

The open sound paradigm **Now in custom styles**



Open up
to the world

Open up to more styles

The Oticon Opn™ family continues to expand, now with a comprehensive range of custom styles that includes our smallest hearing aid ever - the new IIC.

All new styles feature the groundbreaking technology that Oticon Opn is famous for. Now, even more of your clients can enjoy the BrainHearing™ benefits of the open sound experience.

“
Just going out with people, being out with friends and talking - that was my hardest thing [...]. **Now, I can be in social settings and hear the people talking all around me.**”

Karen, Oticon Opn user

“
Your life is going to change, and your quality of life is going to change. And you are going to hear everything that's going on around you.”

Eilish, Oticon Opn user

“
I can actually engage in conversation. **I am finally a part of the party!**”

Shannon, Oticon Opn user

“
Opn hearing aids are not just great, **they are life-changing.**”

Robert, Oticon Opn user

These testimonials represent the opinion of the concerned individual only and may not be representative of the experience of others. The testimonials are not paid and may not be indicative of the future performance or success of any other individuals.



New test results prove the performance of Oticon Opn

Since the introduction of Oticon Opn, we have experienced outstanding feedback from both hearing care professionals and people who wear hearing aids. Now, groundbreaking research data proves just how much difference Oticon Opn can make to an individual's life.

The new evidence shows how Oticon Opn breaks through some of the biggest challenges faced by people with hearing loss: understanding speech in noise and handling multiple speakers. These results make it clear that we're closing a gap to normal hearing. Read more on pages 10-11.

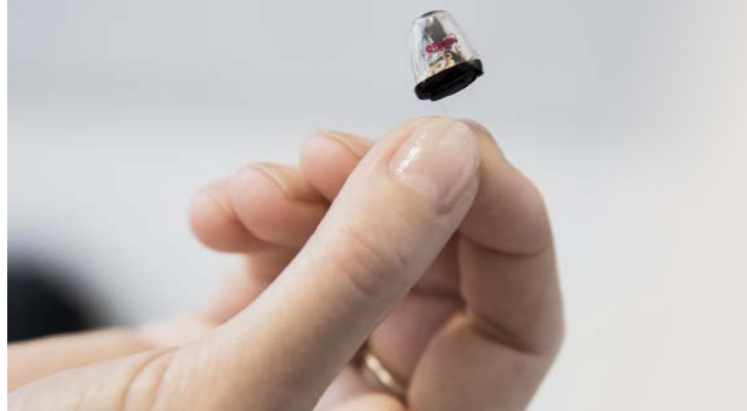
Introducing a wide range of Oticon Opn custom styles

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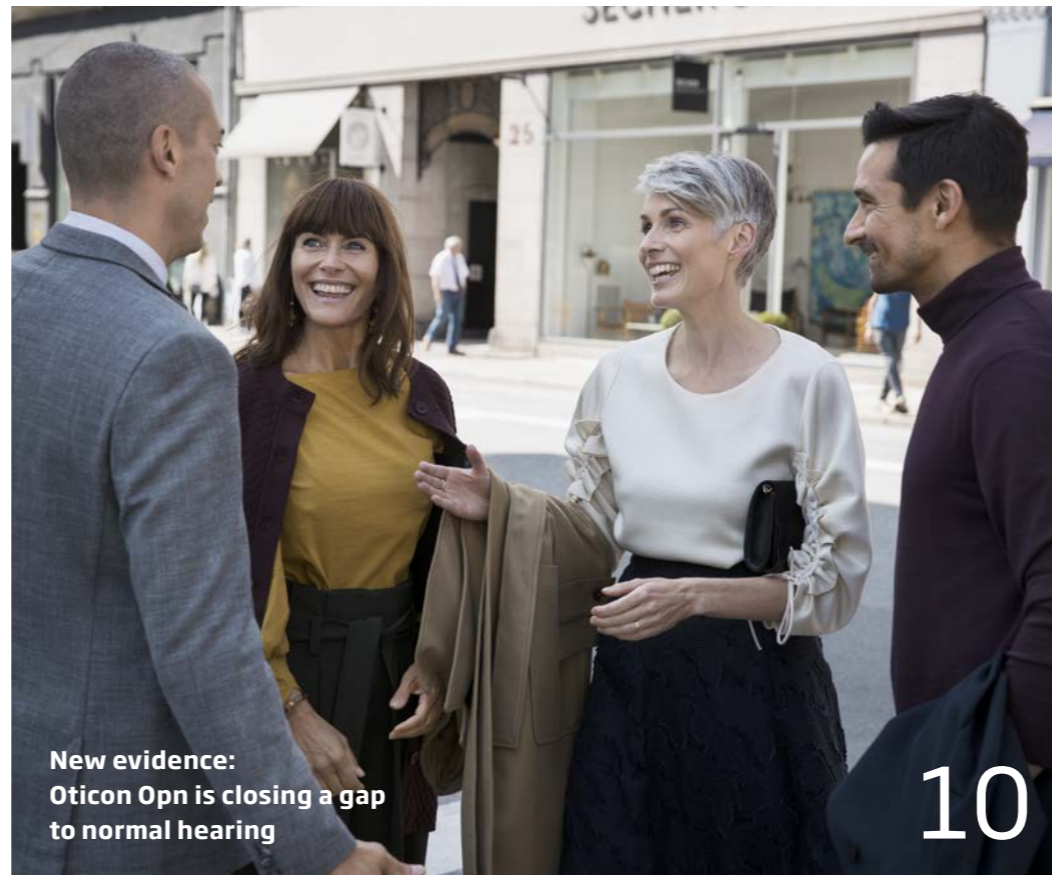
The new IIC
- Invisible for 8 out of 10 people



Explore Oticon Opn

Wireless streaming to all smartphones
- Now in custom styles

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New evidence:
Oticon Opn is closing a gap to normal hearing

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HearingFitness™ - The world's first hearing fitness technology

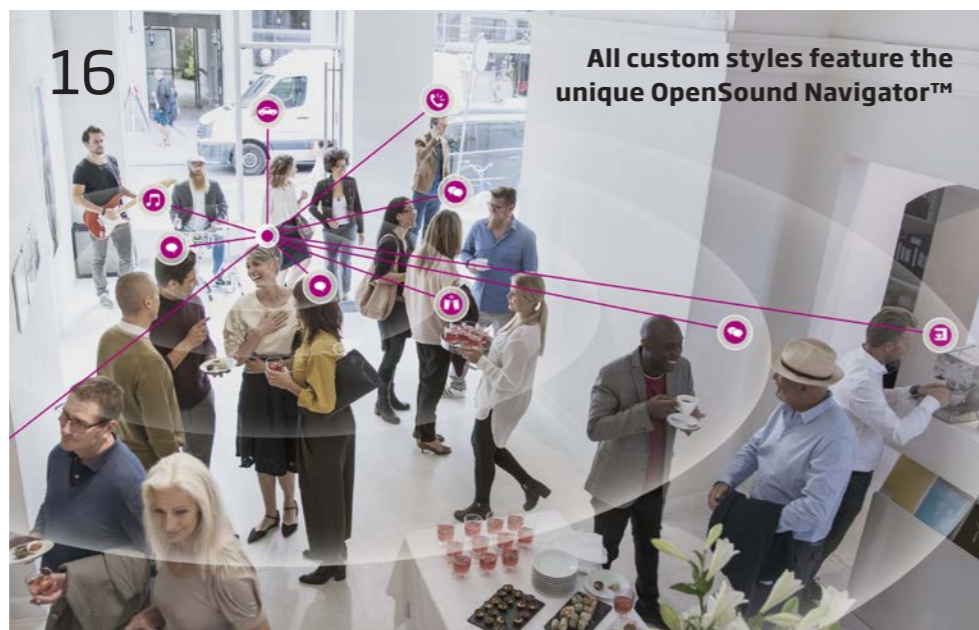
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Winner of the 2018 CES Innovation Award

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All custom styles feature the unique OpenSound Navigator™



**Traditional directionality
closes down sounds,
and with them, life**

OLD WORLD

The limitations of traditional hearing aid technology in complex environments have led to the use of narrow directionality to make speech coming from the front clear.

All other sounds - speech and noise alike - are reduced, leaving the user with a narrowed, artificial listening experience.

NEW WORLD

At Oticon, we do not accept these constraints on people's lives. Unlike traditional technology, the new technology from Oticon can handle multiple people speaking. This is because it is fast and precise enough to analyse complex soundscapes while remaining open to all relevant sound sources.

The result is a paradigm shift in hearing care that opens up the world to people with hearing loss, empowering them to socially engage and enjoy the lively situations they used to avoid - a truly life-changing experience.

Directionality as we know it is now **a thing of the past**

With BrainHearing™ technology, Oticon Opn delivers what the brain needs



Hearing starts with the brain

As an industry pioneer, Oticon has chosen a different path than simply compensating for damage to the ear. Instead, we have defied convention. We build our hearing aids on the philosophy that better hearing starts with the brain, so we strive to deliver what it needs to make sense of sound. We call this BrainHearing.

Oticon Opn provides the brain with better conditions to perform in

BrainHearing technology in Oticon Opn has been developed through a profound understanding of how the brain functions in the hearing process. This enables it to provide the brain with better conditions to perform in. The always-open approach to the listening environment gives the brain access to a balanced soundscape and supports the natural way it makes sense of sound – even in difficult listening environments. This empowers users by giving them the freedom to choose who and what to listen to, so they no longer have to live with the restrictions of traditional technology.





Oticon Opn overcomes barriers to social participation

Closing a gap to normal hearing

Compared to people with normal hearing, people with hearing loss have many difficulties with communicating in noisy environments, even when supported with good amplification.

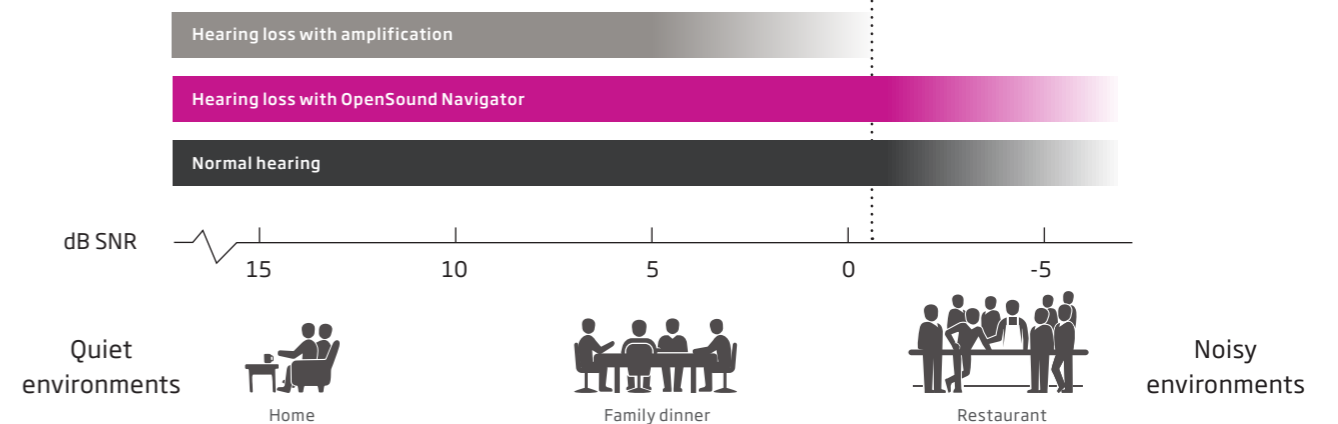
Outstanding new evidence from two independent studies shows that Oticon Opn delivers a breakthrough to these challenges with its unique OpenSound Navigator™ technology.

The latest results show how effectively Oticon Opn helps people with hearing loss to interact with multiple speakers, while significantly reducing their listening effort.*

This empowers people to participate actively in the same noisy environments as people with normal hearing**, such as restaurants and similar environments that they previously found too demanding.

New evidence:

OpenSound Navigator empowers people to actively participate in the same noisy environments as people with normal hearing.



Introducing the world's first hearing fitness technology

HearingFitness™ technology uses the Oticon ON App to help improve how your clients use their Oticon Opn hearing aids in the real world.

Welcome to the smarter future of hearing

The connectivity of Opn has enabled Oticon to take a bold step into e-health technology. Just like an exercise app, HearingFitness gathers real-world data and gives insights that help people optimize their hearing.

HearingFitness insights are based on big data analytics that combine lifestyle and healthcare data with local

sound environment analysis. It is the start of data-driven hearing care, and it enables more personalized hearing care than ever before.



HEARING FITNESS™

Suggests optimal programmes for the sound environment

Gathers anonymised data to inform product development

Rewards positive development of listening behaviour



Gives gentle nudges based on data insights

Helps set hearing goals and track progress towards them

Gives a clear overview of hearing aid usage

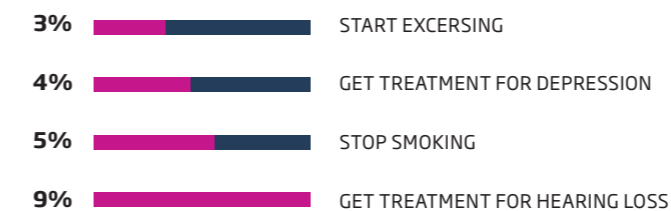
Maintain hearing, maintain health

At Oticon, we've long approached hearing as a mental process - that's what inspires our BrainHearing technology. Now HearingFitness takes it one step further. Because everyone's brain gets a vital workout when they participate socially, HearingFitness promotes the health benefits of hearing. It gives people a tangible understanding of their hearing health, and helps them identify how and when they can improve it.

Battle against hearing loss-related dementia

HearingFitness is inspired by striking new evidence that shows how ideal treatment of hearing loss in mid-life potentially reduces the risk of dementia more than any other action - including quitting smoking and exercising more.*

Risk reduction



Empowering clients to fulfil their own hearing potential

After you fit Oticon Opn to each client, they head out into the world - where their behaviour has a big influence on their hearing health. That's where HearingFitness goes the extra mile. Because clients must change their own behaviour, HearingFitness encourages them to take control of their own hearing health and get out into challenging sound environments.

Welcome to the smarter future of hearing at oticon.global/hearingfitness

Now open sound comes in an **extensive range** of custom styles

We have expanded the open sound paradigm with five new custom styles. Now, Oticon Opn can meet the diverse needs of even more of your clients, ranging from the ultimate in discretion to fully featured styles.

All styles deliver the open sound experience and come in three performance levels, making the groundbreaking technology and unique BrainHearing benefits of the Oticon Opn family available to even more users.

The Oticon Opn IIC and CIC are our most discreet styles. In fact, the IIC is the smallest hearing aid we have developed to date. And with an expanded fitting range that covers hearing loss from mild to moderately severe, more users can now enjoy an invisible hearing aid – with the open sound experience built in.

The Oticon Opn ITC is our most discrete style with all feature options available. It can be tailored to the individual needs and preferences of your clients when it comes to functionality, features and wireless connectivity. It covers hearing loss ranging from mild to severe.

The Oticon Opn ITEs (Half Shell and Full Shell) are also fully featured and offer wireless connectivity. They are the optimal styles for clients with dexterity needs who prioritise an instrument that is extra easy to handle, control, and adjust. They cover hearing loss ranging from mild to severe.



IIC
(Invisible-In
the-Canal)



CIC
(Completely-In
the-Canal)



ITC
(In-The-Canal)



ITE
(Half Shell)



ITE
(Full Shell)



All custom styles feature the unique **OpenSound Navigator**

The key to the open sound experience

OpenSound Navigator is the most powerful processing technology in Oticon Opn

This extremely fast and precise technology provides users with more accurate information about their 360° soundscape, even in difficult listening environments.

OpenSound Navigator scans the sound environment more than 100 times per second, rapidly and precisely attenuating disturbing noise, even between individual words. By providing constant access to all relevant

sounds and speech, this open sound experience makes it easier for the brain to decide who and what to listen to, and to switch attention when needed.

The effect of OpenSound Navigator varies with hearing aid style and prescription.

Oticon Opn brings people back into life

With the fast and precise noise reduction of OpenSound Navigator, Oticon Opn efficiently reduces the disturbance caused by noise.

Exciting evidence shows that OpenSound Navigator in Oticon Opn improves speech understanding from 20% to 75% in restaurant-like environments. This is the dif-

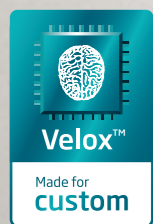
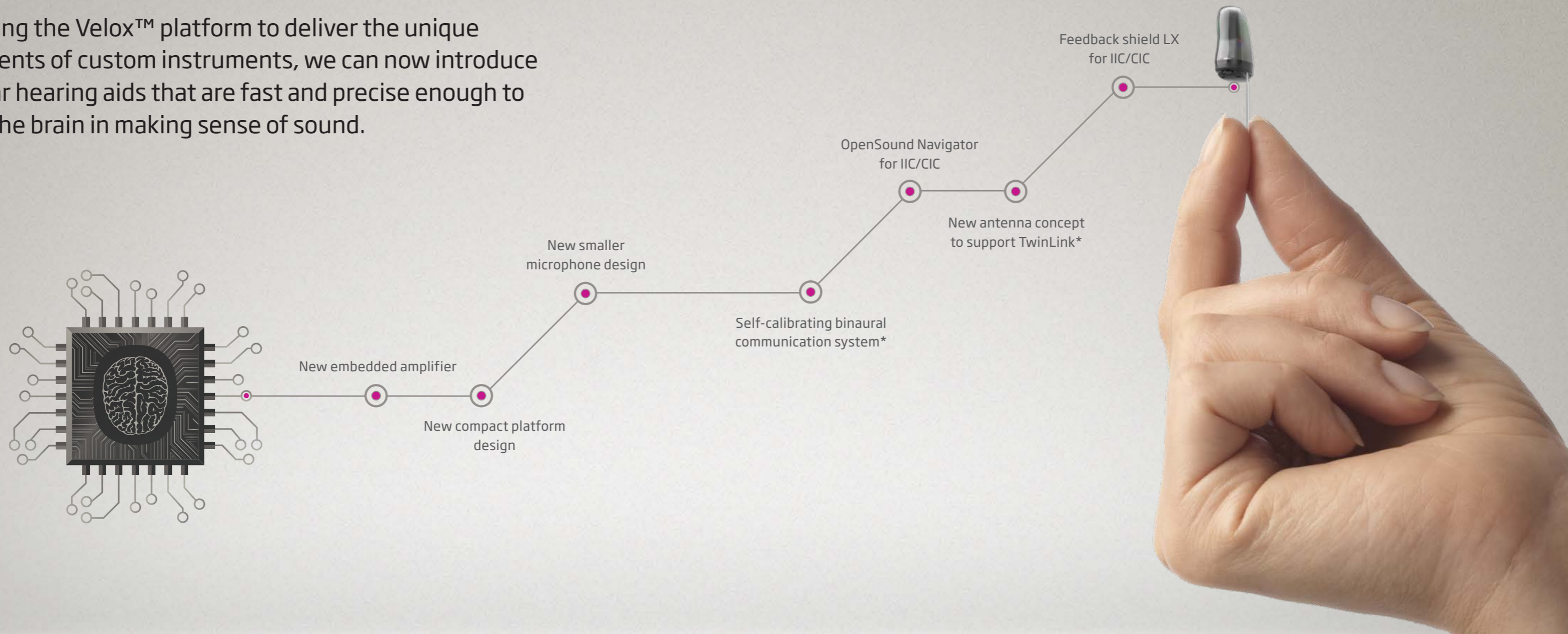
ference between being in the conversation or not - to be in or out of life.

Furthermore, Oticon Opn makes listening significantly easier in a wide range of everyday situations, which preserves more mental energy for users to live their lives.*

Oticon Opn custom instruments

- fast enough to **support the brain**

By updating the Velox™ platform to deliver the unique requirements of custom instruments, we can now introduce in-the-ear hearing aids that are fast and precise enough to support the brain in making sense of sound.



Powered by the Velox platform

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

Market-leading performance

- 50 times faster data processing than ever before**
- Market-leading resolution with 64 frequency channels
- Full environment analysis more than 100 times per second
- Capacity to handle more than 1,200 million operations per second
- World's first TwinLink communication system

*For styles with wireless technology
**Compared to Inium Sense

The new Oticon Opn IIC
- invisible in the ear for

8
out of
10

Introducing our smallest hearing aid ever

A hearing aid that no one will notice is a strong preference for many first-time hearing aid users, as well as people who are more experienced with hearing aids.

By optimizing the shape of the faceplate and reducing the length and width - as well as the size of the technical components inside - we have succeeded in developing our smallest hearing aid ever.

The result is that now, 8 out of 10 clients can get an invisible hearing aid from Oticon.* And since it's Oticon Opn, they get the groundbreaking open sound experience built in.



In addition to an increased invisibility rate, the new IIC comes with two speaker options (75dB and 85dB), thus covering a wider range of hearing loss. Now, more users than ever before can get an invisible instrument from Oticon.

Miniaturised with zero compromise on performance

Through progressive design improvements, we have now integrated the high-quality components behind the open sound technology into a shell that's smaller than ever.

Oticon has been on a journey with a clear goal in mind: to develop our smallest hearing aid ever. We started out by going right back to first principles, where a study of the ear's anatomy gave us a golden benchmark for the instrument's dimensions (faceplate shape, size and length). To meet these strict criteria, our next step was to optimize the size, placement and integration of the technical components. And to gain even more space while safeguarding our high quality, we improved our production processes.

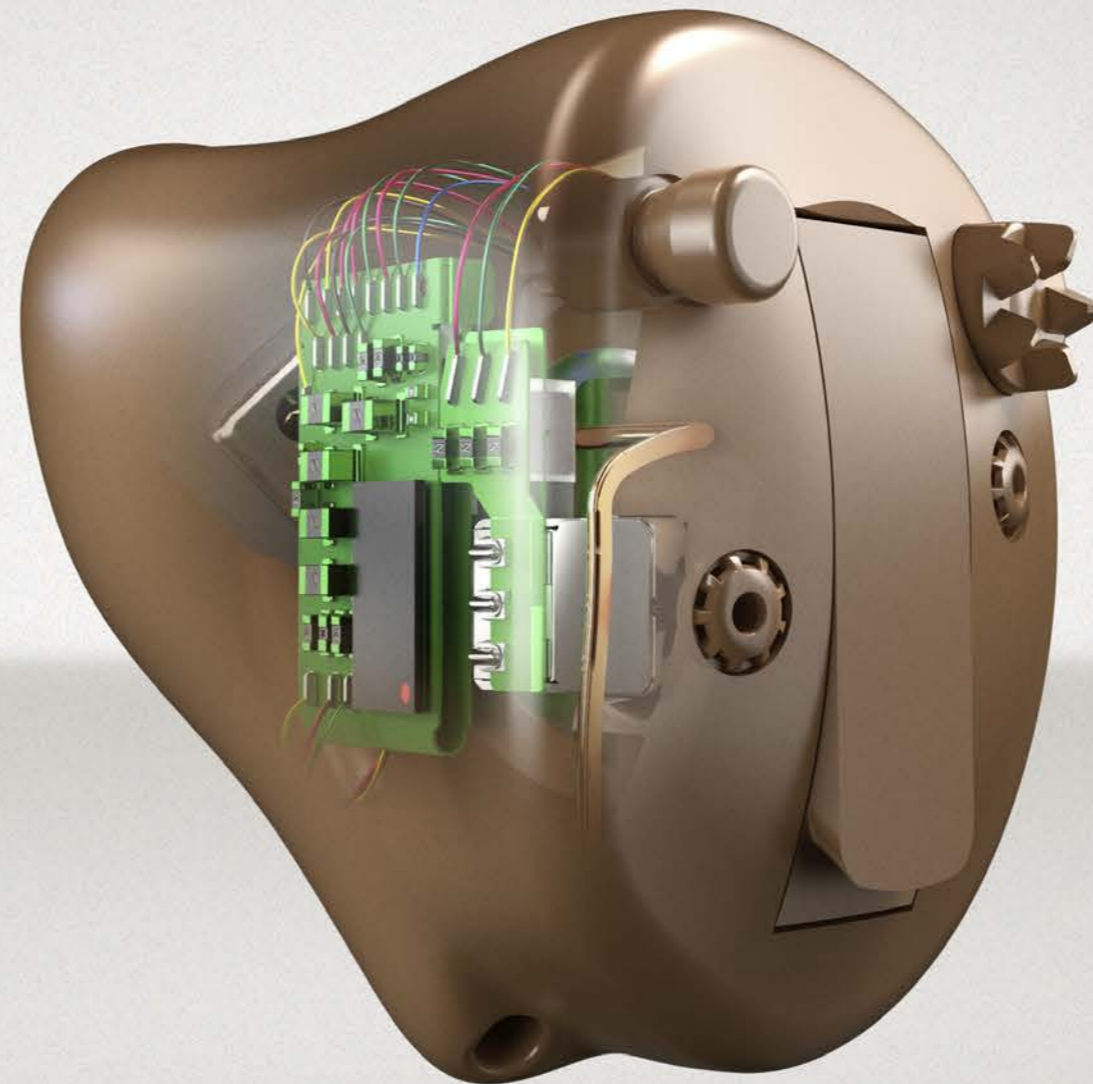
The result is that now, more users than ever before can be fitted with an invisible hearing aid that makes zero compromise on quality, reliability or performance.



Custom styles **where you and your clients choose the features**

The new range of Oticon Opn in-the-ear styles offers each of your clients a wide selection of features and functionalities to choose from.

Each person's needs and preferences are the natural starting points for selecting the right custom instrument.



-  C001 Beige
-  C002 Light Brown
-  C003 Medium Brown
-  C004 Dark Brown
-  C005 Black*

What are their listening needs?

- A choice of styles and fitting levels help you match each client's level of hearing loss and need for support in noise
- NFMI gives additional sound localisation support

What do they want to connect to?

- Our 2.4 GHz technology gives wireless streaming to hearing aids from smartphones, TVs, tablets, and more
- Make clear, safe, hands-free calls from all modern smartphones
- A remote microphone assists easier listening at a distance
- The Oticon ON App gives discreet control of hearing aids and connects them to the Internet of Things (IFTTT)

How do they want their hearing aids to look and feel?

- From the smallest invisible hearing aids up to fully featured customs that are optimized for user-friendliness, it's simply a matter of finding the right style
- 5 faceplate colour options ensure maximum discreetness, based on choice of style
- Larger battery options give longer battery lifetime and ease of handling
- Optional push button and volume wheel for direct volume control and programme selection
- Telecoil and Autophone give more options to help with phone/loop systems and easy phone access

Outstanding 2.4 GHz connectivity - **now in custom styles**

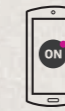


A wide range of wireless possibilities



TV

Oticon's TV Adapter 3.0 enables sound to be streamed from a TV directly to multiple pairs of Oticon Opn hearing aids



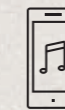
Oticon ON App

Discreetly switch between programmes, adjust the volume, use HearingFitness™ and much more. The Oticon ON App also gives access to the Internet of Things via IFTTT.com



ConnectClip

Use ConnectClip as a remote microphone, turn the hearing aids into a wireless stereo headset or use it as a remote control to adjust the volume and change programmes



Music

Enjoy music in both hearing aids in stereo. Stream directly from iPhone, iPad®, and iPod touch® or use ConnectClip with any Bluetooth-enabled device



Computer

Create a wireless headset and chat over Skype, Lync, etc. Pair ConnectClip directly to the computer via Bluetooth, or use Oticon's BT-D 800 USB dongle



Landline phone

Answer calls that are made to a stationary telephone wirelessly. Phone Adapter 2.0 attaches to the conventional telephone and streams calls to the hearing aids via ConnectClip

IFTTT

Internet connectivity

The If This Then That (IFTTT) network makes life easier and more fun by connecting Opn hearing aids with the wide range of Internet-connected devices we use in everyday life

Hands-free streaming from all smartphones, with ConnectClip

With Oticon Opn, your clients can stream high-quality sound to both hearing aids from any modern smartphone, including iPhone® and Android™.

Oticon Opn pairs with our ConnectClip microphone accessory via 2.4 GHz Bluetooth® low energy technology, enabling hands-free calls and more.

Oticon Opn with 2.4 GHz Bluetooth low energy enables:

- Streaming stereo sound to both ears
- High-quality sound - wide audio streaming frequency range (7.5 kHz)
- Low battery consumption
- Fast, clear streaming - free from unwanted noise



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One comprehensive hearing aid family for a wide range of hearing needs

All styles in the Oticon Opn family are powered by the Velox platform and delivers the open sound experience. This complete range of hearing aids covers hearing loss from mild to severe-to-profound, ensuring a perfect Opn fit for almost any audiological need.



OpenSound Navigator™
Less effort. Remember more.
Better hearing



Spatial Sound™ LX
Locates, follows and shifts focus to the most interesting sounds



YouMatic™ LX
Tailors OpenSound Navigator to individual needs and preferences



Speech Guard™ LX
Improves speech understanding in noisy environments, making it easier to follow and engage in conversations



Speech Rescue™ LX
Makes high frequency sounds more audible



Soft Speech Booster LX
Improves soft speech understanding up to 20% - without turning up the volume



Clear Dynamics
Better sound quality with less distortion in loud environments



Wind Noise Management
Improves access to speech in situations with wind noise



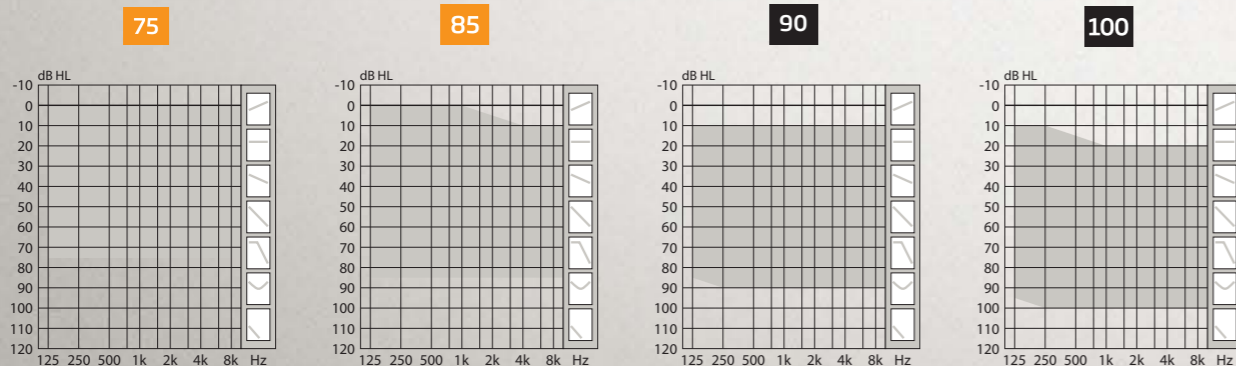
Feedback shield LX
Feedback is eliminated rapidly and effectively



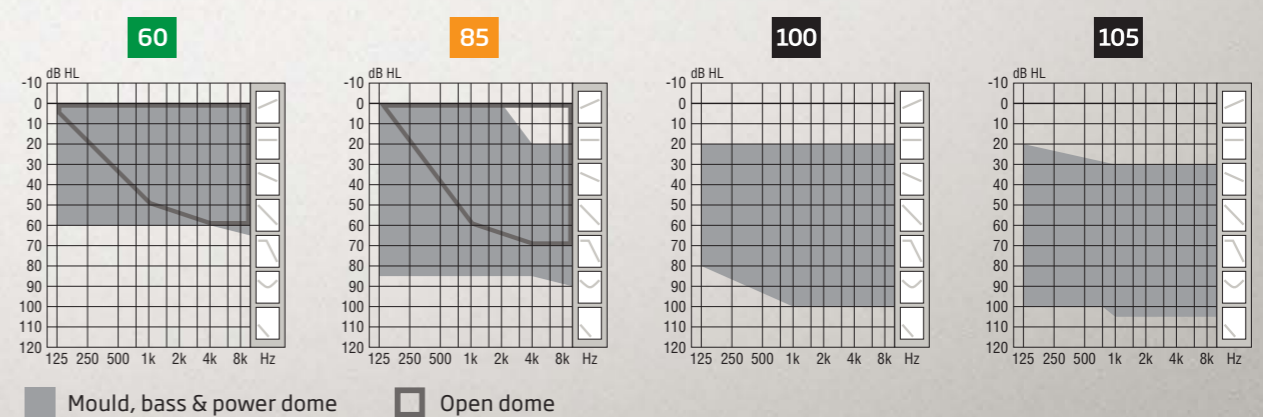
Tinnitus SoundSupport™
Relief sounds for tinnitus clients

The effect and availability of features varies with hearing aid style and prescription

Fitting ranges for custom styles

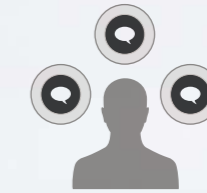
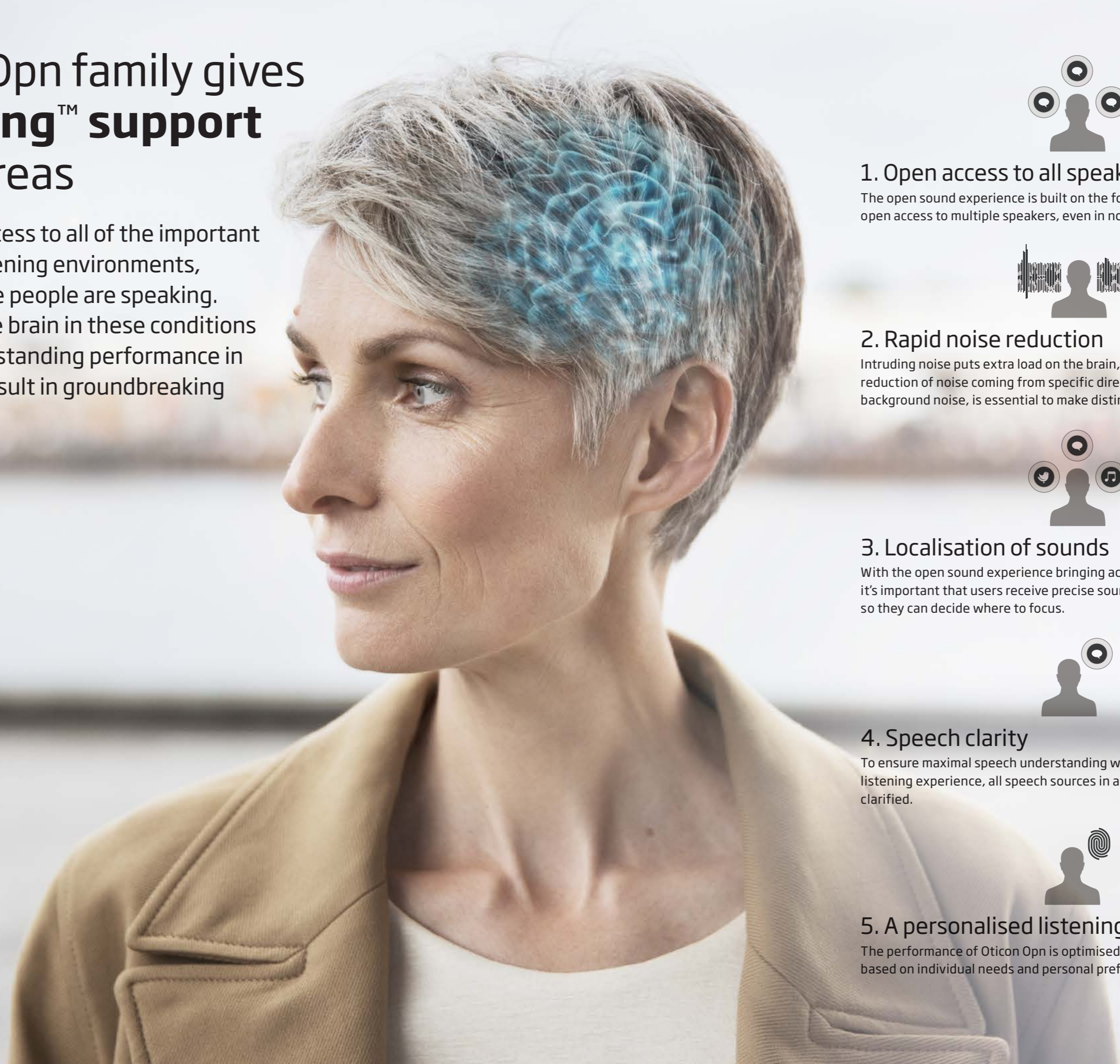


Fitting ranges for behind the ear styles



The Oticon Opn family gives **BrainHearing™** support in five key areas

Oticon Opn provides access to all of the important sounds in everyday listening environments, including when multiple people are speaking. Its ability to support the brain in these conditions is made possible by outstanding performance in five key areas, which result in groundbreaking benefits for the user.



1. Open access to all speakers

The open sound experience is built on the foundation of ensuring open access to multiple speakers, even in noisy environments.



2. Rapid noise reduction

Intruding noise puts extra load on the brain, so a rapid and precise reduction of noise coming from specific directions, as well as diffuse background noise, is essential to make distinct speech stand out.



3. Localisation of sounds

With the open sound experience bringing access to all sounds, it's important that users receive precise sound localisation information, so they can decide where to focus.



4. Speech clarity

To ensure maximal speech understanding with less effort, and a richer listening experience, all speech sources in any location are enhanced and clarified.



5. A personalised listening experience

The performance of Oticon Opn is optimised by making adjustments based on individual needs and personal preferences.



One open sound experience - Three levels of BrainHearing support

BrainHearing support is delivered by a unique combination of technologies working together to reduce listening effort and provide the brain with better conditions to perform in. All three performance levels provide the unique open sound experience with access to multiple speakers. However, they differ in the amount of support they give the brain in terms of rapid noise reduction, localisation of sounds, speech clarity, and the personalisation of the listening experience - **i.e. they differ in the level of BrainHearing support they deliver.**

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

Product	BrainHearing support	Open access to all speakers	Rapid noise reduction	Localisation of sounds	Speech clarity	A personalised listening experience
Oticon Opn 1	Level 1	Yes	● ● ●	● ● ●	● ● ●	● ● ●
Oticon Opn 2	Level 2	Yes	● ●	● ●	● ●	● ●
Oticon Opn 3	Level 3	Yes	●	●	●	●

Supporting features:

- OpenSound Navigator
- Spatial Sound LX

- 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

The Oticon Opn family has accessories and features to suit every client



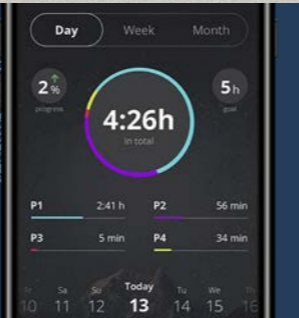
The open sound experience
Delivers constant 360° sound, even in noisy environments

96%
of users say they hear better with Oticon Opn*

* Beck D.L., Porath M., Consumer Responses to the Oticon Opn Hearing Aid. Hearing Review. 2017;24(1):26.



HearingFitness™
The world's first hearing fitness technology

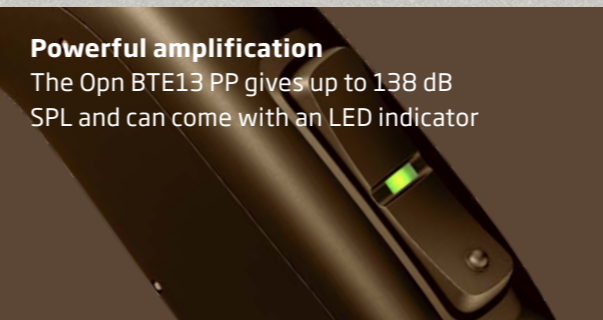


Unique BrainHearing technology
All styles in the comprehensive Opn range support how the brain naturally makes sense of sound



Oticon Opn IIC
Invisible in the ear and our smallest hearing aid ever

Powerful amplification
The Opn BTE13 PP gives up to 138 dB SPL and can come with an LED indicator



Tinnitus SoundSupport™
Plays customisable relief sounds the user can adjust



Oticon ON App
Controls the volume, changes programmes and opens up the world of IFTTT



oticon.global/opn