

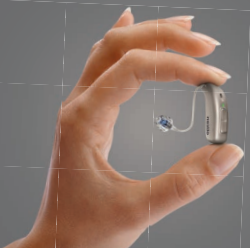
OTICON | **More**

# More than



# meets the ear.

**More clarity. More hearing. More life.**



**oticon**  
life-changing technology

# It's time to get more out of life



## DID YOU KNOW?

You hear with your brain, not your ears.  
Your ears capture sounds so your brain can  
identify them, locate them, and decide  
which ones to listen to.

At Oticon, we focus on understanding the brain  
and develop technology that supports it.  
New research tells us that the brain can handle  
access to more information from sounds.\*  
Having a hearing aid that supports your brain,  
by delivering sounds in a precise and clear way,  
is all the more important.

## The hearing aid that gives your brain the full perspective

The sounds around you are constantly changing  
in unpredictable ways - everywhere you go.  
And those sounds contain far more richness  
than just speech. Your brain recognizes all of  
this complexity and creates meaning from it.



\* O'Sullivan, et al (2019). Puvvada, K. C., & Simon, J. Z. (2017).

# OTICON | More

## Hear the sounds that shouldn't be missed



### Designed to support your brain

The human brain is the gold standard for processing sound. So we developed Oticon More to work more like how the brain works because it learned through experience. This means Oticon More supports your brain by giving it more of what it needs to make better sense of sound.

### More than meets the ear

Oticon More gives your brain the clearest sound information, allowing you to hear sounds that shouldn't be missed. You benefit with improved speech understanding with less listening effort and the ability to remember more.

### Powered by a Deep Neural Network

Oticon More is the world's first hearing aid with a Deep Neural Network (DNN) embedded on the chip. The DNN is a technology we have trained with 12 million real-life sounds. This built-in intelligence ensures each individual sound is delivered with detail and clarity.



Hear more  
with less effort

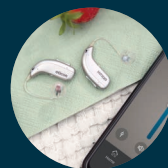


Oticon More delivers

**30%**  
more sound to  
the brain\*

**15%**  
increase in speech  
understanding\*

compared to industry-leading Oticon Opn 5™.

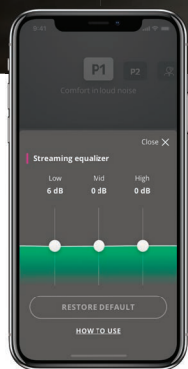


# Next-generation connectivity to smartphones

With Oticon More you can enjoy high-quality sound streaming from your favorite devices.



**Direct streaming from iPhone® and Android™ devices\***



Made for

**iPhone | iPad | iPod**

Works with

**android**



Download on the  
**App Store**



GET IT ON  
**Google Play**

## A wide range of connectivity options



### **ConnectClip**

Use ConnectClip as a discreet microphone accessory that wirelessly connects to your Bluetooth devices.



### **TV Adapter**

Use TV Adapter to stream sound from the TV directly to Oticon More hearing aids.



### **Remote Control**

Adjust volume, switch programs, or mute the hearing aids with the touch of a button.

## The Oticon ON app - Control at your fingertips

Oticon ON app lets you personalize your listening experience when connected to your device. You can adjust the volume, change the program, check the battery level, and control other Oticon devices. It even comes with a "Find my hearing aids" feature.

**More connections  
More conversations  
More life**



### **A full day's power. Every day.**

The rechargeable Oticon More comes with a stylish charger that takes just three hours to give you a full day of battery life\* - including if you stream sound from other devices.

- No disposable batteries means less hassle and less waste
- Quick recharge of 30 minutes gives an additional six hours of power
- Convenient, easy-to-use, and reliable

\*Lithium-ion battery behavior varies depending on hearing loss, lifestyle, and streaming behavior.

### **Find the right color for you**

Oticon More is available in eight attractive colors.



**C044**  
Silver



**C091**  
Silver Grey



**C092**  
Steel Grey



**C063**  
Diamond Black



**C093**  
Chestnut Brown



**C094**  
Terracotta



**C090**  
Chroma Beige



**C079**  
Hear Pink

To find out what Oticon More can do for you, talk to your hearing care professional today.



OTICON | **Opn S**

Hearing device technology that's

**making waves**



**oticon**  
PEOPLE FIRST

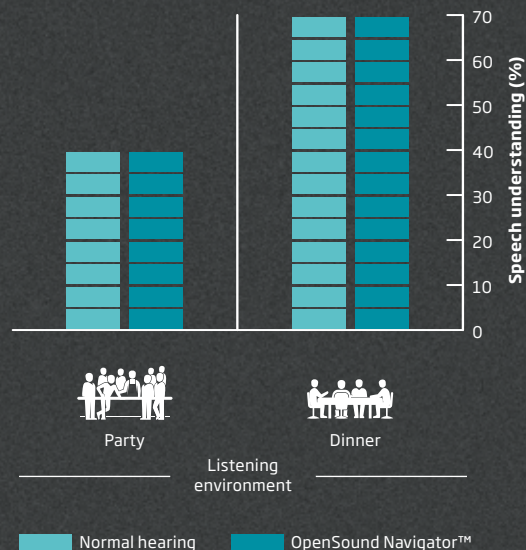
# Hearing technology powerful enough to get you back into life

Hearing loss slowly separates you from the people and activities you love. The reason is simple: fewer sounds reach your brain, and you have to work harder to follow conversation. But now thanks to a technological breakthrough, you may be closer to a more natural way of hearing than ever before.

The new Oticon Opn S™ unleashes the full potential of the part of your brain that receives and processes audio information. With Oticon BrainHearing™ technology in Opn S, you can experience hearing in a more natural way than ever before. So you can focus on what matters most to you.

## Enjoy speech understanding on par with normal hearing

Oticon's newest hearing aid breaks the limits of what has previously been possible with hearing aids. Oticon Opn S is proven to give you even better speech understanding with less effort in noisy environments than our previous generation of hearing aids. So now, you can thrive and take an active part in difficult listening situations, just like people with normal hearing\*.



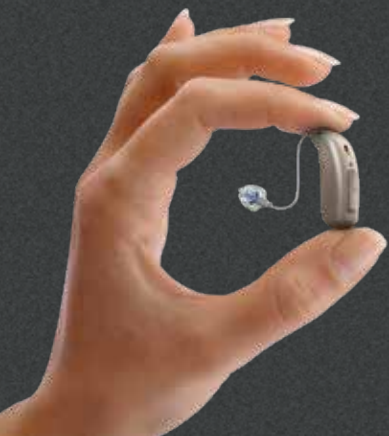
\* Juul Jensen 2018, Oticon Whitepaper  
For people with typical hearing loss and well-fitted hearing aids, in noisy situations

**Open up your world to  
the people around you**



**Traditional hearing aids** coped with noise by restricting sounds and focusing on a single source of sound at a time. For example, you could hear the person who is straight in front of you while other room sounds are suppressed.

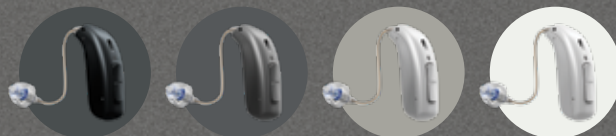
That was effective to a point. But it resulted in a completely unnatural way to experience your environment. Background sounds add richness and texture. When they are suppressed, your brain finds it difficult to follow the conversation and you can become tired.



**Now, the technology in Oticon Opn S** unlocks all the wonderful sounds in your environment and lets you experience them in a more natural, comfortable manner.

Oticon Opn S gives your brain access to the relevant sounds around you, putting you in charge of which sounds you want to focus on - and not your hearing aid.

You'll be able to understand what's spoken better, with less effort and strain, and be able to better remember what people say to you:\*\*



\*\* Juul Jensen 2019, Oticon Whitepaper

# BrainHearing™ technology



## Connect to the things that matter most

Listen to music wirelessly, make  
hands-free phone calls, and more



You don't hear with your ears, you hear with your brain. That is why you need hearing aids that are fast enough to keep up with the brain. BrainHearing™ technology in Oticon Opn S scans the environment 100 times per second. This gives you constant access to 360° sounds to support the way your brain naturally makes sense of sound.

## Oticon Opn S gives you proven BrainHearing benefits\*:

- **Reduces your listening effort**
- **Helps you remember more of what is being said**
- **Gives you better speech understanding**
- **Improves your ability to follow conversations with multiple speakers**



### ConnectClip

A discreet microphone accessory that connects wirelessly to Oticon Opn S.



### Hands-free phone calls for any smartphone

With ConnectClip, it's easy to make hands-free calls with iPhone®, Android™ or any other modern smartphone.



### Music in high-quality stereo sound

Your hearing aids become high-quality, wireless headphones, so you can stream music directly from iPhone, iPad®, or iPod touch®. For any other modern smartphone or Bluetooth®-enabled device, you stream using the wireless ConnectClip.



### Stream sound directly from your TV

You get sound from your TV directly into your hearing devices, using the Oticon TV Adapter.

## A full day's charge with a boost of sound clarity



### Rechargeable technology that lasts your whole day

The optional Oticon Opn S miniRITE R rechargeable solution ensures that you don't need to worry about power any more. Ask your hearing care professional if the miniRITE R is the right device for you.

### Here are the main benefits you will experience with rechargeable Opn S devices:

- Three-hour charging time for a full day of power, including streaming\*
- Quick recharge - 30 minutes for an additional six hours of power
- Freedom from disposable batteries with state-of-the-art lithium-ion battery technology



### Boost your hearing devices with Oticon ON App

The Oticon ON App lets you discreetly control your hearing devices with the tap of a finger.

### Boost your hearing when you need it most

Use the new booster function in the Oticon ON App to give your devices an extra boost in situations where you need more help making speech stand out from noise.

### Hearing keeps you fit

HearingFitness™ is a new feature in the Oticon ON App. It is designed so you can take greater control of your hearing habits.



\* Lithium-ion battery performance varies depending on hearing loss, lifestyle and streaming behavior.

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**To find out more about what  
Oticon Opn S can do for you,  
talk to your hearing care  
professional today**



life-changing  
technology

OTICON | Ruby

# Made to move

Sound quality, connectivity and rechargeability  
in one complete essential solution



**oticon**  
life-changing technology

# Hearing moves us in many ways

## Oticon Ruby – setting a new standard for the essential hearing aid category

The ability to hear connects us to the world in so many ways. When your patients are engaging in a wonderful conversation with friends, connecting via the phone or just listening to their favorite song, the last thing they want to be worried about is their hearing. Life moves fast and today's patients need hearing devices that can keep up.

Introducing Oticon Ruby, our new essential line of behind-the-ear hearing aids designed to give your patients the confidence they need to live life to the fullest.

Oticon Ruby provides the best Oticon sound quality ever offered in the essential category. It also meets the everyday needs of your patients with outstanding wireless connectivity and a lithium-ion rechargeable solution.

Oticon Ruby joins our existing Oticon Siya custom range and is available in a CROS/BiCROS solution to offer your patients the styles and options they need. Together Oticon Ruby and Oticon Siya combine to complete our most comprehensive essential product portfolio ever.



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# Made to capture special moments

Oticon Ruby's best in class sound quality is powered by our most advanced platform ever – Velox S™. Ruby combines a range of innovative BrainHearing™ technologies including: Noise Reduction LX, Multiband Adaptive Directionality LX, Single Compression LX and more, to deliver a superb sound quality your patients desire.

Oticon Ruby includes our **new SuperShield feedback system** designed to stop annoying whistling before it occurs. Gone are the days when your patients lived in fear of experiencing embarrassing whistling emanating from their hearing aids when hugging a loved one, talking on the phone or even just sitting in the car.

SuperShield works together with Feedback shield LX to analyze the incoming sound levels, identify feedback risk and quickly and accurately prevent whistling. This gives your patients not only the amplification they need but also peace of mind as they move throughout their day.



*Oticon is constantly challenging conventions. That's why our whole approach to audiology is about much more than just compensating for damage to the ear. We design our hearing aids with the philosophy that better hearing starts with the brain, so we constantly strive to deliver what the brain needs to make sense of sound. We call this BrainHearing.*



#### **SuperShield**

Rapidly and intelligently prevents feedback before it occurs



#### **Feedback shield LX**

Maintains effective feedback suppression over time



#### **Multiband Adaptive Directionality LX**

Quickly adapts to changing soundscapes by fluently applying directionality



#### **Single Compression LX**

Compresses and amplifies sounds into the audible range



#### **Noise Reduction LX**

Attenuates disturbing noise extremely quickly, even in-between words



#### **Speech Rescue™ LX**

Makes high frequency sounds more audible



#### **Wind Noise Management**

Improves access to speech in situations with wind noise



#### **Tinnitus SoundSupport™**

Relief sounds for patients with tinnitus

# Made to **connect**

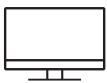
Oticon Ruby allows your patients to take advantage of today's connected world. Ruby includes 2.4 GHz Bluetooth® low energy technology for wireless connectivity and high-quality streaming to a wide range of devices such as **smartphones, TVs, computers** and more.

## Oticon Ruby accessories and apps



### **ConnectClip**

Use ConnectClip as a remote microphone, remote control or to turn your patients hearing aids into a wireless stereo headset



### **TV Adapter**

Oticon's TV Adapter streams the sound from a TV directly to your patient's hearing aids



### **Remote control**

Allows your patients to adjust volume, switch programs or turn the hearing aids off with the touch of a button



### **EduMic**

Connects your pediatric patients' hearing aids directly to teachers, microphone systems, computers, tablets and more in the classroom



### **Oticon ON App**

Switch between programs, adjust volume, use HearingFitness™, Internet of Things and much more with Oticon ON App



# Made for a full day's power.\* **Every day.**

Oticon Ruby brings a state-of-the-art lithium-ion rechargeable solution to your essential patients. Ruby gives your patients a reliable rechargeable solution they can count on to help them move worry free throughout their day.

## **Oticon Ruby miniRITE R provides:**

- Super fast three-hour charging time for a full day of power, including streaming
- Quick recharge - 30 minutes delivers an additional six hours of power
- Contact-free and reliable, inductive charging
- Intuitive-to-use, stable and stylish charger



\*Lithium-ion performance varies depending on hearing loss, lifestyle and streaming behavior

# Made to meet your patients' needs

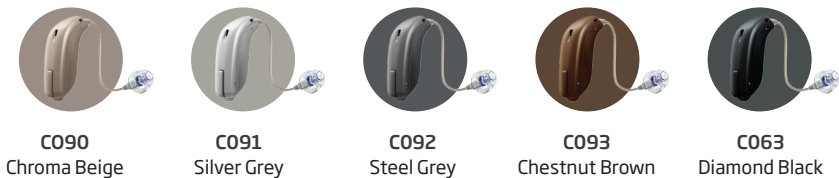
## OTICON | Ruby

**Oticon Ruby behind-the-ear instruments** are powered by our newest platform, Velox S. Offering Oticon sound quality, wireless connectivity and rechargeability, Oticon Ruby is Oticon’s strongest essential product ever offered. Ruby includes a choice of performance levels, styles and fitting ranges to match your patients hearing loss, design preferences and communication needs.

Benefits	Features	Oticon Ruby 1	Oticon Ruby 2
Speech Understanding	Multiband Adaptive Directionality LX	●	●
	Single Compression LX	●	●
	Noise Reduction LX	●	●
	Speech Rescue™ LX	●	
Sound Quality	Fitting Bandwidth	8 kHz	8 kHz
	Frequency Channels	48	48
Listening Comfort	Transient Noise Management	On/Off	
	SuperShield	●	
	Feedback shield LX	●	●
	Wind Noise Management	●	●
	Tinnitus SoundSupport™	●	●
Fitting Options	Fitting Bands	10	8
	Fitting Formulas	NAL-NL1+2, DSL v5.0	NAL-NL1+2, DSL v5.0
	Oticon CROS/BiCROS compatible	●	●
Connectivity	Wireless streaming (2.4 GHz)	●	●
	Full wireless device compatibility	●	●
	Oticon ON App	●	●
	DAI/FM	●	●
Reliability	IP68 certified water and dust resistance	●	●



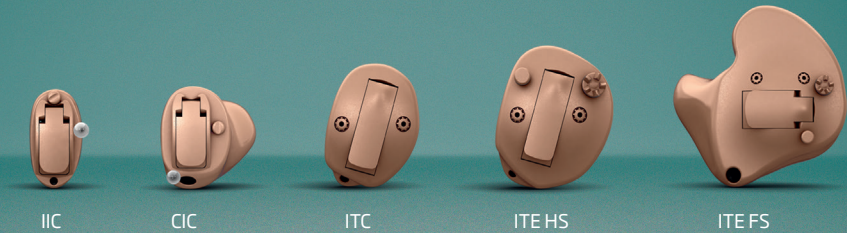
### Oticon Ruby BTE style colors



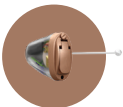
# OTICON | Siya

**Custom instruments at the essential level are available with Oticon Siya.** Powered by the ultra-fast Velox™ platform, Siya custom instruments deliver excellent sound quality, advanced sound processing and 2.4 GHz wireless connectivity options. Offered in a variety of colors, styles and power levels, Siya custom helps your patients make the most of every moment.

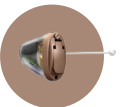
Benefits	Features	Oticon Siya 1	Oticon Siya 2
Speech Understanding	Multiband Adaptive Directionality LX	●	●
	Single Compression LX	●	●
	Noise Reduction LX	●	●
	Speech Rescue™ LX	●	
Sound Quality	Fitting Bandwidth	8 kHz	8 kHz
	Frequency Channels	48	48
Listening Comfort	Transient Noise Management	On/Off	
	Feedback shield LX	●	●
	Wind Noise Management	●	●
	Tinnitus SoundSupport™	●	●
Fitting Options	Fitting Bands	10	8
	Fitting Formulas	NAL-NL1+2, DSL v5.0	NAL-NL1+2, DSL v5.0
Connectivity	Wireless streaming* (2.4 GHz)	●	●
	Full wireless device compatibility	●	●
	Oticon ON App	●	●
Reliability	IP68 certified water and dust resistance	●	●



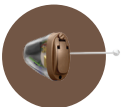
## Oticon Siya Custom style colors



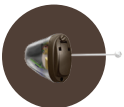
**C001**  
Beige



**C002**  
Light Brown



**C003**  
Medium Brown

























**C004**  
Dark Brown



**C005**  
Black\*\*

\*For styles with 2.4 GHz  
\*\*Oticon Siya IIC only

# Superior technology for all your patients

Patient Profile	Models	Oticon Hearing Solutions
 <b>DEMAND THE BEST</b> <ul style="list-style-type: none"> <li>Adults with mild-to-severe loss</li> <li>Want the best sound quality and performance in difficult listening environments</li> </ul>	  <b>Oticon More™</b>   <b>Opn S™*</b>	Our selection of premium products takes BrainHearing™ technology to the next level to deliver speech understanding in noisy environments with less listening effort.
 <b>EVERYDAY ESSENTIAL</b> <ul style="list-style-type: none"> <li>Adults with mild-to-severe loss</li> <li>Want good performance and are more cost conscious about their hearing solutions</li> </ul>	  <b>Zircon</b>   <b>Ruby*</b>	Our selection of high-quality hearing aids in the essential category features good sound quality, connectivity and rechargeable styles.
 <b>CUSTOM</b> <ul style="list-style-type: none"> <li>Adults with mild-to-severe loss</li> <li>Want an in-the-ear solution with superior sound quality and ultimate discreetness</li> </ul>	 <b>Oticon Own™</b>	Oticon Own is the world's first in-the-ear hearing aid with an on-board Deep Neural Network (DNN).** A dedicated custom family, Oticon Own comes in five styles and five performance levels to match your patient's needs.
 <b>PEDIATRICS</b> <ul style="list-style-type: none"> <li>Ages 0-21 with mild-to-profound loss</li> <li>Require hearing solutions specifically designed to meet their unique requirements</li> </ul>	  <b>Play PX</b>   <b>Opn Play*</b>  <b>Xceed Play</b>	Our hearing solutions for children and teens help them grow, thrive and learn by providing better conditions to meet their developmental needs.
 <b>POWER USERS</b> <ul style="list-style-type: none"> <li>Adults with severe-to-profound loss</li> <li>Require additional power in their hearing solutions</li> </ul>	 <b>Xceed</b>	The world's most powerful hearing aid gives your patients access to more speech than ever before to help reduce the listening effort this patient population struggles with each day.
 <b>SINGLE-SIDED DEAFNESS</b> <ul style="list-style-type: none"> <li>Adults and children with single-sided deafness</li> <li>Want a fuller, more immersive sound experience</li> </ul>	 <b>Oticon CROS PX¹</b>  <b>Oticon CROS¹</b>	This is the world's first CROS/BiCROS solution that supports speech awareness and wireless streaming at the same time, providing a revolutionary sound experience for patients with single-sided deafness.

Built on  
BrainHearing  
technology



A full range of  
connectivity  
& apps



For more information about Oticon products, please contact your Account Manager or visit [oticon.com](https://oticon.com).

**oticon**  
life-changing technology

 Rechargeable style available  miniRITE, miniBTE and BTE styles available  Custom styles available  Super Power & Ultra Power styles available <sup>1</sup>miniBTE, BTE, and custom styles not available <sup>\*</sup>miniBTE styles not available <sup>\*\*</sup>DNN is only available in Oticon Own 1, 2 and 3