

OTICON | **Opn**

Open up to the world



**A new paradigm
for teens**



oticon
PEDIATRICS

Oticon Opn™

Giving teens the confidence to be themselves



If you want a teenager to wear hearing aids everywhere, they have to be sophisticated enough to deliver what they want

A teen's world is full of challenging sound environments, fast-moving conversations, and peer dynamics that can lead to poor decisions about when to wear their hearing aids. An Oticon survey among audiologists showed that getting teens to consistently wear their hearing aids ranks as their number one challenge.*

But what if there was a hearing aid that teens would want to wear, because it performs to their needs in everyday situations?

With its confidence-inspiring features, lightning-fast connectivity, and discreet profile, Oticon Opn delivers the performance and capabilities that teens want.

* Internal survey involving 94 audiologists, December 2016.

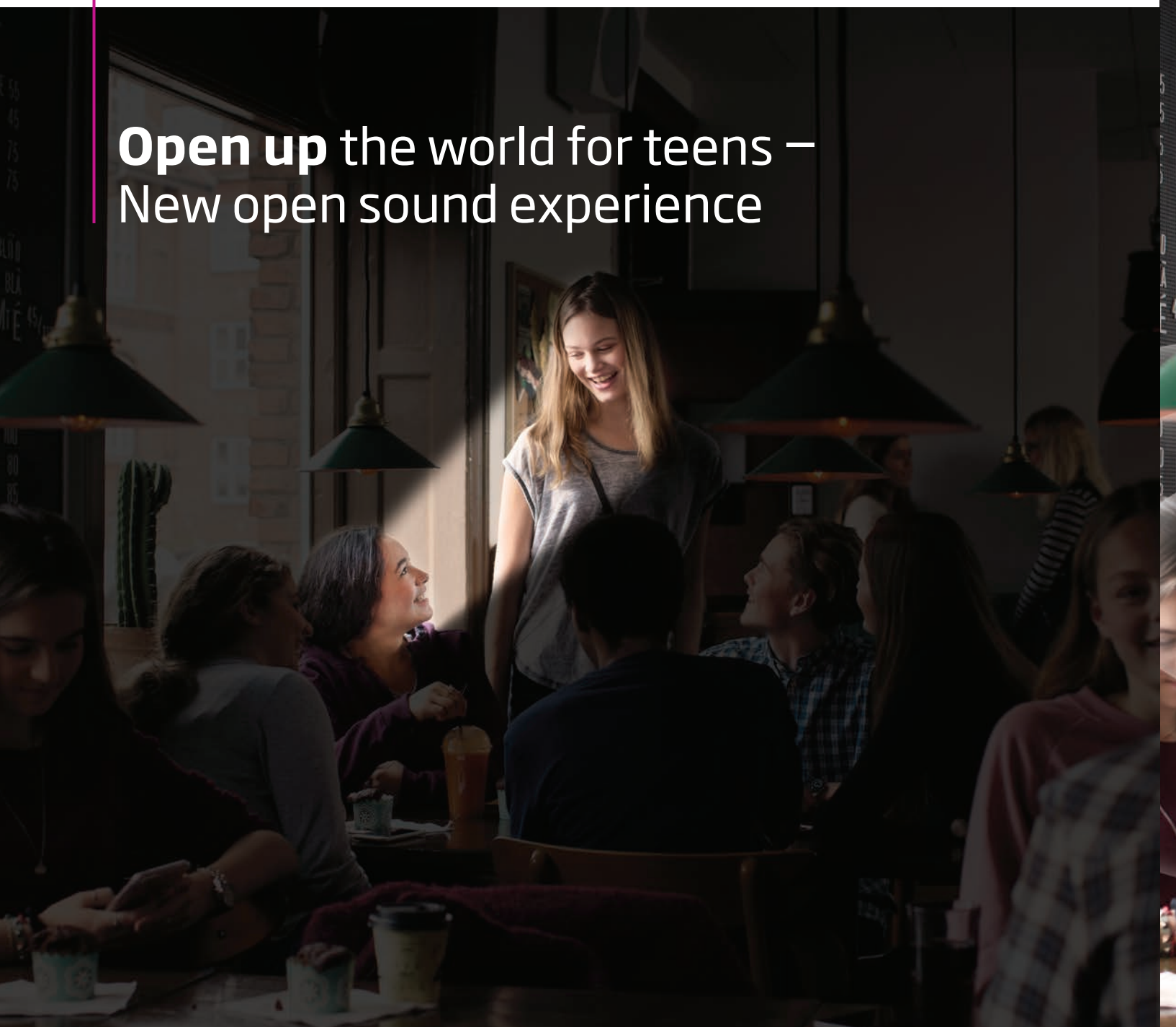


Opn gives teenagers...

Confidence to participate in the conversation, because their hearing aid is fast and dynamic enough to keep up with their friends.

Connectivity to their favorite devices in ways that make talking on the phone, listening to Spotify®, or surfing YouTube® effortless.

Cosmetics, small size and a variety of hair-toned colors that allow teens to wear their devices discreetly.



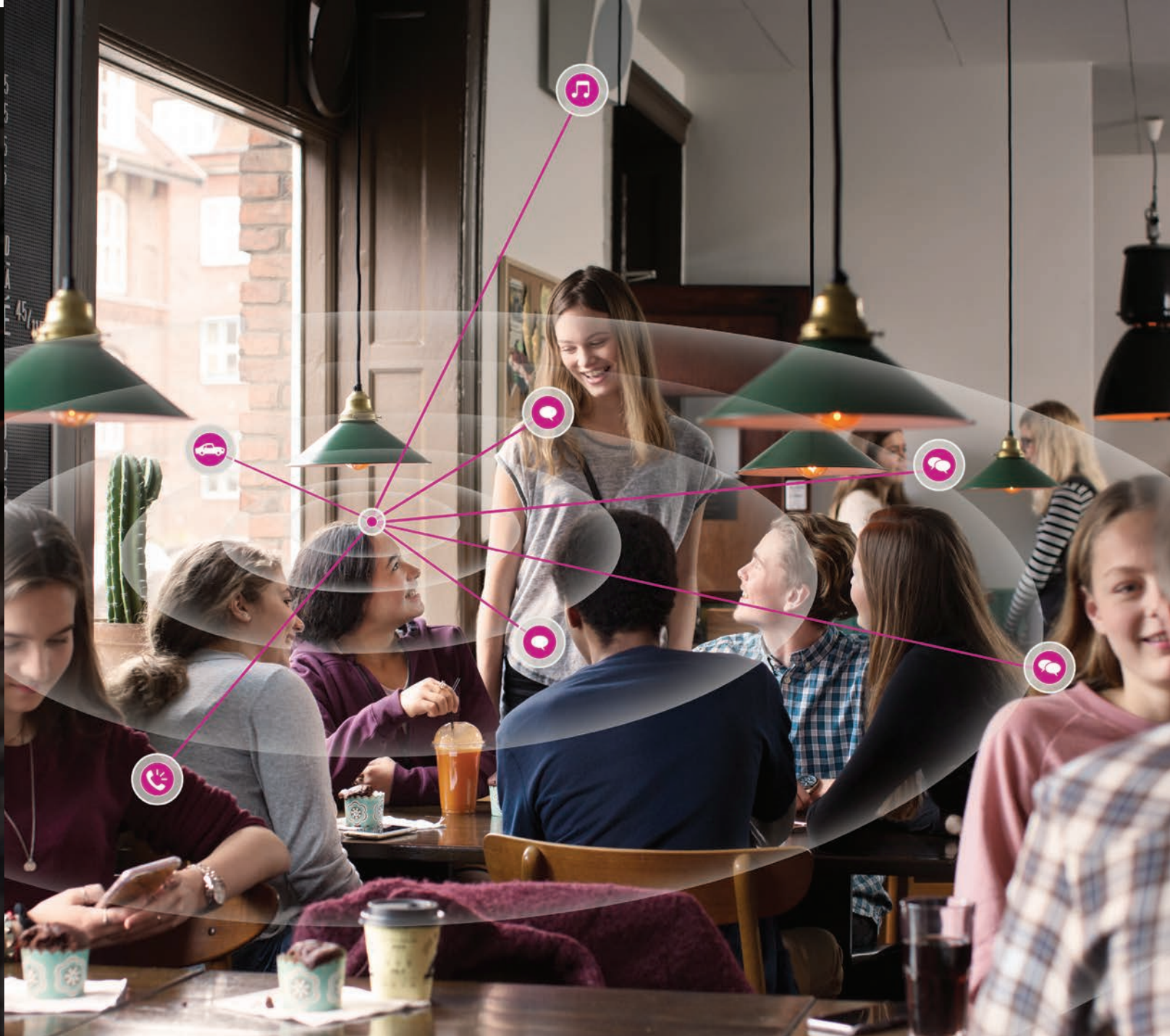
Open up the world for teens – New open sound experience

The Old World

Focused on one speaker while suppressing all other sounds

The technological limitations of current hearing aids have led to the use of narrow beamforming directionality, which makes one speaker stand out while suppressing the rest of the sound environment.

This prevents the user from following conversations with multiple speakers in a natural way.



The New World

Opens up their soundscape and gives access to multiple speakers

Built on the new ultra-fast Velox platform* Oticon Opn is fast and precise enough to analyze and follow the dynamics of the soundscape, and differentiate between speech and noise.

By rapidly and precisely reducing noise, Opn allows teens to access and handle multiple speakers simultaneously, even in complex listening environments.

Opn's exclusive technology makes it easier for teens to differentiate between sounds, locate single sounds, and have a more accurate spatial sense of their surroundings.

In other words, they can hear 360° of sound and choose where to focus their attention, a critical advantage in this very important time in their physical, mental and social development.

* 50 times faster data processing compared to Inium Sense, 64 frequency channels and analyzes more than 100 times per second.

Performance that inspires confidence

360° open sound experience

Teen life can be as complex as the listening environments they inhabit every day. The advanced features of Oticon Opn put them in control and in the center of the action.

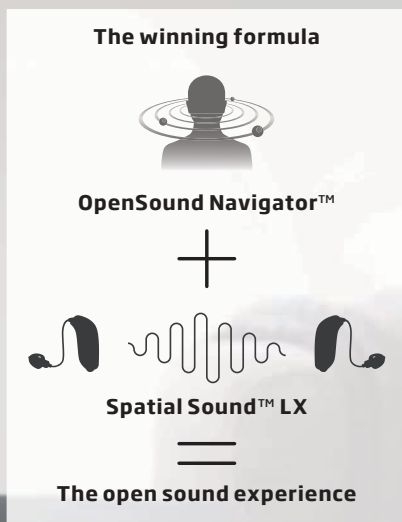
Opn features two groundbreaking technologies that help provide teens with more accurate information about their 360° soundscape, even in the most difficult environments.

OpenSound Navigator™ scans the sound environment more than 100 times per second, rapidly and precisely attenuating distracting noise, even between individual words, making distinct speech stand out clearly.

Spatial Sound™ LX uses Oticon's exclusive TwinLink™ technology to more than double the amount of binaural data* available to the user, giving the brain the cues it needs to pinpoint the position of all distinct sounds, providing precise localization in 360°.

Why does this matter to a teenager?

Through the multi-channel always-open approach, OpenSound Navigator handles multiple dynamic speech and noise sources better than ever before. This technology helps the teen brain make sense of sound by keeping the natural cues in speech. By providing less noise and preserving more speech cues, Oticon Opn provides better stimulation of the developing teen brain and therefore supports better potential for learning. Whether indoors, outside, on the phone, or using other linked devices, the Opn strategy supports the teen brain in a multitude of environments.



*200% increase in binaural communication capacity compared to Inium Sense



Opn delivers the one thing
that every teen wants:
**the confidence to
be themselves in
everyday situations.**



2.4 GHz wireless direct streaming connects to the things they love

Teens love their friends and their screens, spending up to 11 hours a day glued to their devices to stay connected with their friends, and increasingly for use in school settings as well. Oticon Opn allows teenagers to easily connect with these devices in crisp stereo sound.

In some regards, Opn is less of a hearing aid and more a piece of advanced wearable technology. One that makes it easy to connect with devices, also in increasingly wireless school settings with direct streaming from iPads®.

Made for iPhone and iPad

Oticon Opn is a Made for iPhone® hearing aid, making it simple to connect with iPhone®, iPad®, and iPod® Touch, and transform into superior quality headphones for listening to music, listening to audiobooks, watching YouTube®, talking to friends, and more.

Music and entertainment

Via 2.4 GHz direct streaming, teens can connect with devices such as laptops (requires a dongle), TVs (requires TV Adaptor 3.0), and other entertainment devices, all without a streaming gateway.*

Oticon ON App

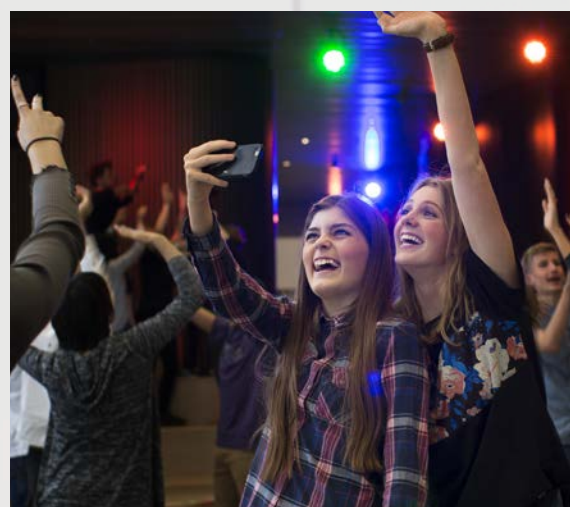
The Oticon ON App is available for iPhone® and Android™ devices, letting teens discreetly control their hearing aids by adjusting the volume and sound inputs, and changing between programs with a tap of a finger.*

Internet of Things and IFTTT

Oticon Opn is the world's first Internet-connected hearing aid. If This Then That (IFTTT.com) is an Internet-based service that lets teens use Opn in a variety of creative ways, from receiving a notification when their battery is low, to being pinged when they get a text, and more.*

Ready for what's next

With its fast wireless 2.4 GHz and Internet connectivity, Opn is ready for whatever technologies the future might bring - from other smart alerts to virtual reality, and advances we cannot yet imagine.



* Oticon invites all Opn users to go to oticon.com to explore the endless possibilities available when connecting Oticon Opn. Some functionalities require the ConnectClip, which will be available during second half of 2017. For more information, please see the Oticon Opn Product Guide or visit oticon.com/opn.



Apple, the Apple logo, iPhone, iPad, iPod touch, and Apple Watch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc. Android, Google Play, and the Google Play logo are trademarks of Google Inc.

Made for
 iPod iPhone iPad

Blend in or stand out...

The choice is theirs

With a number of colors and styles, Opn lets teens decide if they want their devices to blend in or to stand out. Whatever they choose, Opn offers attractive styling and a comfortable fit.

Blend in

Many teens prefer to keep their hearing aids tucked out of view. With its small design, open fit, and hair-toned color options, Opn can be very difficult to detect.

Stand out

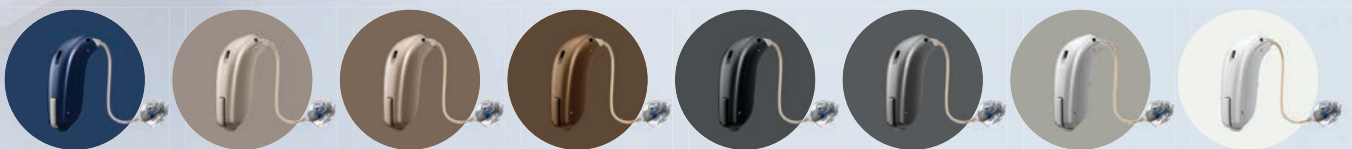
Some teens wear their devices as a badge of honor. Bright and metallic color options also give teens the ability to make Opn a bold part of their look.

Discreet adjustments

The Oticon ON App lets teens control their hearing aids from their phones, not their hands, allowing them to adjust their devices without drawing attention to them.

When teens feel good about how they look, they feel good about themselves.





It's time to have an open conversation

Hearing aids teen clients want to hear about

Three different styles, each with a full set of Opn features.

Both miniRITE and miniRITE-T are available with speakers 60, 85, 100, and 105 - covering hearing loss from mild to severe-to-profound.

miniRITE

Sleek and modern, it sits discreetly behind the ear, is available in all performance levels and covers hearing loss ranging from mild to severe-to-profound.

miniRITE-T (Telecoil)

Follows the same sleek design line as the miniRITE and covers hearing loss ranging from mild to severe-to-profound. The telecoil also offers discreet FM access via neckloop receivers like Amigo Arc.

Representing the perfect balance of size, user friendliness and power, the new Oticon Opn BTE13 PP offers an output level up to 138 dB SPL. Feature highlights include Speech Rescue™ LX when frequency lowering is desired; telecoil (compatible with FM neckloop receiver), a double push-button and optional LED indicator.

BTE13 PP (Plus Power)



The exclusive open sound experience of Oticon Opn combines unique technologies to give teens the power to hear in 360° and the confidence to be themselves just about anywhere life may take them.



You want
to fit a hearing aid
teens will want to wear

- A hearing aid that performs for teens
- A hearing aid that is easy to fit
- A hearing aid that supports their developing mind

Teens want
to not miss out

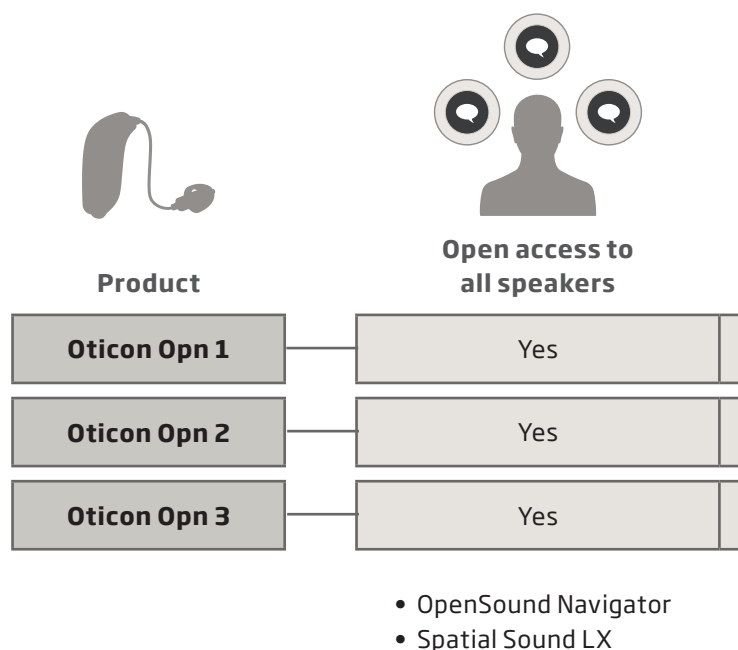
- Confidence to be themselves
- Connectivity to their favorite devices
- Cosmetics that let them blend in

Opn delivers

- Adherence to AAA pediatric guidelines
- DSL fitting rationale
- Fast technology and unique features that can keep up with complex listening environments
- Many ways to easily connect, control, and customize
- Discreet design that matches hair color and offers hands-free control
- BrainHearing™ support for better sound stimulation

The highlights of Oticon Opn

Regardless of user age and lifestyle, Oticon always recommends Opn 1 for maximum support across different listening environments.



DSL 5.0 - Easily fit to target on teen clients*

Validated fitting rationale now available in all Opn hearing aids.

OpenSound Navigator™ - Lets me hear my soundscape in 360°

Better hearing and less listening effort supports retention.

Spatial Sound™ LX - Helps me better identify where sounds are coming from

Locate, follow and shift focus to the most interesting sounds.

YouMatic™ LX - Easily tailor the sound to my preferences

Tailors OpenSound Navigator to individual needs and preferences.

Speech Guard™ LX - Gives me access to more speech details

Improves speech understanding in noisy environments, making it easier to follow and engage in conversations.

Speech Rescue™ LX - Lets me hear more speech sounds like 's' and 'sh'

Makes high frequency sounds more audible.

Soft Speech Booster LX - Increases my access to soft sounds**

Improves soft speech understanding without turning up the volume.

Clear Dynamics - Supports better hearing in dynamic situations, like concerts and movies

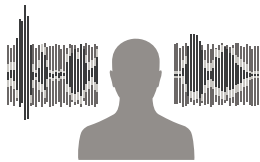
Better sound quality with less distortion in loud environments.

Wind Noise Management - Helps me hear better in windy situations

Suppresses wind noise to make speech easier to understand.

* Oticon Opn with the DSL rationale is intended for teens and young adults. Opn is not intended for use with young children. It fulfills the necessary criteria relating to audiological candidacy, routing of signal, signalling processing and features, and hearing aid fitting and verification (AAA Pediatric Guidelines 2013).

** Only available with use of VAC+ fitting rationale.



Rapid noise reduction



Localization of sounds



Speech clarity



A personalized listening experience

...
..
.	.	.	.

- OpenSound Navigator
- Frequency bands

- Speech Guard LX
- Spatial Sound LX
- Clear Dynamics
- Bandwidth

- OpenSound Navigator
- Speech Guard LX
- Clear Dynamics
- Bandwidth
- Frequency bands

- Fitting bands
- YouMatic LX
- Soft Speech Booster LX

Feedback shield LX - Helps me get rid of annoying whistling and squealing

A new dual-microphone system eliminates feedback rapidly and effectively.

Telecoil connectivity - Offers me discreet FM access

Connectivity opportunity via neckloop receivers like Amigo Arc.

TwinLink™ - Gives me truly advanced wireless technology

The world's first dual radio system provides flexible communication system.

Made for iPhone® hearing aid - Connects me to my iPhone® and iPad®

2.4 GHz direct streaming also from iPod® Touch, TVs, radios, laptops and more.

The world's first Internet-connected hearing aid - Opens a world of possibilities.

Using the If This Then That (IFTTT.com) protocol, users can interact with other Internet-connected devices and services.



Powered by the Velox™ platform

Fast and precise enough to support the brain in making sense of sound.





www.oticon.com

oticon
PEDIATRICS