



PRESS RELEASE

New Vigo Pro and Vigo Offer More...

Performance, Choice and Value in Attractively Priced Hearing Instruments

(April 3, 2008) – Oticon A/S, today introduced Vigo Pro and Vigo, two full product families of premium performing hearing instruments at price points that enable cost-conscious clients to benefit from state-of-the art hearing technology.

Vigo Pro and Vigo are based on Oticon's ultra-fast RISE platform, delivering more bandwidth (8 kHz) and significantly higher levels of processing power. The combination of more high-end features, better sound quality, more discreet style choices and an easy, straightforward fitting process set a new standard in the mid-price segment and set Vigo Pro and Vigo apart from any other product family in their class.

Vigo Pro's advanced technology outperforms "last generation" premium and all mid-priced hearing instruments. Vigo Pro's DecisionMaker 2™ intelligently and automatically controls five premium instrument features: Multiband Adaptive Directionality, Tristate Noise Management with Voicefinder™, Automatic Adaption Manager, VC Learning and Dynamic Feedback Cancellation 2. DecisionMaker 2 provides even experienced users with an easy and seamless listening experience, a smoother adaptation period, fewer manual adjustments and easier handling.

Vigo Pro's TriState Noise Management system uses the voice-detection technology "VoiceFinder" to detect and prioritize speech with great accuracy, even in the presence of noise. It automatically reduces unwanted noise without reducing the volume of speech, allowing for a very comfortable listening experience. In addition, Vigo Pro features automatic VC Learning that "remembers" the user's volume preferences in different sound environments and automatically adjusts to specific situations.

The Vigo family, set at an attractive price point, ensures that cost does not prevent price-conscious clients from enjoying the benefits of advanced technology and superb sound quality.

Vigo Pro and Vigo are suitable for all types of hearing losses within the mild to severe range. They are available in a broad range of colors and a full range of styles from small CICs to slim BTEs. Both families offer a new Corda² thin tube style and discrete RITE styles providing users the best options for natural sound quality. A new attractive RITE power solution offers clients with severe hearing losses the most cosmetically attractive solution available on the market.