

Opn S- Proven to Support the Brain



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life-changing technology

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Learning Objectives

- Participants will be able to list the product families on the current Oticon platform.
- Participants will be able to describe the technological innovations that enable the open sound experience and the unique benefits of Brain Hearing technology.
- Participants will be able to discuss the evidence documenting the benefits of BrainHearing Technology.

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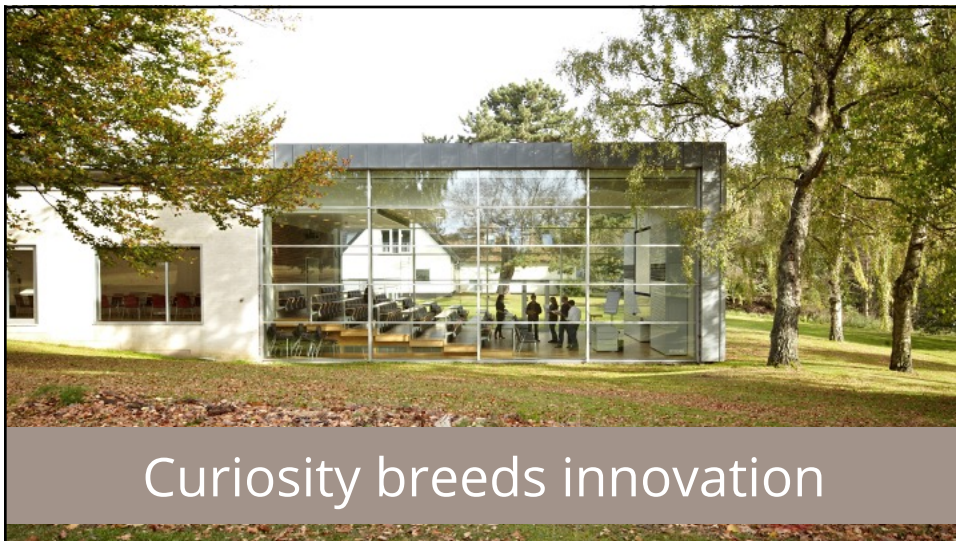
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A world where hearing loss is no limitation.



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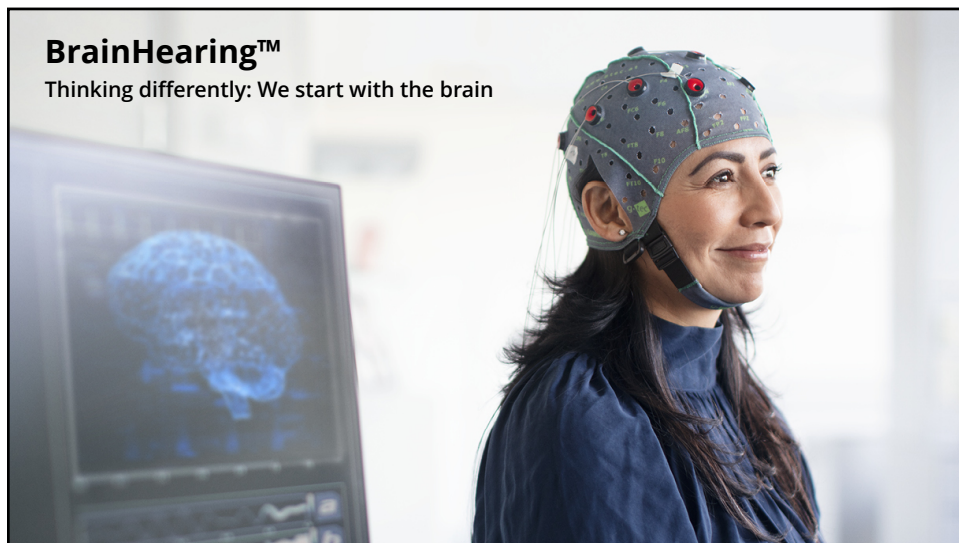
Curiosity breeds innovation



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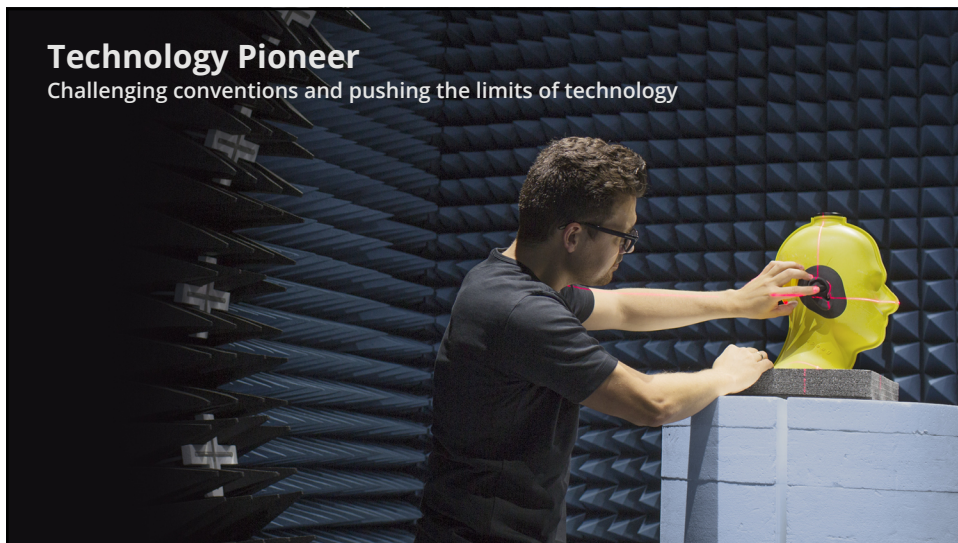
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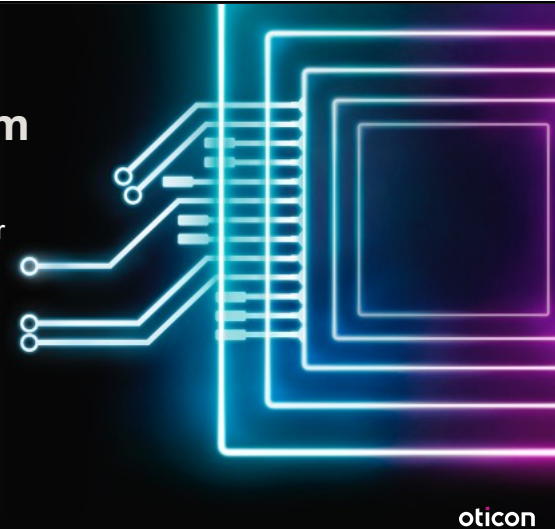
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Velox S Platform

- Increased processing
- 56,000 measurements per second
- OpenSound Optimizer™
- Rechargeability



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Oticon BrainHearing™ Technologies

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Benefits of Speech Guard LX

- Maintains more details of the speech envelope
- Adds to the natural sound quality in a wide variety of environments.



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OpenSound Navigator
Fast and seamless

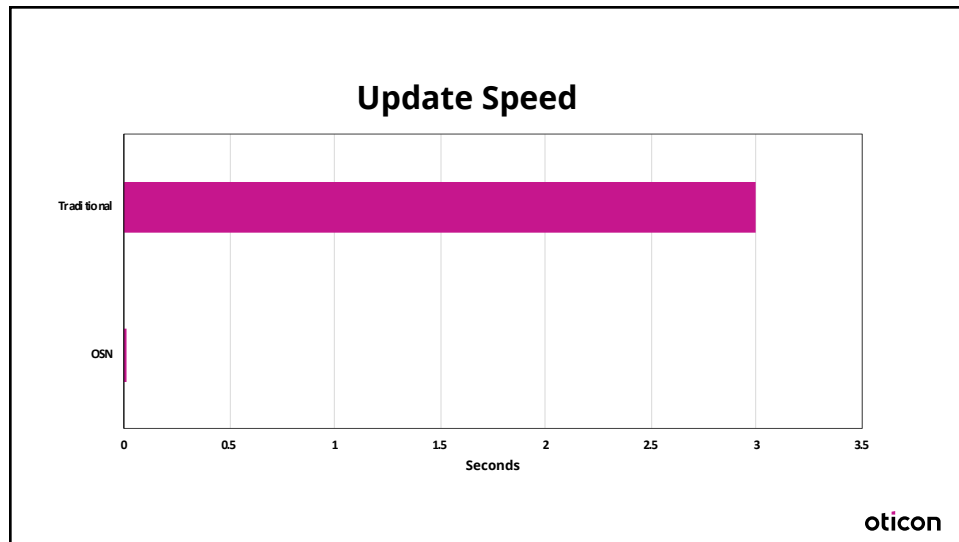
Analyze

Balance

Noise removal

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Benefits of OpenSound Navigator™

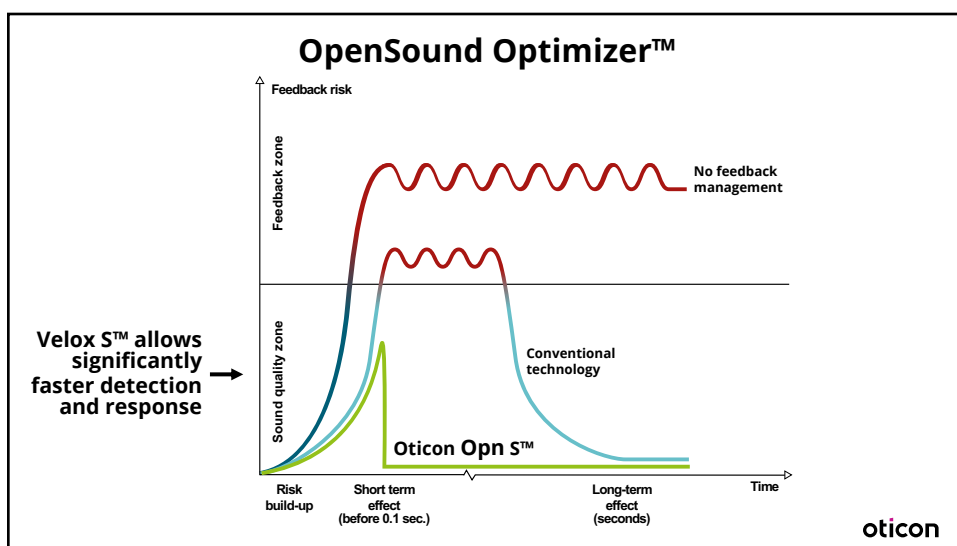
- Gives your patient 360° access to sound
- Preserves speech around them without background noise being overwhelming
- Allows your patient to decide where to focus their attention



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Benefits of OpenSound Optimizer™

- Reduces the risk of feedback
- Provides up to 6dB more usable gain
- Provides a more stable signal throughout the day
- This stability allows the other key BrainHearing™ features to work more optimally



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Documenting benefits of BrainHearing

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Where did we start? The Paradigm Shift

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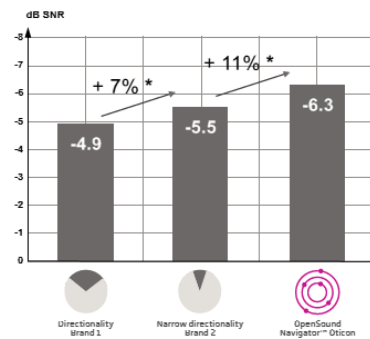
Oticon Opn: Clinical Trials

30% better understanding***
20% less processing effort*
20% better memory recall**

* Wendt et al 2016

** Ng et al 2016, Individual benefit will depend on prescription

*** Ng et al 2016



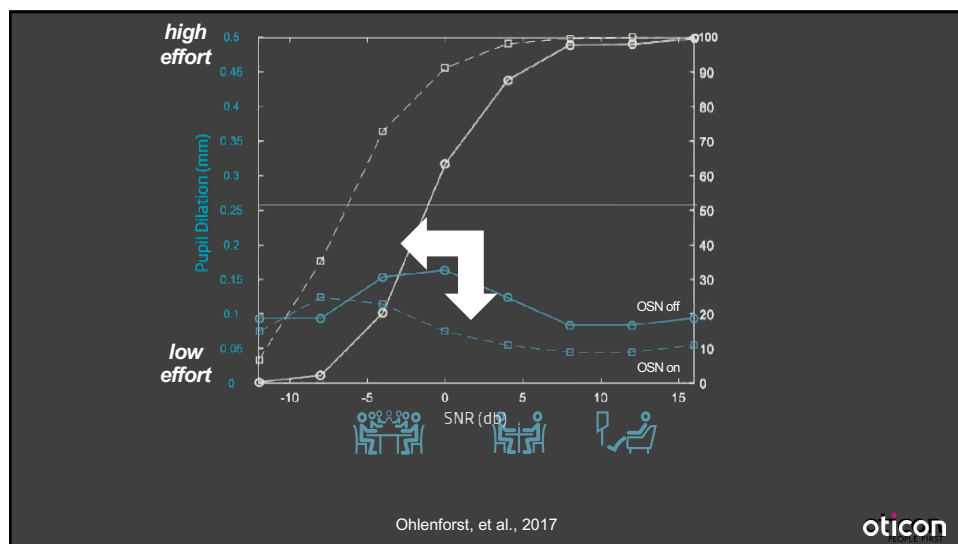
LeGoff & Beck, 2017

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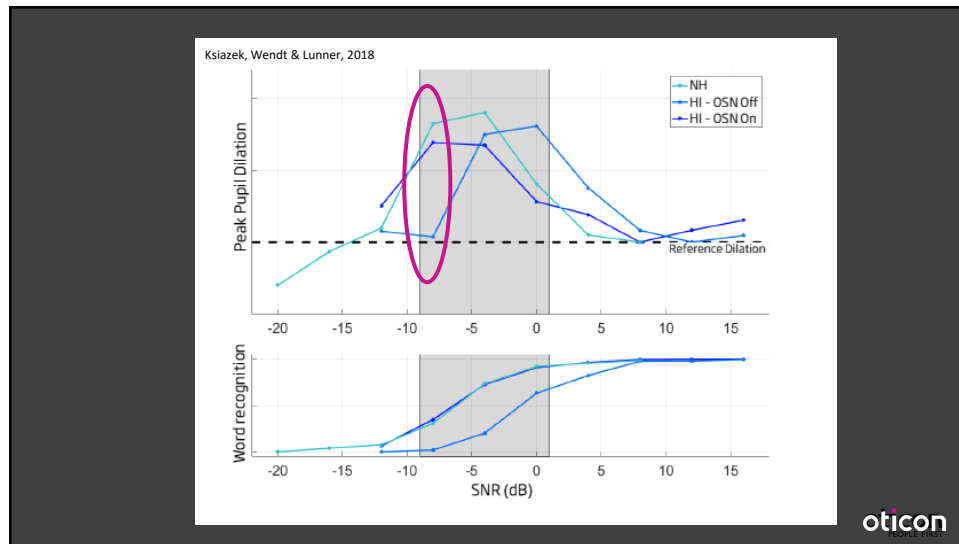
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Performance In Noise: Comparison to Normal-Hearing Peers

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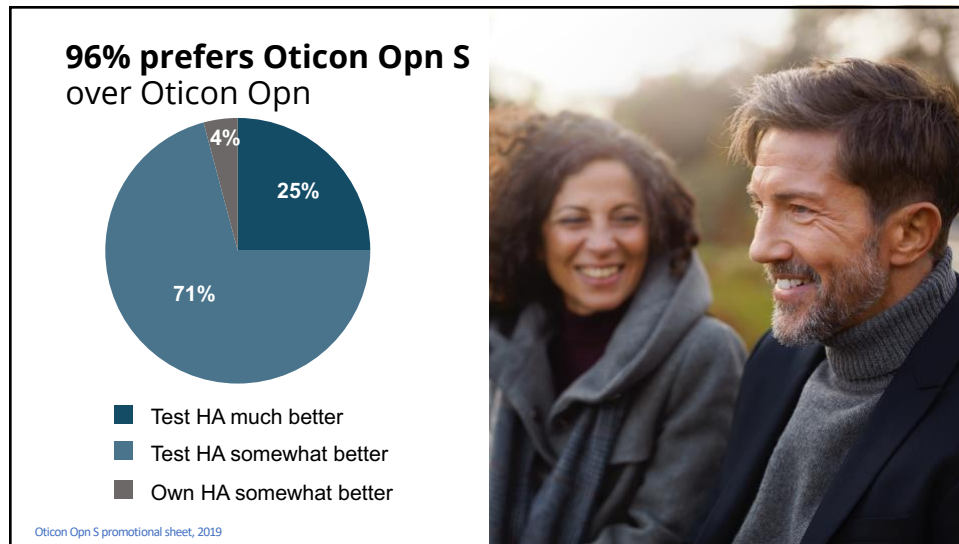
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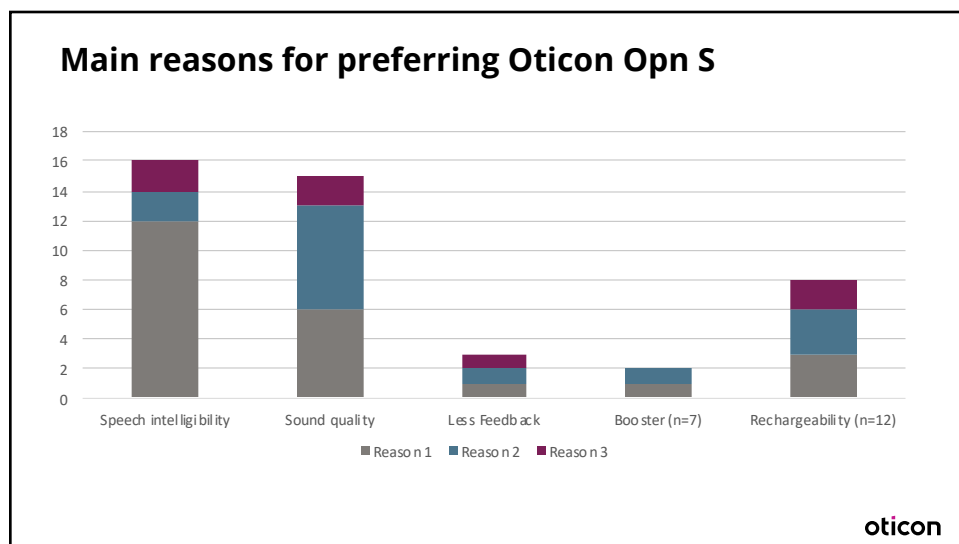
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**The role of validation studies:
How does Opn S compare to Opn**

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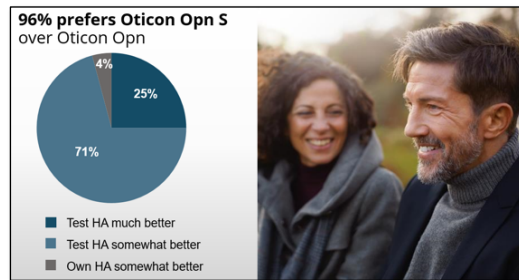
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What explains the strong preference data?

- New platform: everything gets better
- Stability in gain & sound quality from OpenSound Optimizer




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Pediatric Implications

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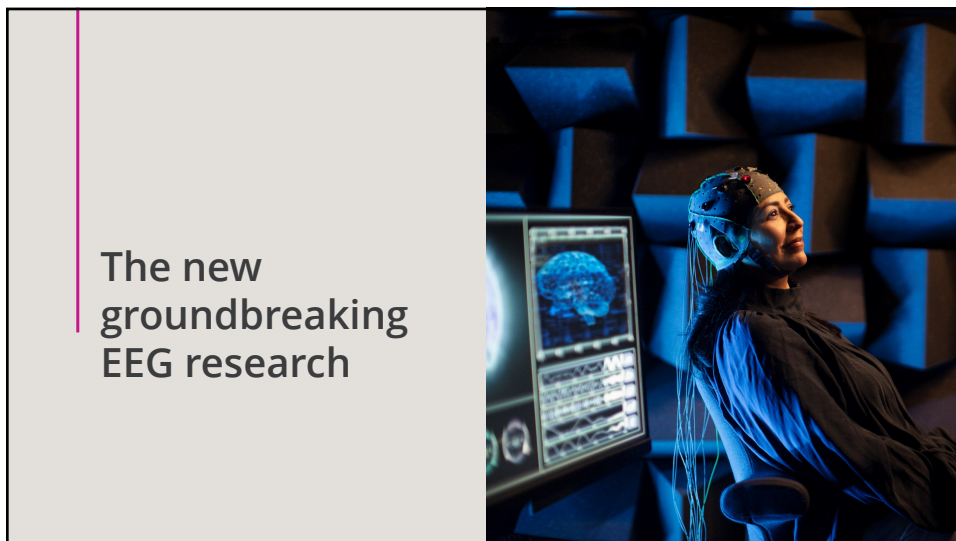
OpenSound Navigator offers optimal conditions to listen and learn

OpenSound Navigator offers significant benefits compared to traditional technology regarding

- Speech understanding (with or without facing the speaker directly)
- Preserving competing speech, hence allowing children to overhear

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The new
groundbreaking
EEG research

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The EEG study

Eriksholm Research Center

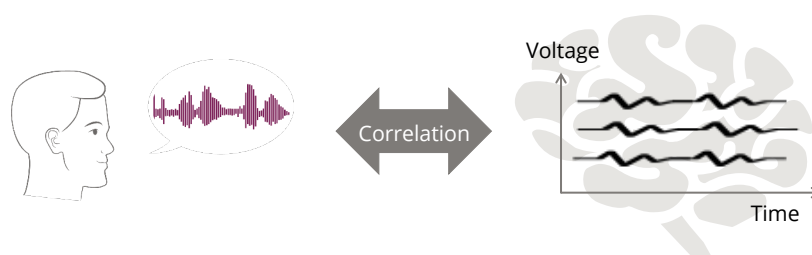
Purpose:

To investigate the ability to selectively attend to different speakers in background noise through auditory attention detection using EEGs



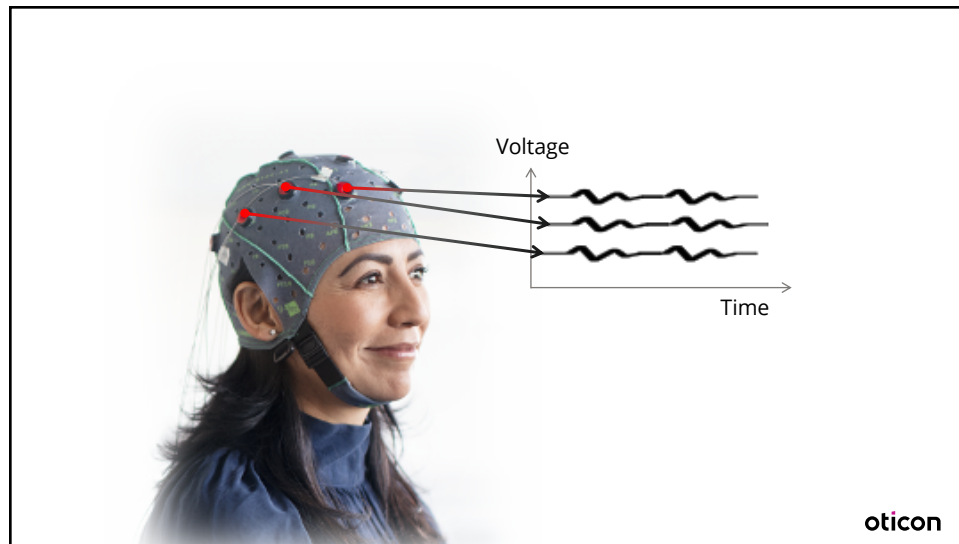
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Can you see the brain tracking the speech signal?



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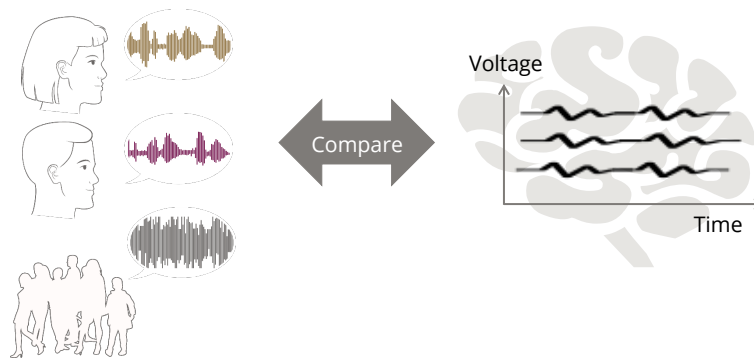
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Stimulus reconstruction

Comparing what goes into the ear with what is recorded in the brain



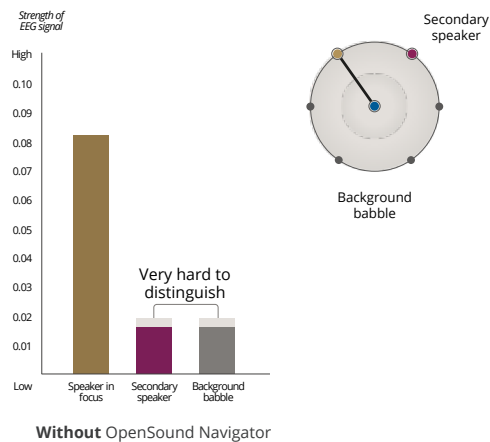
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Results

Without OpenSound Navigator™

- Clear representation of **focus speaker** in the brain
- **Secondary speaker** and **background babble** are equally represented in the brain



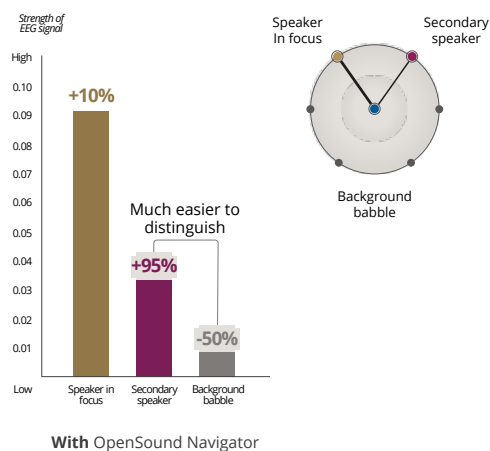
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Results

With OpenSound Navigator™

- **Focus speaker** was significantly more distinct in the brain
- **Secondary speaker** was much clearer represented in the brain
- **Background babble** was reduced by the brain

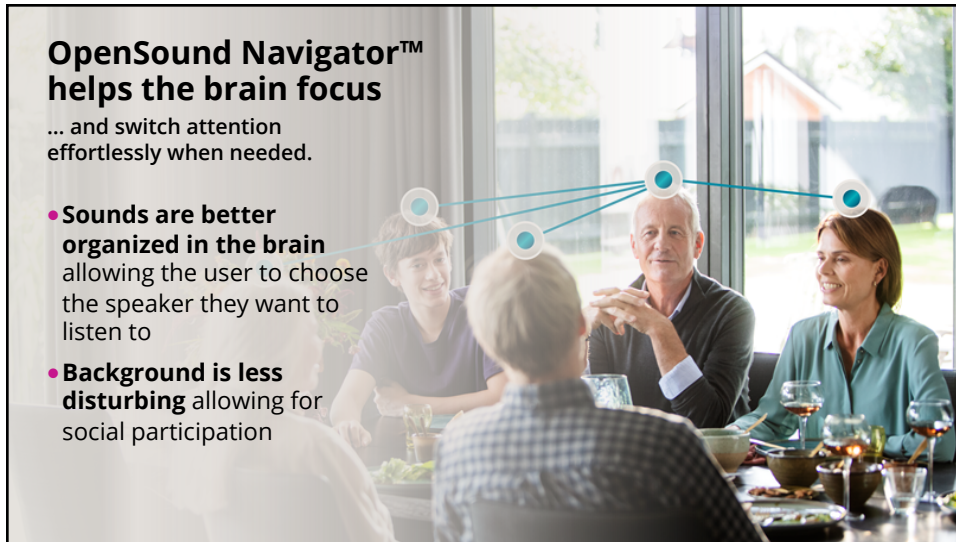


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OpenSound Navigator™
helps the brain focus
... and switch attention
effortlessly when needed.

- **Sounds are better organized in the brain**
allowing the user to choose the speaker they want to listen to
- **Background is less disturbing** allowing for social participation



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Product choices for more
of your patients

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Velox S Product Families

OTICON | **OpenPlay**

NEW



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Introducing Oticon Ruby

Setting a new standard in the essential hearing aid category

Best sound quality in
Oticon's essential category

Lithium-ion
rechargeability

Outstanding **wireless**
connectivity



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