

OTICON | Opn

Experience the **life-changing**
benefits of a **game-changing**
hearing aid



96%
of users say
they hear
better with
Oticon Opn

You can now
**recharge your
batteries**
instead of
always buying
more

You can make
**hands-free
calls** to both
ears **from
any modern
smartphone**



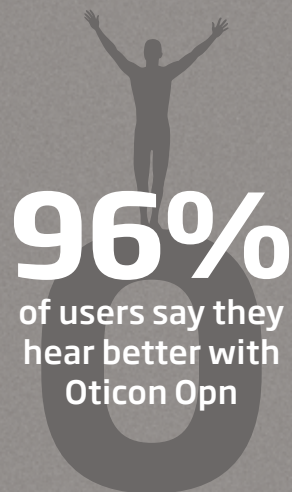
oticon
PEOPLE FIRST

Open up to a **new kind of hearing aid**

Oticon Opn™ really is a life-changing hearing aid for people of all ages.

User feedback shows that 96% say they hear better with Oticon Opn, while 81% say they not only understand more, they use less effort doing so.*

Here is what some of our Australian users think of Oticon Opn.



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

Peter



Don



Kurt



Biddy



“

I can't stress enough, this far exceeds anything else I've ever had.”

_____ Peter, Melbourne, Oticon Opn user

“

I wish these hearing aids had been out when I was a kid.”

_____ Kurt, Gold Coast, Oticon Opn user

“

It has actually changed my life”

_____ Biddy, Gold Coast, Oticon Opn user

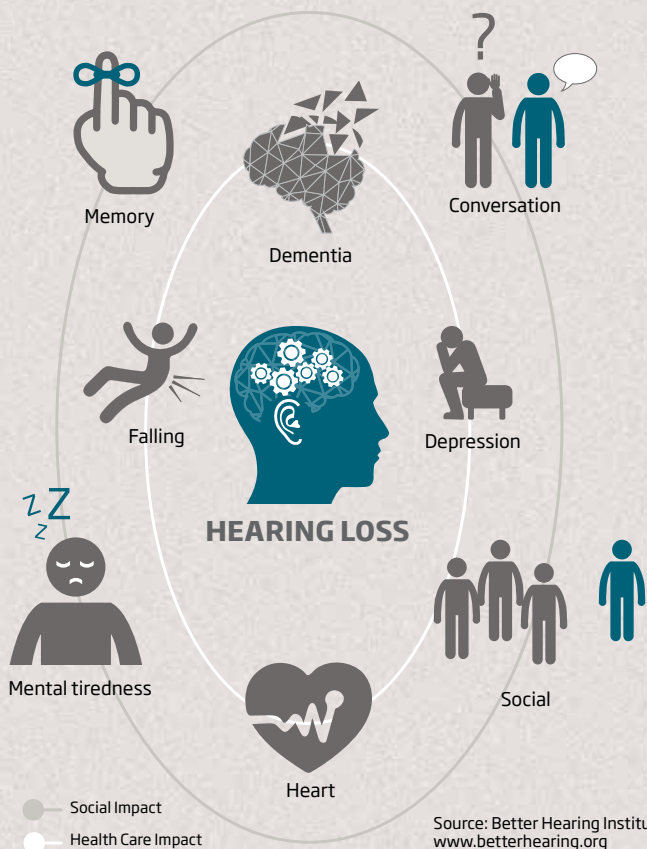
“

I've found that where it was a dinner party type situation, I had a greater ability to hear the person perhaps across the table or beside me, or wherever, without the background noise intruding, or swallowing up that conversation... and I was really at a disadvantage previously.”

_____ Don, Melbourne, Oticon Opn user

Hearing is crucial for **your well-being and life quality**

Taking care of your hearing health is taking care of your overall health. Hearing Care is Health Care.



Long-term research has concluded that untreated hearing loss can lead to accelerated mental decline and an increased risk of dementia. **The greater the untreated hearing loss, the greater the risk of dementia*.**

A recent study shows that using hearing aids and being socially active can attenuate this mental decline.* Oticon hearing aids with BrainHearing™ technology are designed to support the way your brain makes sense of sound, so you can hear with less effort and use your energy to live your life.

* Sources: Amieva et al. 2015. Lin et al. 2011

Hearing **starts with the brain**



Oticon Opn™ provides the brain with better conditions to perform.

Developed through a profound understanding of how the brain functions in the hearing process, the BrainHearing™ technology in Oticon Opn™ is able to provide the brain with better conditions to perform.

Oticon Opn™ with BrainHearing™ benefits

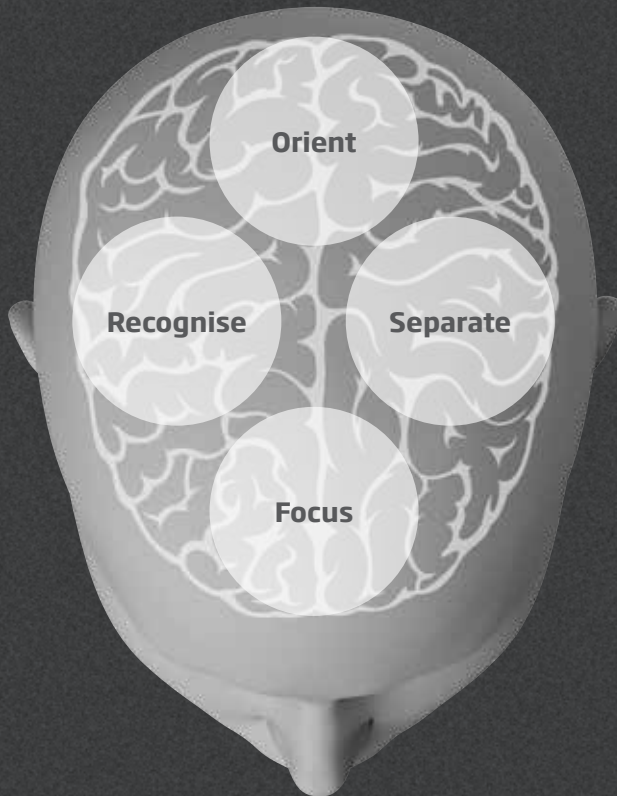
Our new revolutionary BrainHearing™ feature, **Opn Sound Navigator™**, distinguishes between speech and background noise. It continually adjusts the relative volume depending on where different sounds are coming from in **360°**.

The always-open approach to the listening environment gives the brain access to a balanced soundscape and supports it in 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. Now, users no longer have to live with the restrictions experienced with traditional technology.

Before understanding how hearing aids work, it helps to understand how your brain makes sense of sound

How your brain makes **sense of sound**

The hearing process starts when your ears pick up sounds. But the difficult work of hearing takes place in your brain.

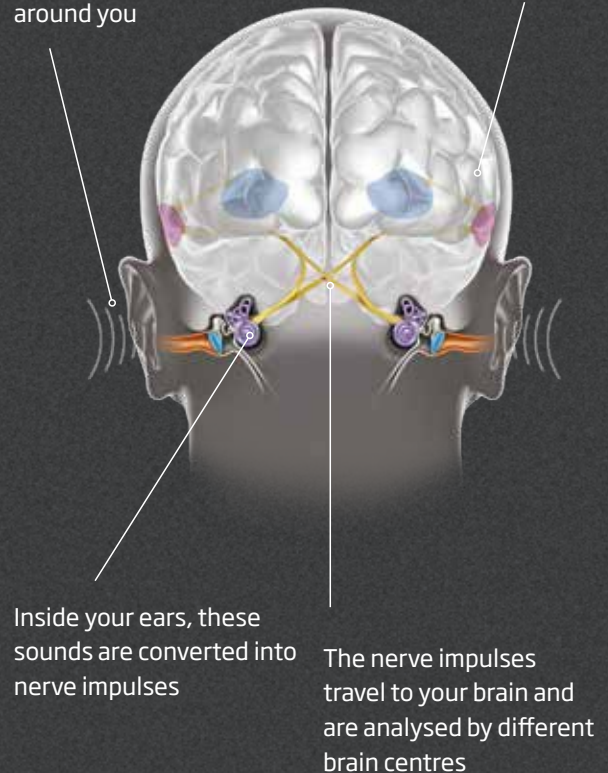


When your brain receives sound information from your ears, it performs four cognitive functions to turn sounds into meaning: **orient, separate, focus and recognise**. This work takes place constantly, very quickly, and all at the same time.

We hear with our **brains**

Both your ears work together to pick up sounds occurring around you

Your brain then makes sense of the sounds by matching them to sounds stored in your memory



Inside your ears, these sounds are converted into nerve impulses

The nerve impulses travel to your brain and are analysed by different brain centres

When all parts of the hearing process are working, your brain can quickly and easily turn sounds into meaning. Well-fitted hearing aids will support your brain in getting the most out of sounds.

How **hearing loss** affects the hearing process in your brain



Complex listening environments, like at a noisy dinner, are especially challenging, as your brain has to handle incomplete information from many sound sources at once - like multiple persons speaking.

If you have hearing loss, it disrupts the normal

relationship between your ears and your brain.

Your brain receives less sound information

This makes it harder for your brain to recognise sounds

Having to guess what people are saying forces you to concentrate harder

The extra effort leaves less mental capacity for remembering conversations

You feel more tired after conversations

You're more tempted to withdraw from social interaction

Oticon Opn™ **improves speech understanding** from 20% to 75% in cafés and restaurants*



75%

Oticon Opn **improves speech understanding** in restaurant-like environments from 20% to 75%*

20%



Opn enables better understanding of speech coming from the centre by **20%**, compared with traditional directional hearing aids.*

15%


Opn outperforms competitive technologies in understanding speech from the sides by 15%*

Opn helps your brain understand up to **30% more speech****



Opn reduces the effort you need to listen by 20%, even in noisy environments.**

Recharged at night,
energy for a full day


Works with conventional
batteries too

The only rechargeable hearing aid with a 360° sound experience

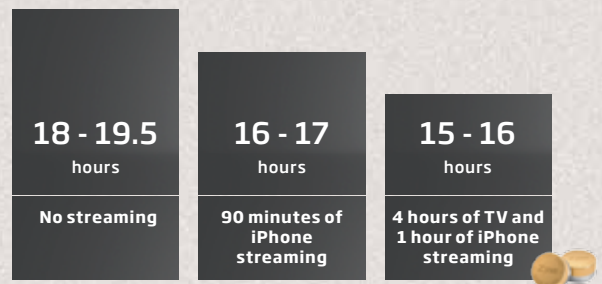
Oticon Opn™ is now rechargeable

Oticon Opn miniRITE hearing aids are also available with long-lasting rechargeable batteries. Just put the hearing aids into the charger at night and you're ready to go in the morning. It's convenient, practical, and easy to use. You also help protect the environment from hundreds of disposable batteries every year.

Forgot to recharge? No problem!

Oticon Opn's rechargeable batteries can be exchanged with standard disposable batteries to power you through your day.

Battery life example



Daily hours of usage depend on level of hearing loss and lifestyle.

Connect to the things that matter the most

The world's first internet-connected hearing aid



Stream your music and your calls straight to your Oticon Opn hearing aids

Oticon Opn is more than a hearing aid - it's a piece of wearable technology, one that makes it easier to connect to your favourite devices.

Made for iPhone® hearing aids

Oticon Opn makes it simple to connect directly to your iPhone, so you can talk on the phone with ease.

Effortless music and entertainment

You can stream sound from your TV directly into your hearing aids, using the Oticon TV Adapter. You can also transform your hearing aids into high-quality earphones for listening to music.

Compatible with thousands of devices

If you don't have an iPhone, you can still turn your hearing aids into wireless earphones to stream stereo sound for calls, music, and movies from your Android™ smartphone or any other Bluetooth-enabled device by pairing it with the Oticon ConnectClip.



ConnectClip



Control at your fingertips via the Oticon ON App

The Oticon ON App is available for iPhone and Android. It lets you discreetly control your hearing aids by adjusting the volume and program with the tap of a finger. The app also has a "find my hearing aids" feature if they are lost.

Be part of the Internet of Things and IFTTT

If This Then That (IFTTT.com) lets you program Oticon Opn in a variety of creative ways, such as pinging you when you receive a text, when your hearing aid battery is low, and when someone rings the doorbell.

Visit oticon.com.au/connectivity



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Do you experience **annoying sounds** that only you can hear?



Tinnitus has many forms

Many people with hearing loss also experience tinnitus. Tinnitus can take many forms, like an annoying buzzing, humming or whistling in your ears. While there is no known cure, it doesn't have to interfere with your enjoyment of life.

Tinnitus and the brain

So what is it that creates that perception of sound when there is none present?

Sound waves travel through the ear canal to the middle and inner ear. Hair cells in the inner ear help transform the sound waves into electrical signals which then travel to the brain. The brain translates the signals into meaningful information so you can interpret the sounds you hear. When hair cells get damaged, the brain doesn't receive the accurate signals it needs.

Experts suspect that, in many cases, tinnitus relates to the brain trying to adapt to a loss of hair cells. The brain misinterprets the reduced signals from the ear, resulting in a perception of sound, or **tinnitus**.

Take control of your tinnitus with Oticon Opn™

A winning combination of tinnitus relief and open sound

The Tinnitus SoundSupport™ feature built into Oticon Opn hearing aids can help you take control of your tinnitus by playing a wide range of relief sounds, like white noise or soothing ocean-like sounds. Use the Oticon ON App to discreetly control the sounds in your hearing aids.

You can adjust the sounds until they give the relief you need. What's more, you can wirelessly stream alternative tinnitus relief options, such as your favourite music, audio books, podcasts, or even relaxation guides.



Tinnitus SoundSupport can be adjusted via the Oticon ON App for flexible and easy handling.



miniRITE

miniRITE-T

BTE13 PP

Which colour and style do you prefer?

You can blend Oticon Opn™ hearing aids with your skin tone or hair colour, or make them pop out like designer jewellery. The smallest of the Oticon Opn hearing aids is the elegant and discreet miniRITE. However, we also offer two other styles:

- **The miniRITE-T** incorporates a telecoil so you can tune into the special sound systems in public places such as theatres
- **The BTE13 PP** is a larger style providing more power and easy handling with its bigger button and LED light



To find out what Oticon Opn can do for you, talk to your hearing care professional today or go to [oticon.com.au/solutions/opn](https://www.oticon.com.au/solutions/opn)



miniRITE only



Don't just take our word for it - see what actual users say about Oticon Opn™

96%



heard **better** – **much better**

62%

keep up with the **conversation**



70%

were **“very satisfied”** – no surprise, studies show a correlation between **sound quality and user satisfaction**



81%

understand more with **less effort**

Survey* shows Oticon Opn users experience less effort, better recall and better speech understanding in noise.

*700 Opn users (USA) voluntarily mailed response cards to share their personal perceptions of the open sound experience. The users (average age 61-70 years) had worn Opn for 12 weeks or less. Oticon Inc., USA.

43%



take advantage of **Opn's Bluetooth connectivity** to stream audio directly into their hearing aids

Of the people who stream audio,

92%



stream from mobile phones

49%



participate in **more social situations**

1
out of
2

felt sounds in the environment are **more balanced and natural**



1
out of
3

are more **confident when wearing Opn**




Contact your local hearing care professional:


Hear Clear Australia


(02) 9651 7379


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PEOPLE FIRST