

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



Open up
to the world

Dear Customer,

Oticon Opn™ continues to gain momentum in the market, and we keep receiving fantastic feedback from both professionals and hearing aid users. So it's with great pleasure that we now can introduce five new members of this groundbreaking family.

The open sound paradigm - now also in custom styles

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

- **The Oticon Opn IIC and CIC** are the most discreet styles. In fact, the IIC is the smallest hearing aid we have developed to date.
- **The Oticon Opn ITC and ITEs** are fully featured styles, including our 2.4 GHz connectivity.

With Oticon Opn, we are closing a gap to normal hearing*

The evidence proving the performance of Opn continues to build. Our last new research showed how Oticon Opn:

- Outperforms traditional and narrow directionality in conversations in noisy environments
- Improves speech understanding in noisy environments from 20 to 75%, while significantly reducing listening effort

Now, the very latest research data proves just how much difference Oticon Opn can make to an individual's life. The evidence shows how Opn empowers people with hearing loss 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. These results make it clear that we're closing a gap to normal hearing.

Introducing the world's first hearing fitness technology

At Oticon, we've long approached hearing as a mental process - that's what inspires our BrainHearing technology. Now, the connectivity of Opn has enabled us to take it one step further, with a bold step into e-health technology.

Because everyone's brain gets a vital workout when they participate socially, HearingFitness™ promotes the health benefits of hearing. Just like an exercise app, HearingFitness gives people a tangible understanding of their hearing health, and helps them identify how and when they can improve it. HearingFitness insights are based on big data analytics that combine lifestyle and healthcare data with sound environment analysis. It is the start of data-driven hearing care, and it enables more personalized hearing care than ever before.

Welcome to the smarter future of hearing!

Kind regards,
The Oticon Team

*See the information and study background in the enclosed brochure

Oticon HearingFitness™ will evolve continuously. Please find the current version and available functionalities on the App Store or Google Play.

The new Oticon Opn IIC
- invisible in the ear for

8
out of
10

The Oticon Opn family
continues to expand



Wireless streaming to all smartphones
- now in custom styles



The world's first hearing fitness
technology



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