

**People First**

People First is our promise to empower people to communicate freely, interact naturally and participate actively

**Better hearing begins here**

**Introducing  
BrainHearing™  
technology**



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# Hearing affects everything between your ears.

If you're like most people, you're used to thinking of hearing as something that happens in your ears. What people often don't think about is what happens *between* their ears, in the hearing part of their brain. That's where sound becomes information that has meaning. Your brain has to work hard to make this happen.

When the sound signals from your ears are compromised, your brain has to work even harder to fill in the gaps. This extra effort can take its toll. In fact, studies have shown that, over time, hearing loss can lead to isolation and depression.

That's why it makes sense to take care of your hearing health the same way you care about the rest of your health: There's a lot more riding on it than just your hearing.

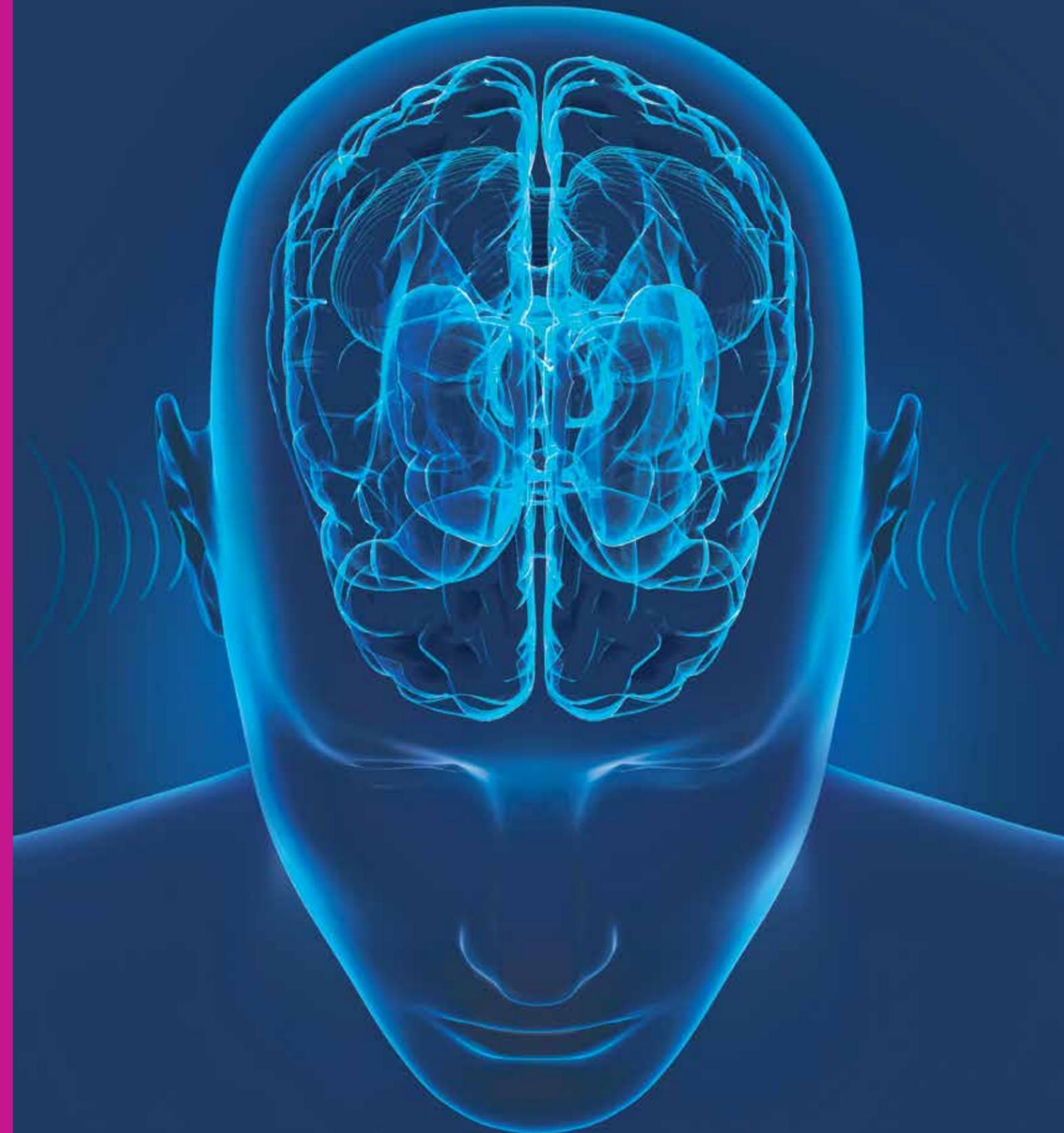
## Hearing Care is Health Care.

### What happens when you have a hearing challenge?

The natural relationship between your ears and brain is disrupted.

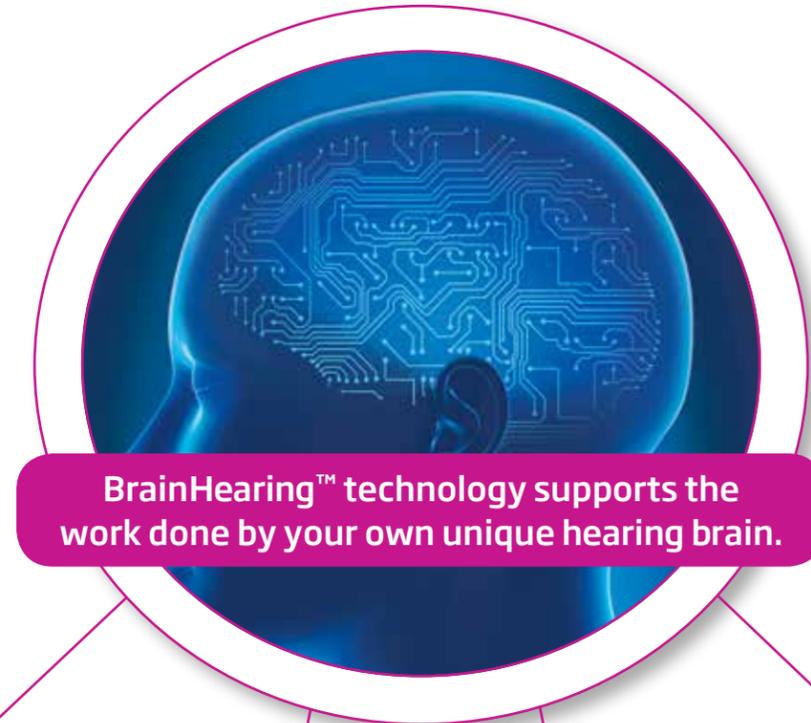
It takes more effort to follow what is being said.

You feel more tired at the end of the day.



# It's your brain that hears. Not your ears.

Your ears and your brain work together as a system, with your brain doing most of the heavy lifting. Your brain is what uses the information from your two ears to **orient** you by figuring out which direction sound is coming from. It's in the brain that sound waves become sounds that you **recognize**. And your brain is what helps you **focus** in on a conversation and **separate** out unwanted noise. Right now, all four of these tasks are happening simultaneously and continuously inside your brain.



## **Orient**

The brain constantly uses both ears to orient itself and know what's happening in the environment.

## **Recognize**

The brain depends on its ability to recognize a sound in order to make sense of it.

## **Focus**

The brain uses both ears to focus on what's important, especially in noisy sound environments.

## **Separate**

The brain separates relevant sounds from competing noise.

## How can technology help your brain hear more naturally?

Preserve the important details in speech.

Work as a system to help you locate sound.

Reduce the effort involved in listening.

Take your personal listening preferences into account.



# BrainHearing™ technology works smarter, so you can live better.

## Speech Guard E

Works like a shield to protect the clarity of speech even in noisy background environments.

## Spatial Sound

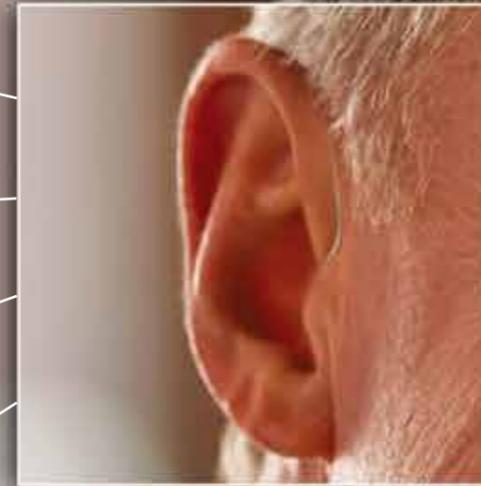
Allows you to hear in 3D so you can follow conversations that come from different directions in a room.

## Free Focus

Automatically selects the best high performance directional mode for you, and gives you clearer more natural sound, even in difficult hearing situations.

## YouMatic

Enables Oticon hearing instruments to be finely tuned to match your unique hearing profile, and personal sound preferences.



# Give your brain exactly what it needs to hear.

**Your hearing is as unique as your fingerprint.** And because no two people are quite like you, no one else's hearing profile is quite like yours.

BrainHearing™ technology enables Oticon hearing instruments to be finely tuned to match your unique hearing profile and personal sound preferences. Then deliver sound with the clearest, purest signal possible in the way your brain is best able to understand it. The result is a more natural, effortless listening experience. Anywhere. Anytime.

**96%**  
PATIENT  
SATISFACTION\*

## BrainHearing™ technology:

**Helps** both ears work together

**Recognizes** and preserves natural speech

**Separates** speech from background noise

**Coordinates** how sound is best understood by your brain

\*2013 Oticon Alta international Satisfaction Study, overall satisfaction for both new and experienced hearing instrument users.



**Oticon hearing instruments come in a wide range of styles, fitting options, colors and price points to meet your preferences for comfort and aesthetics. Work with your hearing care professional to see what's right for you.**