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Experiencing the real sounds of life



Lana Ward, Au.D.
Education & Training Specialist – Central Region

oticon
life-changing technology

Learner outcomes

After this course, participants will be able to . . .

recall the styles and performance levels of Oticon's new product family

describe the key BrainHearing features in Oticon's new product family

discuss the connectivity options available for Oticon's new product family

Oticon Real provides a real sound experience

Taking the Deep Neural Network processing to the next level

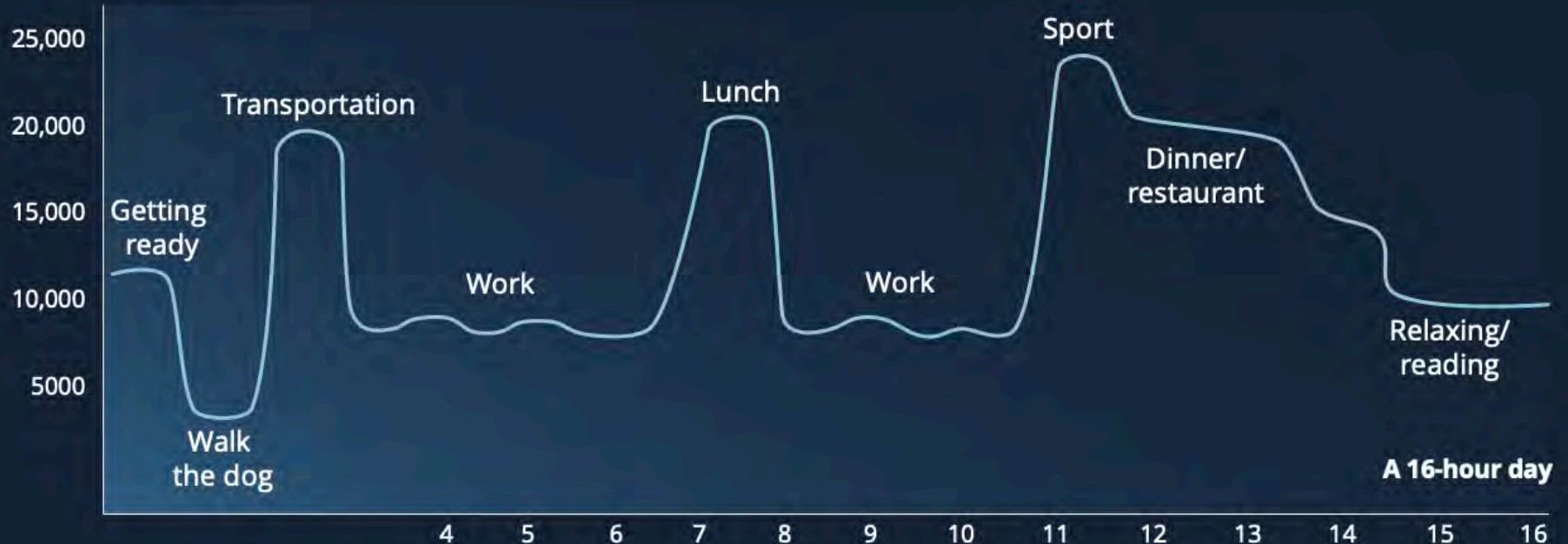
Oticon
BrainHearing™
Technology



Powered by
POLARIS R™

Soft and loud disruptive sounds are everywhere

Occurrences/hour



7

out of

10

hearing aid users
are challenged daily by
disruptive sounds



9

out of

10

hearing care professionals
have first-hand experience
with this challenge

Solving four unmet needs for hearing aid users

1 Wind

2 Handling Noise

3 Sudden Loud Sounds

4 Sudden Soft Sounds

Polaris Ro

**Powers
RealSound Technology
in Oticon Realo**

**Runs new detectors for
fast and precise processing
of disruptive sounds**

**Features an onboard
Deep Neural Network
(DNN)**

**Future ready for wireless
updates**



Experience the sounds of the real world

Supporting the brain with
exceptional speed and precision

Proven to deliver **real-life benefits**

Seamless connectivity and rechargeability



OTICON | **Real**



**Real sound.
Real benefits**



The Oticon Real family



miniRITER

miniRITET

miniBTER

miniBTET

Stay charged at home or on the go



Oticon Real

7 standard colors, Hear Pink & Olive Green



C044
Silver



C091
Silver Grey



C092
Steel Grey



C063
Diamond Black



C093
Chestnut Brown



C094
Terracotta



C090
Chroma Beige



C079
Hear Pink



C114
Olive Green

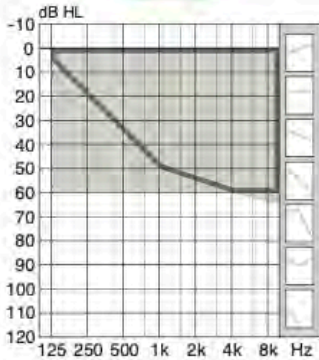
miniRITER
only

Oticon Real

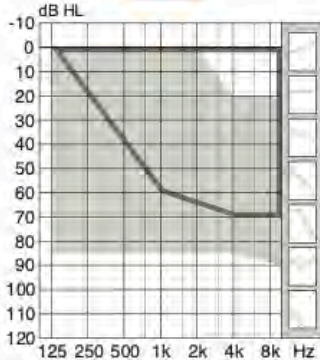
Covering a wide range of hearing loss

miniRITE

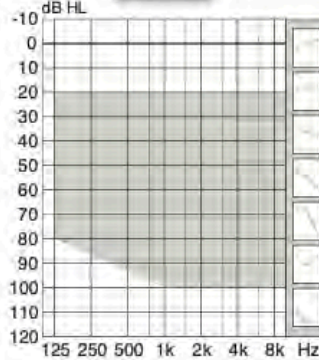
60



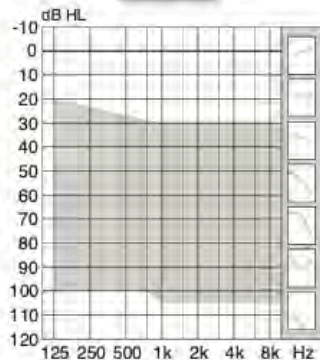
85



100



105



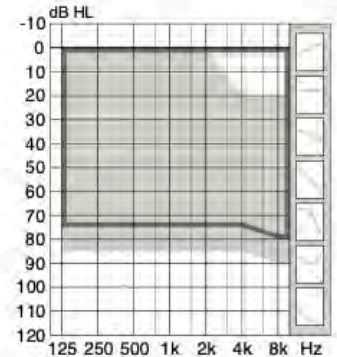
Mold, Bass & Power dome

OpenBass dome

Power receiver mold, Bass & Power dome

Power receiver Mold

miniBTE

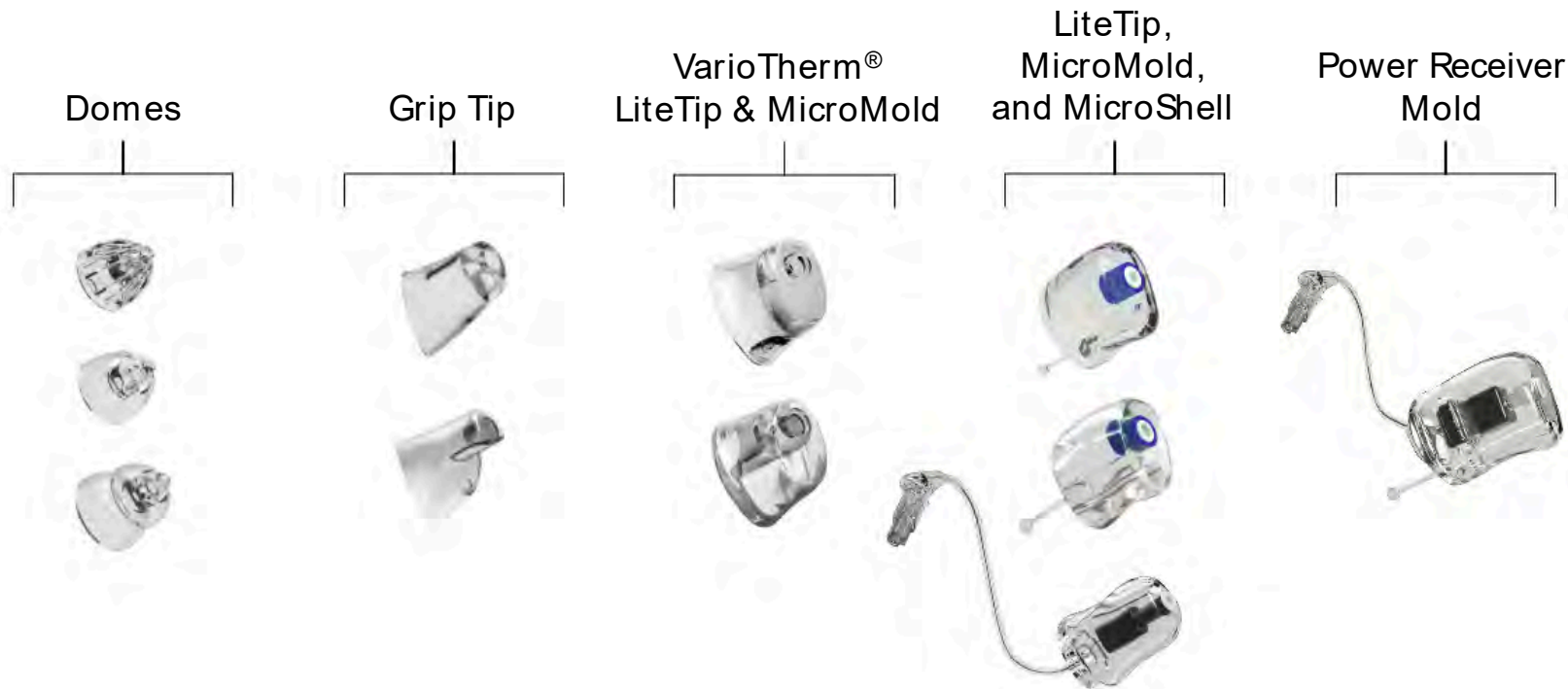



Hook

Corda miniFit (thin tube)

miniFit earpieces

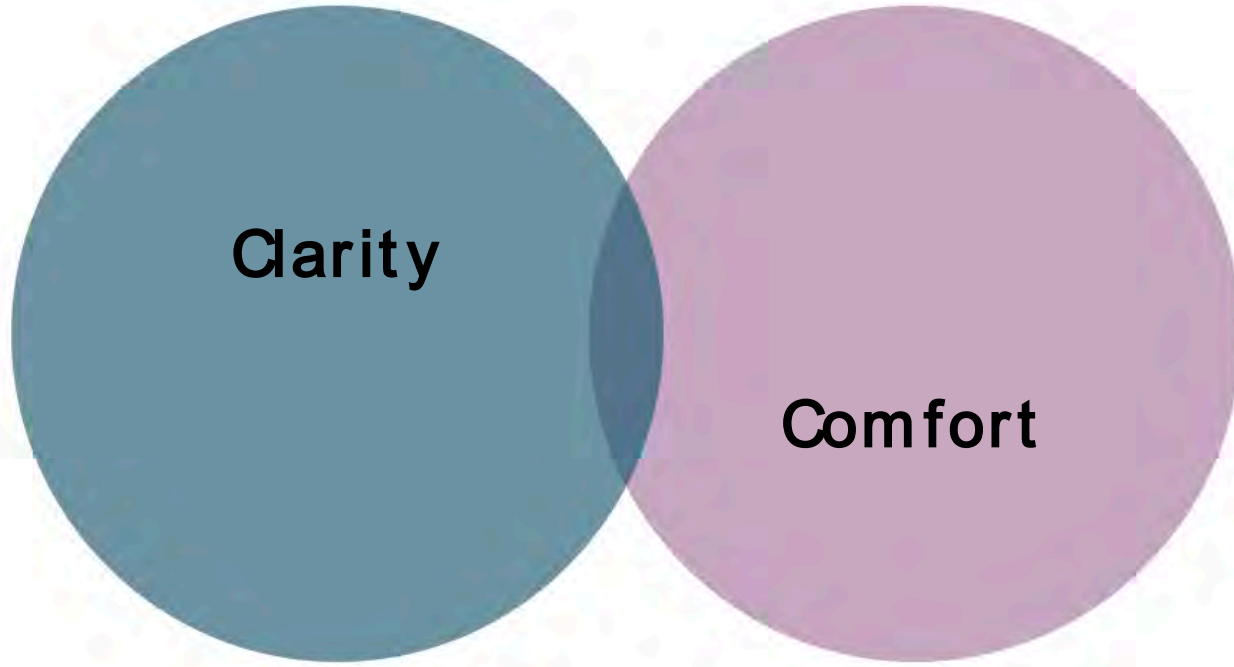
A variety of options





**Next level
BrainHearingo
technology**

Oticon Real no more compromise



The real world is open. Not closed

Breaking conventions to provide a real
sound experience

2016 Oticon Opno revolutionizes the hearing industry by opening up the sound scene

2019 Oticon Opn So delivers superior, proactive feedback technology

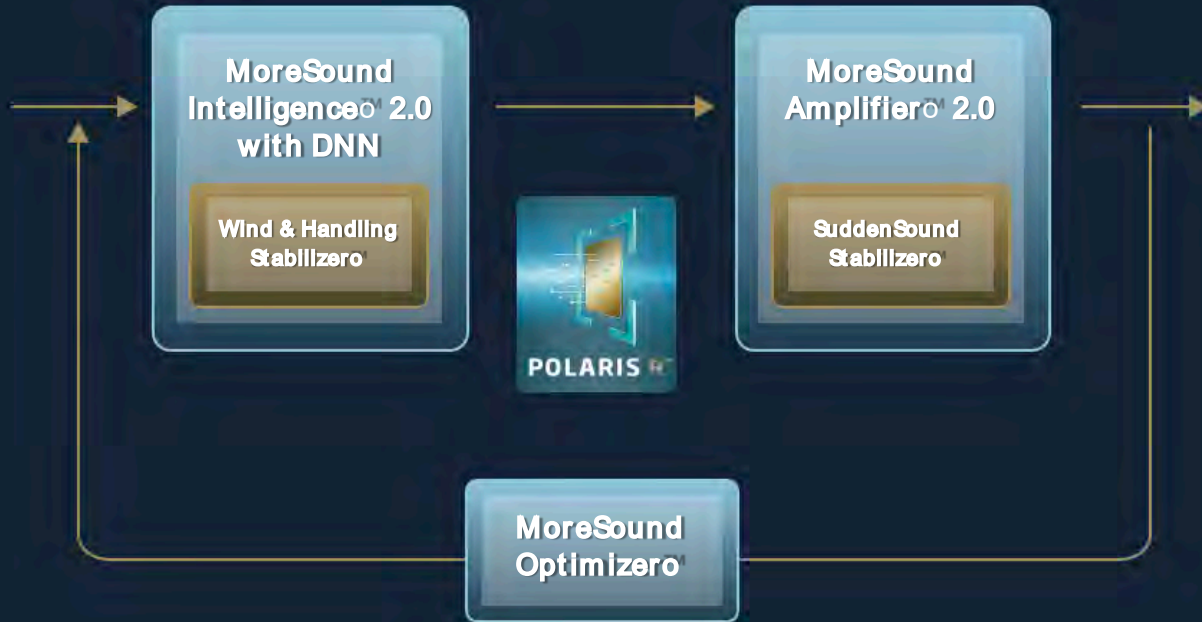
2020 Oticon Moreo, the world's first hearing aid with an onboard Deep Neural Network

2023 Oticon Real takes our BrainHearing technology to the next level



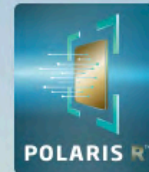
RealSound Technology

Helps users stay sharp in the real world



New MoreSound Intelligence 2.0

With Wind & Handling Stabilizer



MoreSound
Intelligence 2.0
with DNN

Wind & Handling
Stabilizer

World's first **wind & handling
prevention** system

Improves **access to speech** in windy
environments

Wind

A photograph of a man and a woman walking away from the camera on a sandy beach. The woman is on the left, with long, wavy brown hair, wearing a grey sweater. The man is on the right, with a beard and short brown hair, wearing a light-colored sweater. They are holding hands. In the background, there are mountains and a body of water under a bright sky.

Users experience harsh and uncomfortable sounds from their hearing aids

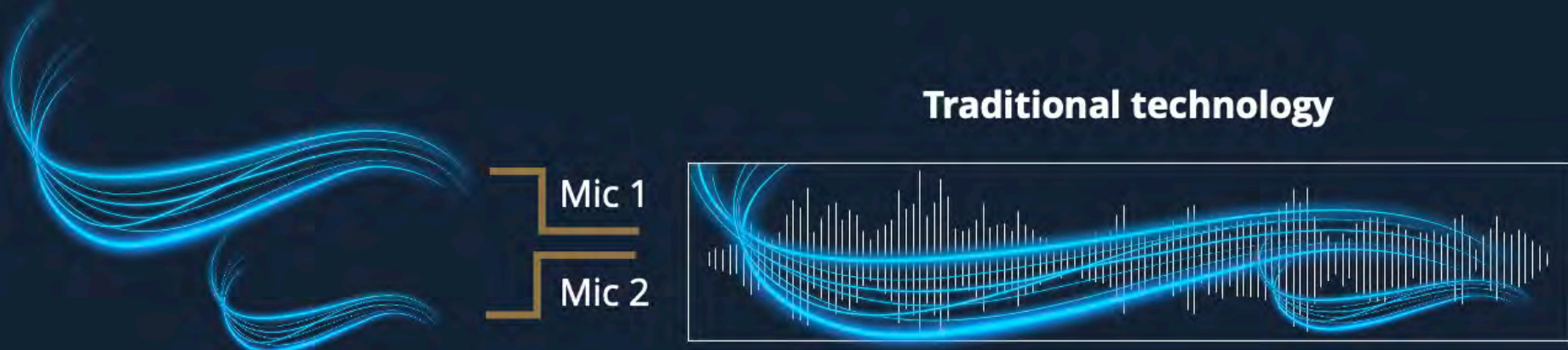
Handling noise

A photograph of two women in an office setting. One woman is seated in a blue office chair, wearing a red and blue plaid shirt, smiling and looking towards the other woman. The second woman is seen from the back, wearing a dark blue jacket. The background shows a bright office space with a white wall and a green plant.

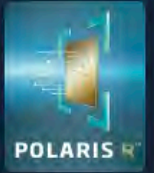
Hearing aid users brushing their fingers against the microphones

Wind & Handling Stabilizer

Speech and wind in hearing aids



Wind & Handling Stabilizer

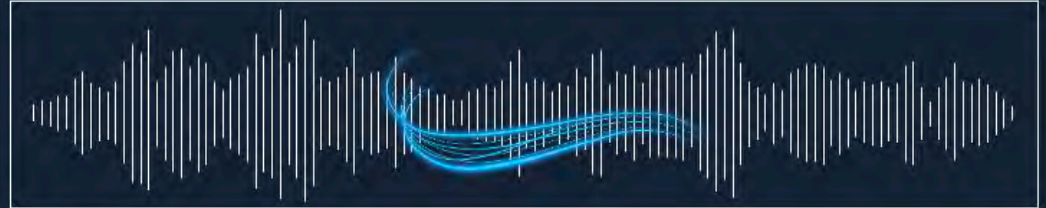


**Works in
24 frequency
channels**



Mic 1
Mic 2

Wind & Handling Stabilizer



**Monitors
500 times
per second**

Wind & handling stabilizer

A man and a woman are walking together outdoors, likely near a body of water, as evidenced by the shimmering, blurred background. The woman, in the foreground, has her hair blowing in the wind and is smiling. The man, wearing glasses and a dark jacket, is walking slightly behind her. The overall scene is bright and airy, suggesting a sunny day.

Reduces wind & handling noise

Prevents wind and handling noise from entering the sound processing

Provides a **cleaner signal for processing** in MoreSound Intelligence 2.0

Optimizes audibility of all relevant sounds and **improved access to speech in windy environments**

New MoreSound Amplifiero 2.0

With SuddenSound Stabilizer



MoreSound
Amplifier
2.0

SuddenSound
Stabilizer

Instantly **detects and controls sudden sounds** for audibility and comfort

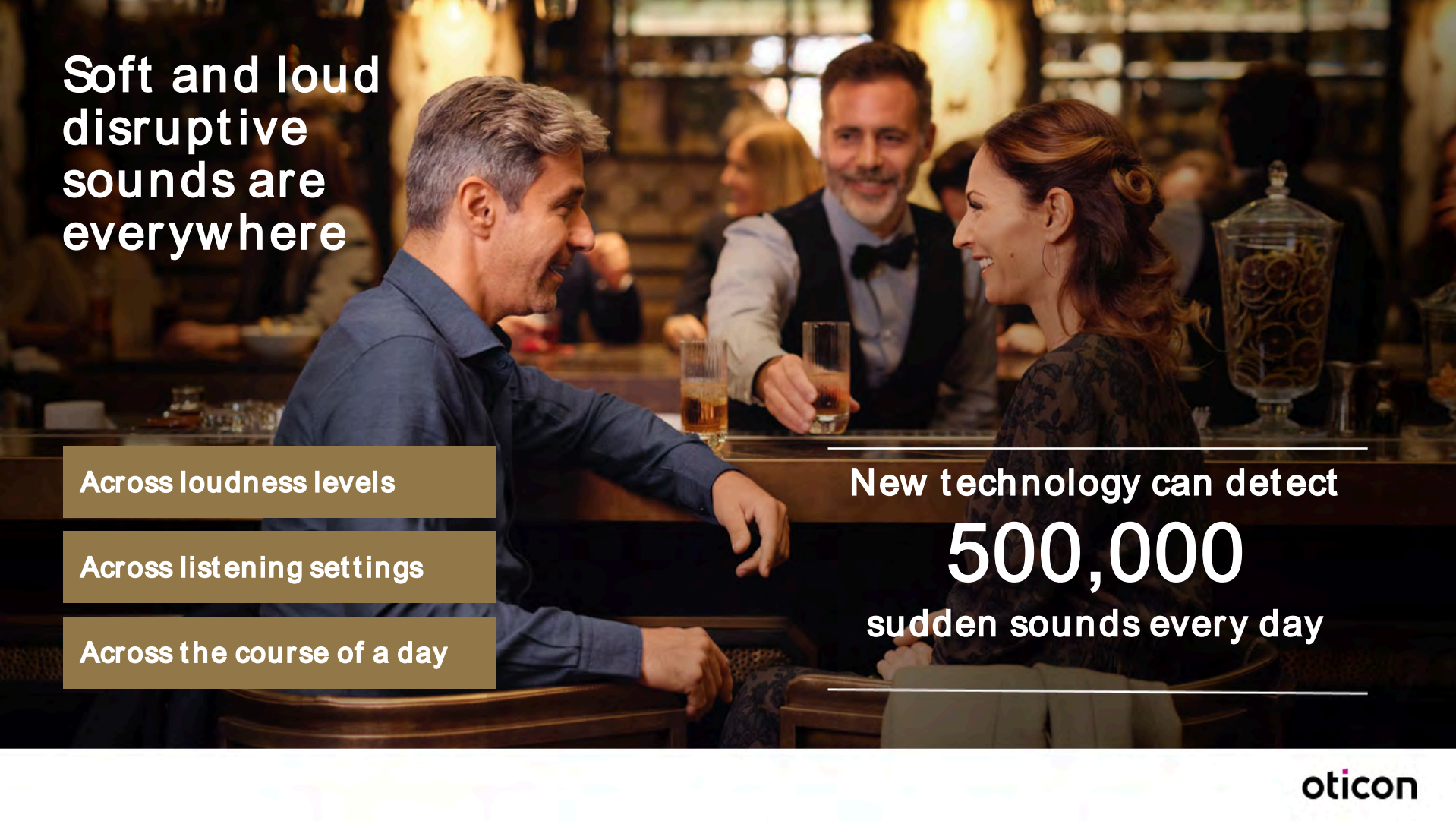
Provides **precisely balanced amplification** of all meaningful sounds

Can be **personalized** to suit individual needs

Sudden sound definition



An **intense pulse** of acoustic energy **rising above** the long-term average of the surrounding environment



Soft and loud
disruptive
sounds are
everywhere

Across loudness levels

Across listening settings

Across the course of a day

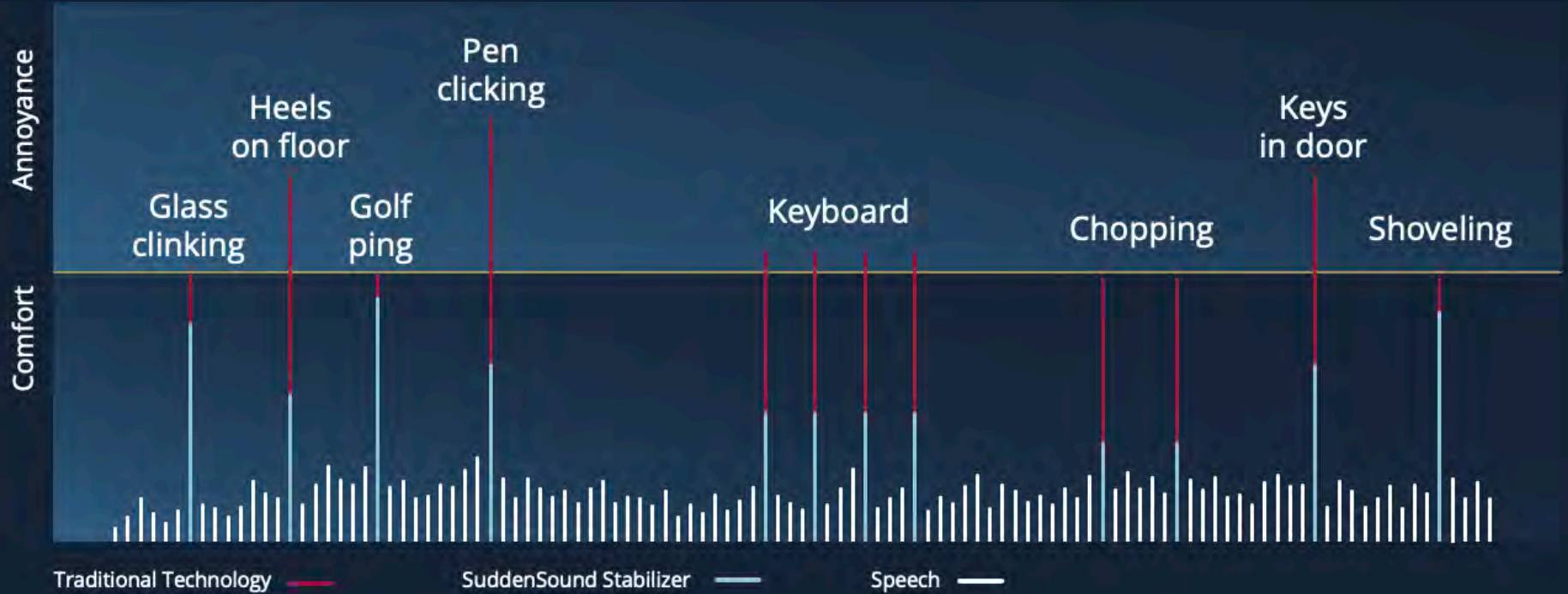
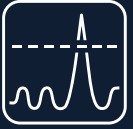
New technology can detect

500,000

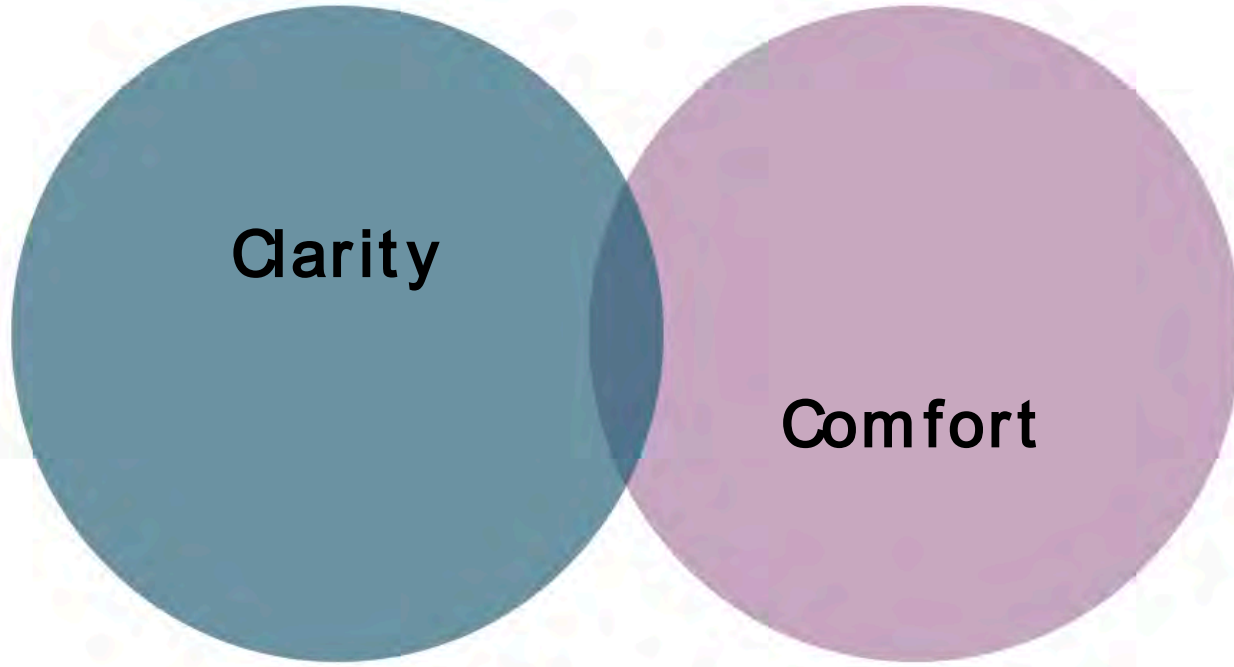
sudden sounds every day

SuddenSound Stabilizer

The comfort and annoyance factor



Oticon Real no more compromise



**Optimal
comfort**



**Optimal
clarity**



**Optimal
comfort**



**Optimal
clarity**



**Optimal
comfort**



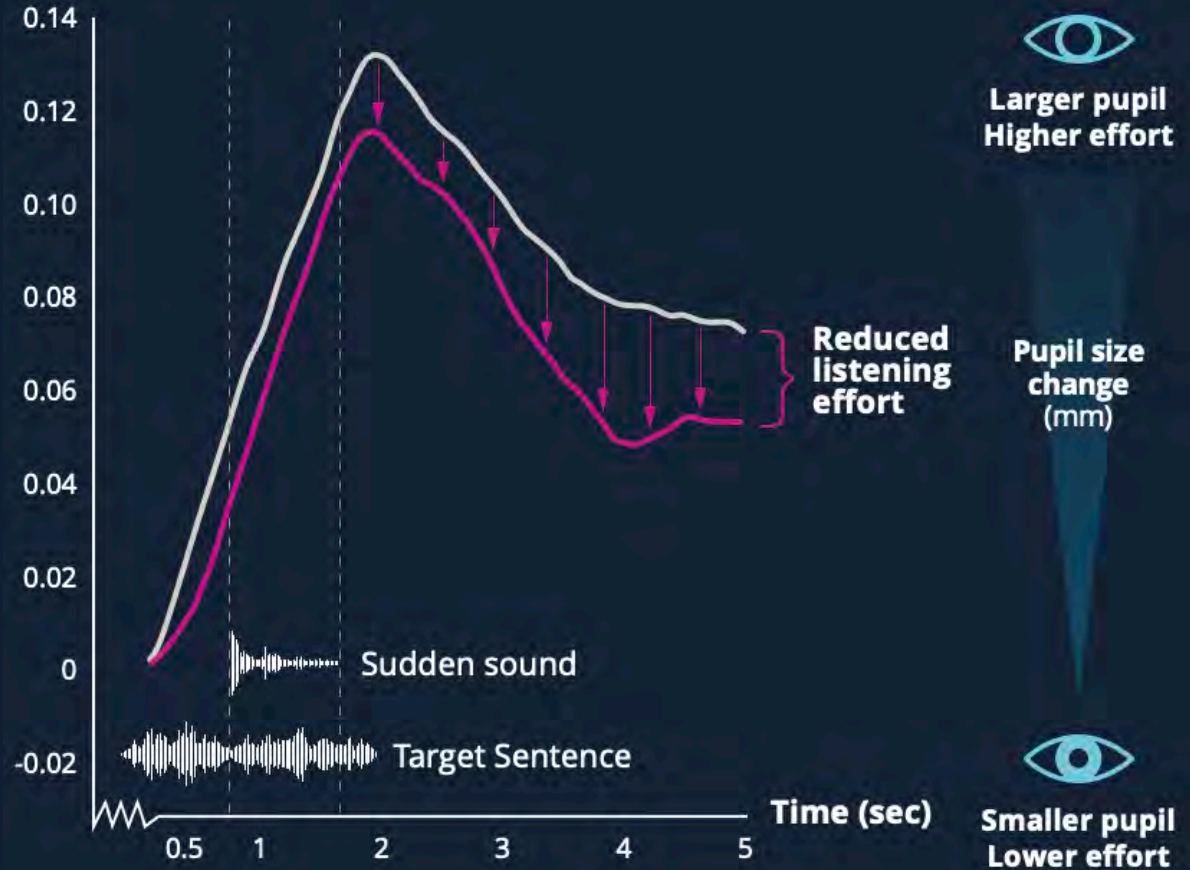
**Optimal
clarity**



BrainHearing benefits

22% reduced listening effort in the presence of sudden sounds, as shown by reduction in mean pupil size

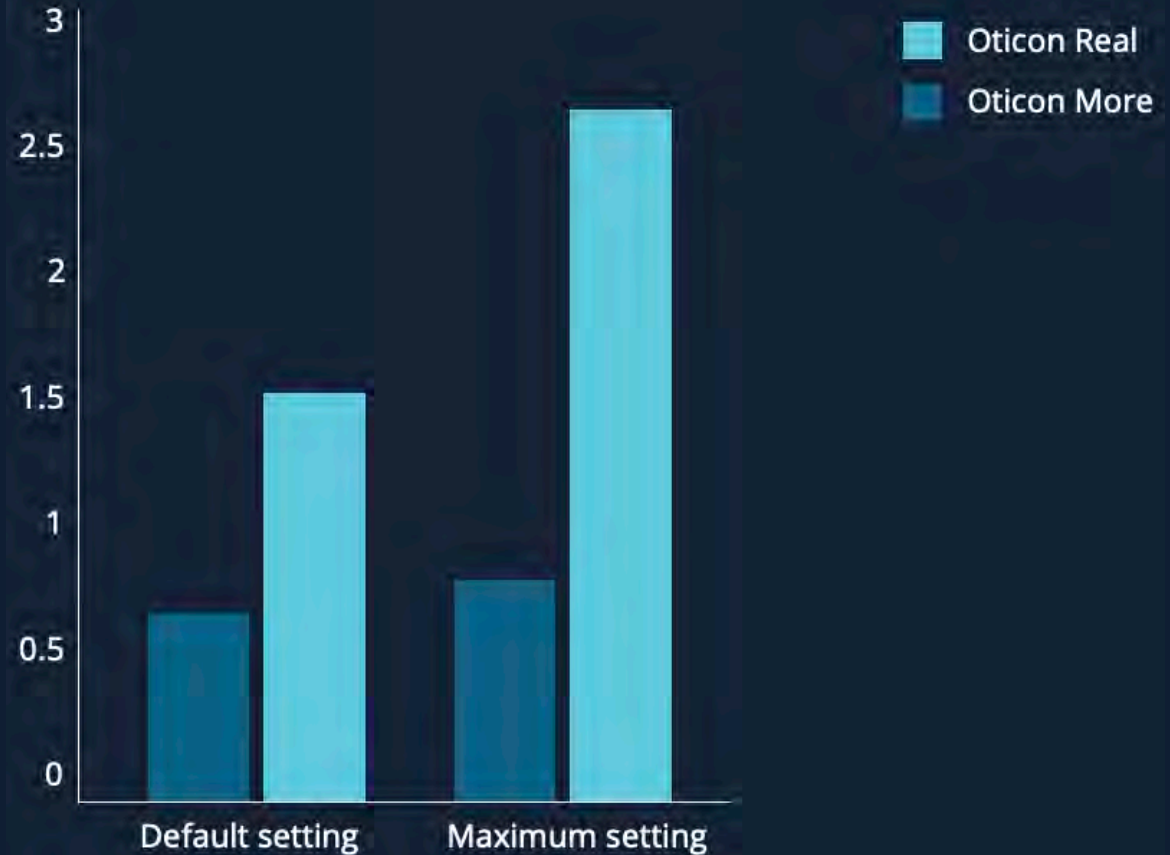
— SuddenSound Stabilizer OFF
— SuddenSound Stabilizer ON



Santurette, S., Brændgaard, M., Wang, J., & Sun, K. (2023)

Improves speech clarity in the presence of sudden sounds

Better access to speech in the presence of sudden sounds



Santurette, S., Brændgaard, M., Wang, J., & Sun, K. (2023)

SuddenSound Stabilizer for personal preferences



SuddenSound Stabilizer

Instant and precise handling of sudden sounds



Identifies and handles
soft and loud sudden
sounds

Preserves speech
understanding

Easily customized
based on needs

The real world is about staying connected

Direct streaming, hands-free calls, and more

Bluetooth® Low Energy technology

Made for iPhone

Compatible with the Androido protocol



Made for
iPhone | iPad | iPod

Works with
android

Android devices need to support Audio Streaming for Hearing Aids (ASHA) to allow direct streaming to Oticon Real. Please visit oticon.global/compatibility for more information.


oticon

Is your phone compatible?

Display our **QR code magnet**
in your office

**Phone
compatibility check**

Please scan the QR code below to check
your phone's streaming compatibility.



22-415679 - 15500-7103/12.22

[f](#) [in](#) [t](#) [v](#) [@](#)
oticon.com

oticon
life-changing technology

A wide range of connectivity options



Connect Clip



TV Adapter



Remote Control

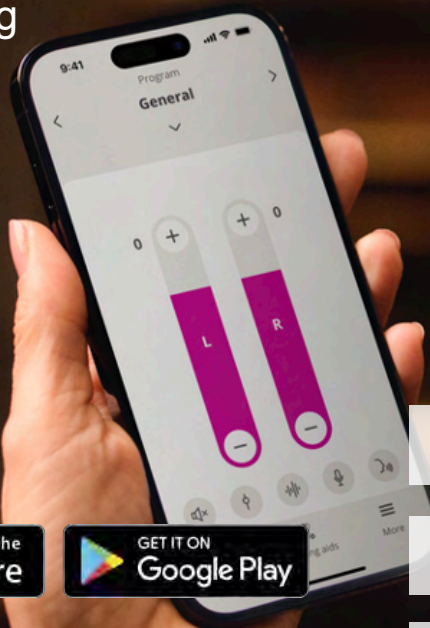


EduMic



New Companion app

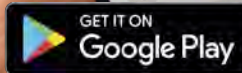
An all-in-one solution
empowering hearing
aid users



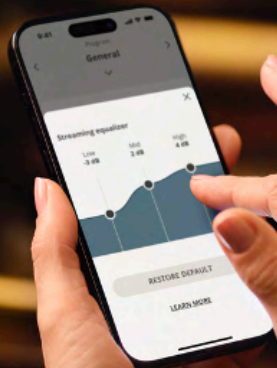
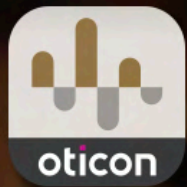
Empowerment through easy control and personalization

Convenient access to hearing care professionals

One-point of entry to a variety of options



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Oticon Companion app

Easy and discreet control of hearing aids

Volume adjustment

Tinnitus sound adjustment

Change program

NEW SpeechBooster

Streaming equalizer

NEW Troubleshooting

NEW Important news

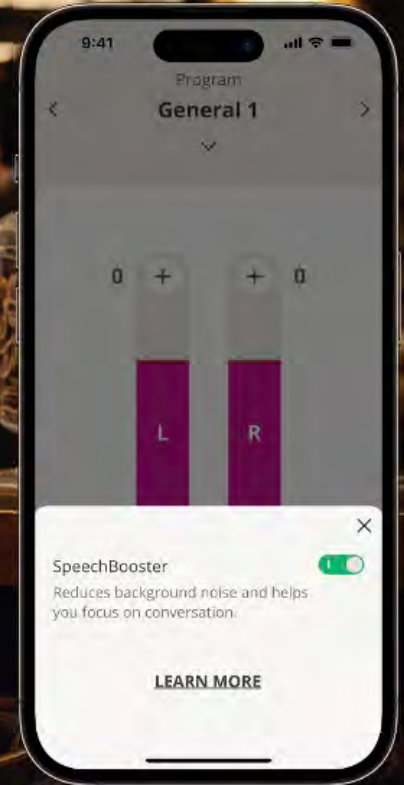
“Find my hearing aids”

NEW Access to RemoteCare

SpeechBooster

Helping users in more complex listening environments

Provides **extra help in moderate to complex listening environments** by reducing noise



Genie 2 new additions

**Selection
extension
Oticon Real™**

**Improved
Detect/Connect
Flow**

**Trimmer Grid
Alignment**

**New
Audiological
Innovations**

**New
Data Logging
tools**

**Voice
notifications**

A woman with curly hair and glasses is sitting at a desk, looking at a small object held by another person. The woman is wearing a white t-shirt and a leopard print top. The other person is wearing a blue shirt. A text box is overlaid on the image.

Recommending Oticon Real

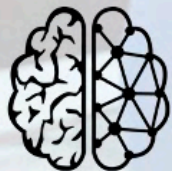
A brain-focused approach

Oticon Real helps you stay sharp because it focuses on supporting the brain's natural ability to process all the sounds around us, resulting in a richer sound experience that doesn't compromise speech clarity



Recommending Oticon Real

New users



BrainHearing



Untreated HL



Essential features



Oticon Real benefits

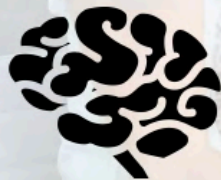
Oticon Real benefits

- Oticon Real includes our latest BrainHearing technology, which helps your brain make sense of sounds around you, so you can focus on what's important.
- Oticon Real offers real-life benefits designed to keep you at your best.
- With better access to speech and exceptional speech clarity, you can follow conversations with more awareness, focus and control.



Recommending Oticon Real

Experienced users



You & your brain



Unmet needs



Oticon Real benefits

A brain-focused approach

Experienced users

Oticon understands that sudden, disruptive sounds affect a large majority of hearing aid users, making it difficult to stay sharp and focused – especially when engaged in conversation. Oticon Realo is designed to help with this challenge and keep you engaged.



Oticon Real benefits

Experienced users- unmet needs

- Oticon Real gives you a whole new level of sound quality.
- It's designed for comfort, with breakthrough innovations that instantly and precisely balance soft and loud sudden sounds.
- It reduces noise from wind or handling, like if your hair or glasses touch the hearing aid.



Hear a real difference

No substitution for **listening experience**

Saves **time**

Supports **standard of care**
recommendation



Solving four unmet needs for hearing aid users

1

Wind

2

Handling Noise

3

Sudden Loud Sounds

4

Sudden Soft Sounds

Time to get real

- 4 Styles
- 3 Performance levels
- 2 Charger options
- 1 Real solution

Thank you!