™ is designed to leave the user with the possibility to hear multiple speech sources and decide themselves where to attend



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Ponto 4 – Join the open sound revolution

**Velox S™ platform and
OpenSound Navigator™**



- Extremely fast and powerful
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**The world's smallest bone
anchored sound processor**



- 27% smaller than Ponto 3*
- Combining discretion, performance & reliability

Truly wireless – now and in the future



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World's smallest bone anchored sound processor

Unnoticeable wear

- Low profile*
- Slim design
- Unbroken lines with no user controls
- Discreet design available in six colours
- Matching colour palette of other Demant technology

C090
Chroma BeigeC094
TerracottaC093
Chestnut BrownC092
Steel GreyC063
Diamond BlackC044
Silver

*Baha 5 height (from coupling) is 16.94 mm, Ponto 4 is 15.25 mm

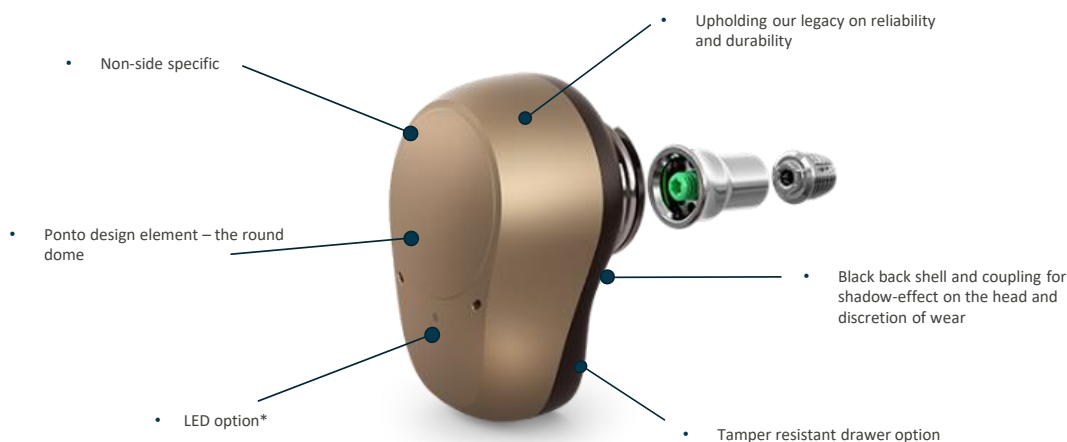
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World's smallest bone anchored sound processor

Ponto 4 is appealing to all



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*Unique for the small sound processors

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Ponto 4 is safe

Tamper resistant option

- Tamper resistant option included in the sales pack
- Ease to change the battery door – instruction and tool are right by
- Safe solution with no nailgrip and need for pin tool to open the door



Battery drawer with nailgrip



Battery drawer with tamper resistant lock

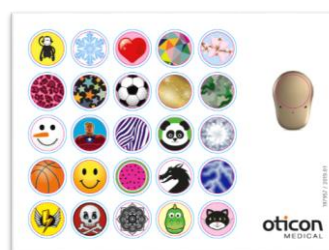


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Ponto 4 is personal

- New stickers for both children and adults
- New skins in new colours
 - Gold, shimmer white, shimmer blue and pink, black, green, dark purple, dark blue, yellow and red.
 - Sets of six, two colours – three of each

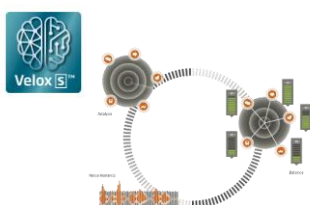


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Join the future of connected hearing

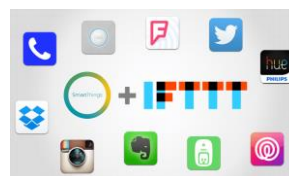
Made for iPhone®



Direct streaming from any smartphone



The first truly connected bone anchored sound processor

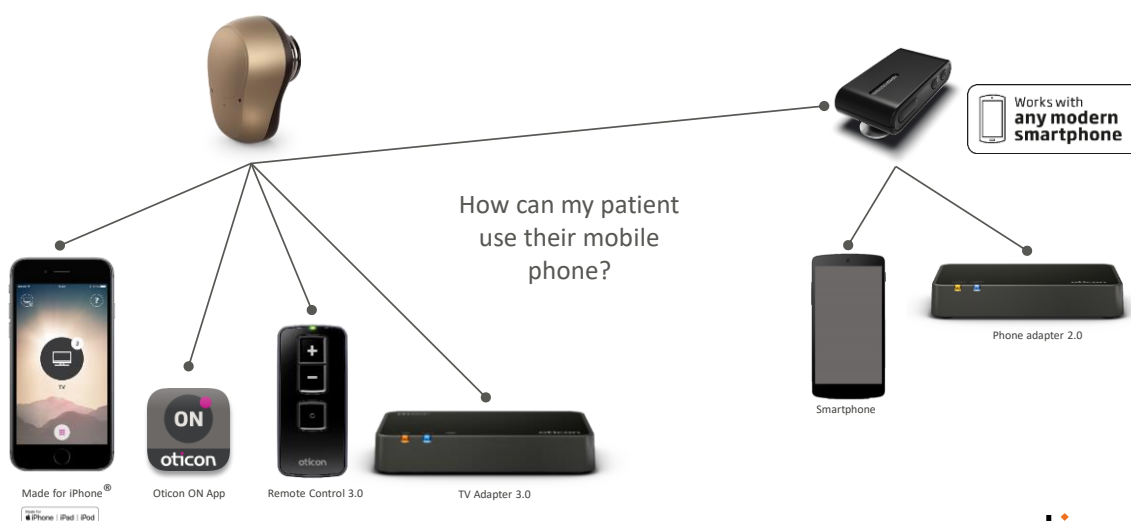


- Ponto 4 connects directly to the iPhone for direct streaming of phone calls, music, changing program, volume etc.
- Via ConnectClip
- To access user controls - volume control, program change, IFU, "find my hearing aid" and much more using the App
- Endless options with IFTTT
- Unique Oticon cloud solution, enables connection and control to an endless range of devices used in everyday life.

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An array of connectivity options with Ponto 4



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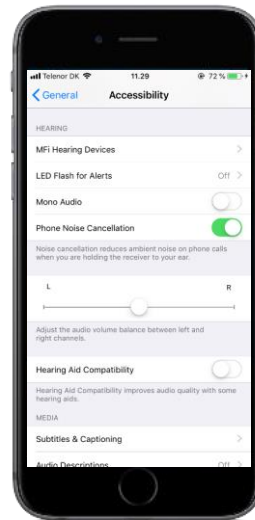
Made for iPhone®

Connect, call and stream directly

- Directly connect to iPhone®
- No app or other equipment needed
- Change programs, adjust volume
- Take phone calls
- Stream music
- Use the iPhone as a remote microphone



Made for
iPhone | iPad | iPod



For information on compatibility, please visit
www.oticonmedical.com/wireless-compatibility
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Direct streaming from any smartphone

ConnectClip connects your Ponto 4 to any modern smartphone

- ConnectClip connects to any modern smartphone via 2.4 GHz Bluetooth Low Energy and streams rich sound to the sound processor, while capturing the wearer's voice in high resolution
- Wireless streaming of voice and music



For information on compatibility, please visit
www.oticonmedical.com/wireless-compatibility

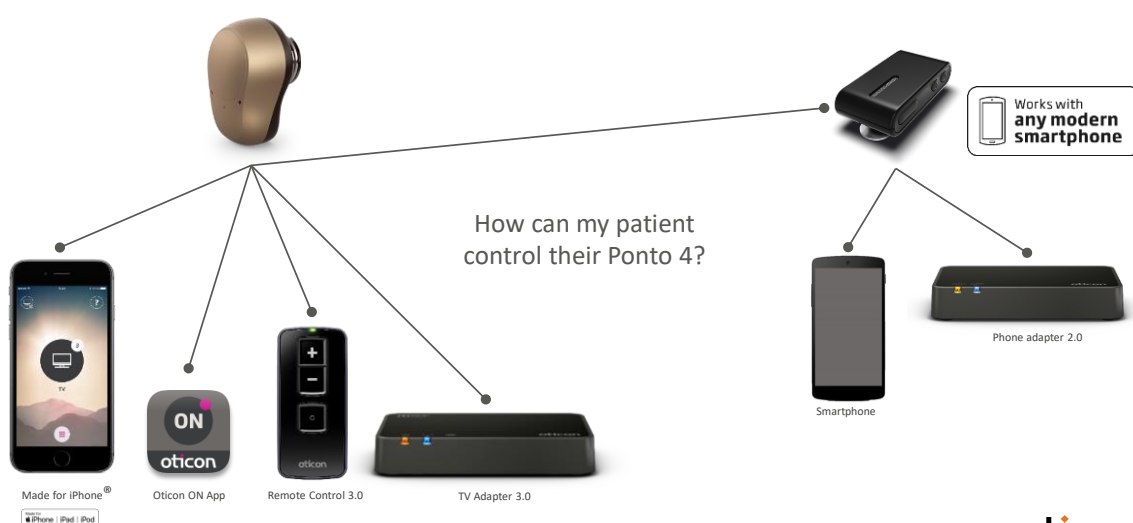
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An ideal partner for Ponto

- ConnectClip doubles as remote microphone and remote control
- In educational situations or in situations of one speaking to many, the ConnectClip Bluetooth-transmits the voice over a 20 meters range.
- ConnectClip is also the gateway to the phone adapter 2.0



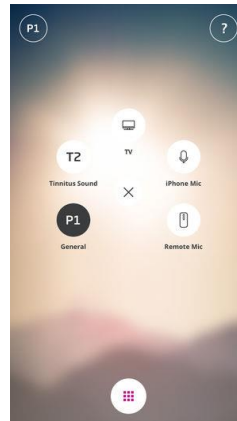
An array of connectivity options with Ponto 4



Oticon ON App

Connect and control directly and discreetly

- Download the free app on any phone
- Adjust volume and switch programs
- Choose accessories
- Use the 'Find my hearing aids' functionality
- Access the IFU



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Remote Control 3.0

Connect and control directly

- Easy to use
- Big buttons, great tactility
- Size of a car key
- Adjust volume, programs, accessories
- Works up to 1 meter



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Definition of IFTTT

Cloud service that links together internet enabled products and services



If This Then That

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If This then That

The “internet of things”

- The service provider is IFTTT, free to the user while companies pay to be part of the ecosystem
- “Applets” are the key, little pieces of automated instructions - both user and company creates these
- Oticon has joined the revolution, but there already millions of applets created



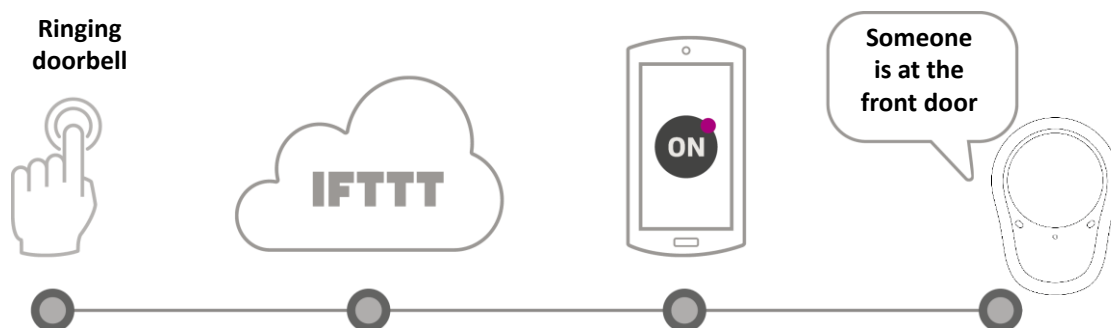
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The smartphone is the connection point



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The communication path of an Applet

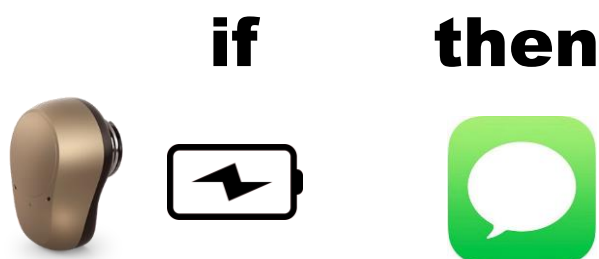


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If This then That

Ponto 4

- A toddlers Ponto 4 battery runs out at school
- The teacher gets a text information alert on their phone
- Oticon ON App detects battery is low and a text is sent automatically



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If This then That

Ponto 4

- If smart device is told to start Netflix, a message is sent through the IFTTT network to the Oticon ON App,
- The Oticon ON App, turns up the volume on Ponto 4.

if



then



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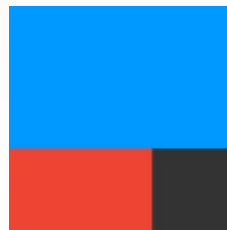
What is needed to make it work?

Install these apps on the smartphone

Oticon ON App



IFTTT App

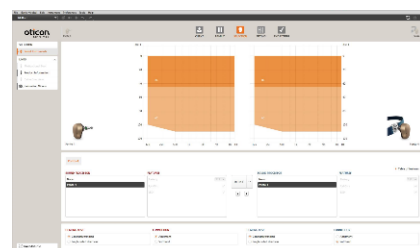


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Genie Medical BAHS – a new, modern fitting software

- Updated look and feel
- Clear connection to Genie 2 while still keeping the Genie Medical way
 - Shared underlying platform and features with Genie 2
 - Flow and functionality from both Genie Medical and Genie 2
 - New features in OpenSound Navigator™ and Automatics
- Full wireless fitting with FittingLink 3.0 and Noahlink wireless
- Available on USB and DVD



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Pending FDA clearance.

Ponto 4 brings a paradigm shift in bone anchored hearing



- All new, super small mechanics
- New Oticon Velox S™ platform
- OpenSound Navigator™
- Wireless Bluetooth connection technology

Pending FDA clearance.