

People First

People First is our promise to empower people to communicate freely, interact naturally and participate actively

**Better hearing
with less effort**



PERFORMANCE LINE



- Ria
- Nera
- Alta

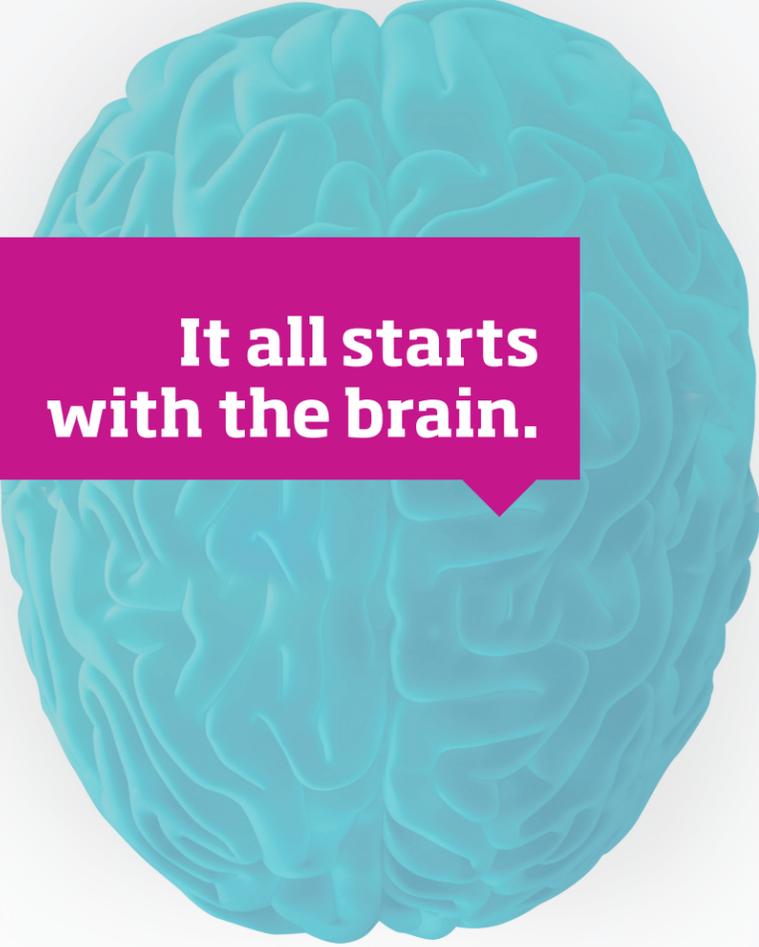
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**It all starts
with the brain.**

Our brain processes and interprets the sounds our ears detect. The fewer details of sound the brain receives, the harder it has to work to make sense of it. Oticon provides better hearing with less effort by giving the brain the clearest, purest signal to decode. **We call this approach BrainHearing™.**

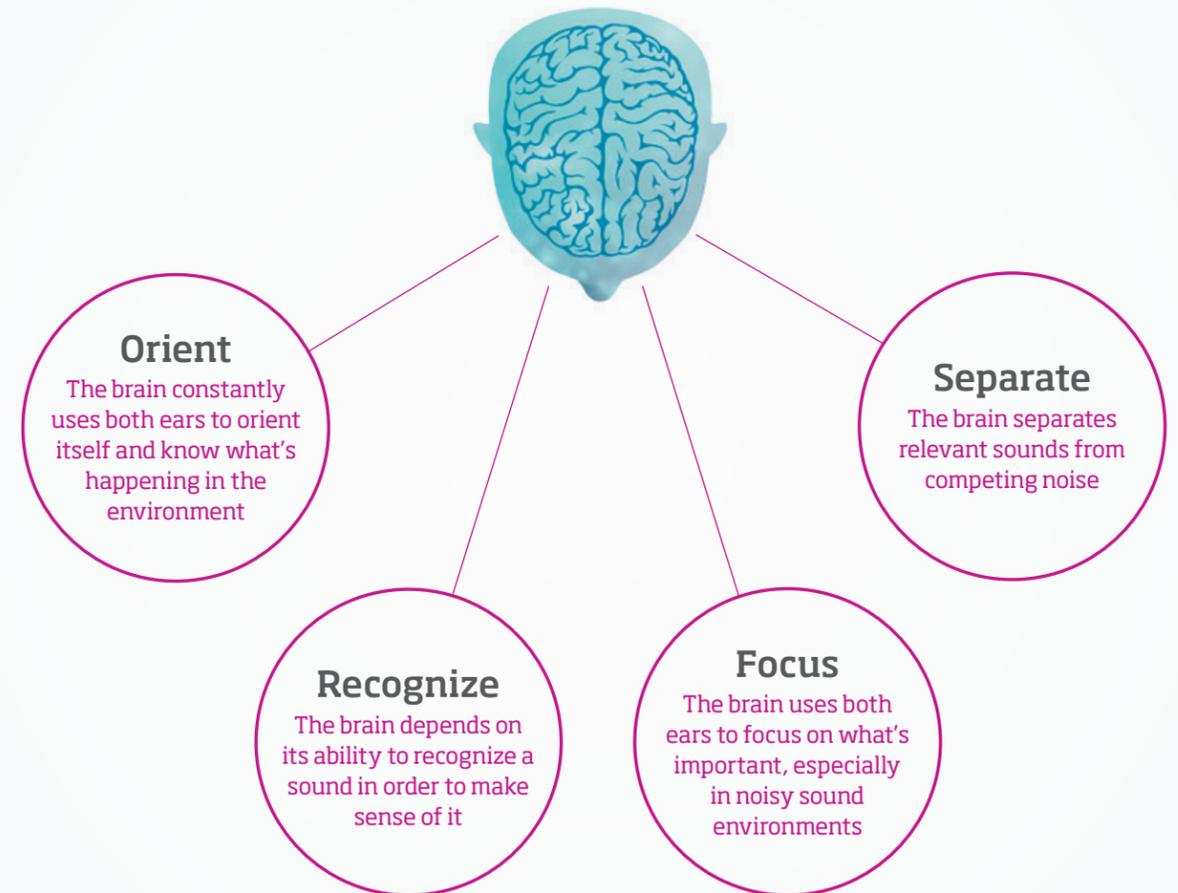
Hearing loss and cognition

Speech understanding and comprehension are cognitive processes - they happen in the brain. When hearing is compromised, the signal that the brain is accustomed to processing is different and it takes more effort to fill in the blanks. The extra effort required to process sound can have a negative impact on other cognitive activities, including memory and the ability to engage in conversation.

While current research is digging deeper to fully understand the relationship between cognition and hearing loss, we've been putting the brain first since 2003. Our audiological focus is to support the way the brain makes sense of the sounds it receives from the ears rather than compensating for deficiencies in the ear.

Helping the brain make sense of sound

The brain needs to perform four key functions in order to make sense of sound. Because the brain performs these functions simultaneously, we have to understand all of them and support them continuously.



Powered by the Inium platform

Oticon hearing instruments are powered by Inium, the first sound processing platform that truly supports the brain's entire process of making sense of sound. Sophisticated processing modifies only the parts of the signal that the individual ear doesn't hear well, giving the brain the purest possible signal to decode. This approach keeps neural pathways engaged so the brain doesn't have to relearn how to hear.



The Result
Better hearing
with less effort



BrainHearing™ combines four key audiological features that work together continuously to help the brain make sense of sound

Speech Guard E

- ▶ Captures and preserves the unique characteristics of speech
- ▶ Works with Spatial Sound to separate voices and sounds from each other
- ▶ Makes taking part in conversations easier, especially in noisy environments
- ▶ **Brain functions supported:** recognize, focus, separate

Spatial Sound

- ▶ Helps both ears work together with the brain in real time
- ▶ Preserves the natural sound differences that occur in each ear
- ▶ Makes it easier to locate and follow the sounds patients want to hear
- ▶ **Brain functions supported:** orient, separate

Free Focus

- ▶ Prioritizes speech over background noise
- ▶ Complements Spatial Sound and Speech Guard E
- ▶ Provides varying degrees of directionality to ensure patients have the freedom to focus on the sounds most important to them
- ▶ **Brain functions supported:** orient, separate

YouMatic

- ▶ Coordinates sound processing based on how the patient's brain already decodes it
- ▶ Uses personal profiles to determine how much help the patient needs from the hearing instrument
- ▶ Enhances the BrainHearing™ experience based on personal sound preferences
- ▶ **Brain functions supported:** recognize

BrainHearing™ technology delivers clear, pure sound

Oticon products are available at different performance levels with different price points, making it easy for you to help patients find the ideal match for their personal requirements.

Speech Guard E	●		
Spatial Sound	●	●	
Free Focus	●	●	●
YouMatic	●	●	●
	ALTA Premium	NERA Advanced	RIA Essential

Our unique approach to signal processing is supported by these core technologies:

- ▶ **Binaural Synchronization** coordinates the directionality and noise management of both devices to produce a more balanced sound experience.
- ▶ **Binaural Noise Management** emphasizes the side with less noise in very noisy situations, helping the brain to focus on the ear with the better sound signal.
- ▶ **Inium feedback shield** significantly reduces whistling without compromising sound quality, audibility or comfort, and preserves the fine details in sounds.

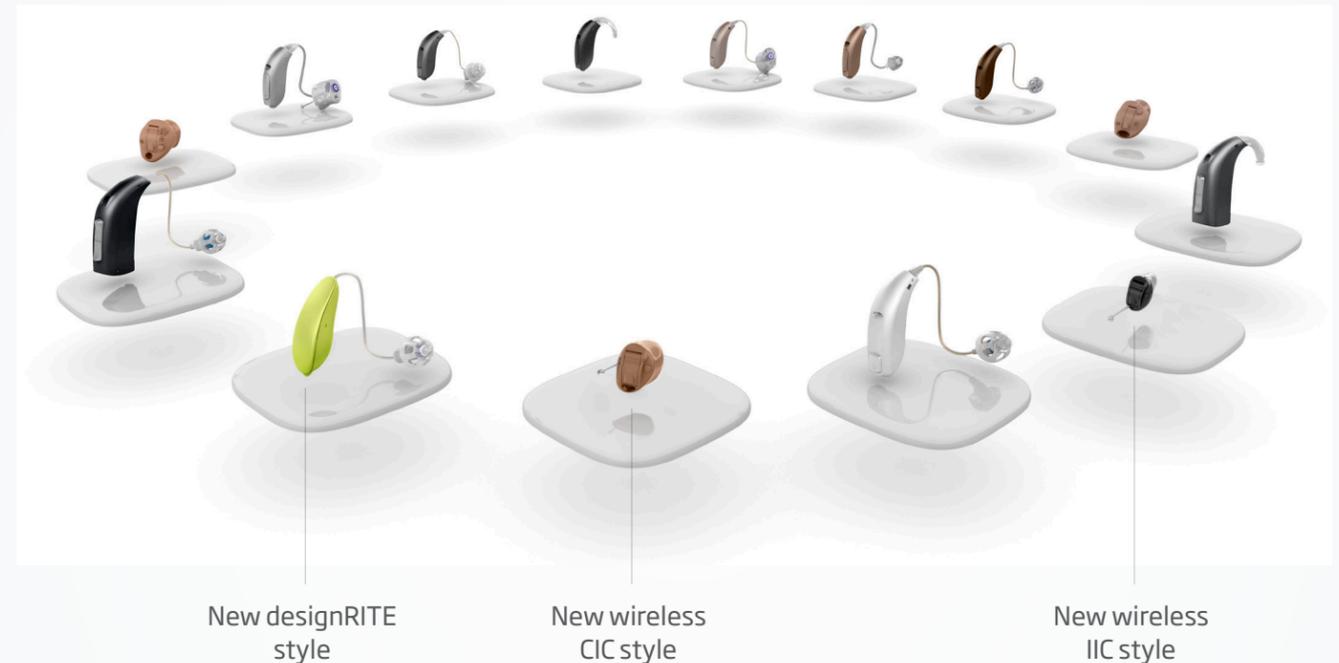


- ▶ Both new and experienced hearing instrument users benefit from BrainHearing™ technology.
- ▶ Satisfaction levels are significantly higher than the industry standard.

Good looks and better hearing with less effort

New

Oticon Ria, Nera and Alta come in a wide range of styles, fitting options and colors to meet your patients' preferences for comfort and aesthetics. In addition to BTE, RITE and custom styles, these hearing solutions are now available in the ultra-compact designRITE and our most discreet wireless CIC and IIC styles.



To learn more

For more information about Oticon's complete line of BrainHearing™ solutions, call your inside sales representative at **1-800-526-3921** or visit us online at pro.oticonusa.com.

*2013 Oticon Alta International Satisfaction Study, overall satisfaction for both new and experienced hearing instrument users.