

The **New**  
**Big Thing**  
in hearing care



Oticon  
BrainHearing™  
Technology

- Premium
- Advanced
- Essential
- Basic

It's not the ears that hear  
**It's the brain**



**New generation**  
BrainHearing™ technology



**NEW**



### Helping the brain make sense of sound

The ears receive sounds and send them to the brain. But it is not the ears that do the hearing. You hear with the brain. This is the principle behind BrainHearing.

BrainHearing is Oticon's unique approach to hearing care. The result is a listening experience that is more natural and making sense of sound becomes much easier.

### A new platform to improve understanding of soft speech, and more

With Oticon Alta2, Nera2 and Ria2, we introduce the newest generation of our most popular Performance Line families.

The three new families are built on the highest level of BrainHearing technology and are powered by the new Inium Sense platform. Most importantly, Inium Sense delivers 30% more processing power, which means that these three new product families can offer clients more benefits.

Highlights of the new Inium Sense platform are:

1. Up to 20% improvement of soft speech understanding.
2. New Oticon Tinnitus SoundSupport™.
3. New smaller, water resistant miniRITE style which sits more discreetly behind the ear.

Each family is designed to provide each and every one of your clients with the exact level of sound details they prefer. In particular, the new range improves listening performance in situations where soft sounds are present and increases understanding of soft speech.

# New platform to improve your business

**Soft Speech Booster**  
Up to 20% better soft speech understanding

## New Soft Speech Booster, enhancing intimacy

Intimate moments are about the personal feelings conveyed by soft voices, but for the hearing impaired, soft voices are particularly difficult to follow.

The latest generation of our platform, Inium Sense, offers more gain on soft speech enriching delicate moments and private conversations without compromising feedback and sound quality.

We call this feature the “**Soft Speech Booster**”.

## Introducing Oticon Tinnitus SoundSupport™

With Tinnitus SoundSupport Oticon introduces the industry’s most comprehensive sound generator with unique ocean sounds in addition to a large number of sound options and adjustment controls. Now, you can present a novel relief sound to your clients as an alternative to traditional options.

Tinnitus SoundSupport is integrated across Oticon Alta2 Pro, Nera2 Pro and Ria2 Pro families.

## Special Purpose programs for more support in difficult listening situations

Our new range of special purpose programs is designed to assist your clients when in extremely difficult and effortful listening situations. You can select these pre-defined programs directly from the Genie program manager during the fitting process to enable better performance in such environments.

**NEW**  
smaller miniRITE



**IP58**

Water resistant

## New Back dir

Back dir allows your clients to focus on sounds behind them, such as listening to passengers in the back seats of the car while driving.

The new directional feature is available in Alta2 and Nera2. Back dir is activated by the Oticon ConnectLine App.

## More styles to choose from

The new product families provide a comprehensive mix of styles to meet all clients’ hearing and lifestyle needs. Leveraging on our continued focus on customised solutions, the offering now includes more features and options, better discretion and full coverage of wireless functionality.



# Soft Speech Booster, a personal matter

## Increasing the amount of details in soft speech to support private conversations

Making sense of soft sounds is an important part of making sense of a listening situation - moreover, they provide the details for understanding of soft speech.

Capitalising on the new Inium Sense platform, the **Soft Speech Booster** feature improves soft speech understanding by up to 20%.

This is achieved by introducing our new VAC+ rationale. With this, we are able to improve comprehension of soft speech and at the same time maintain a high level of sound quality.

## Hard facts of soft sounds

Soft sounds have a high audiological value and relevance as soft sounds and quiet moments exist in almost any listening situation.

Research has shown that the perception of soft sounds and soft speech is not only difficult for individuals with hearing loss but that it is also a very personal matter - some are able to hear them as being soft and can make sense of them - while others perceive them louder and find them challenging.

## A new dimension to personalisation

The way the brain perceives sound is unique to every individual. Optimising the audibility of soft sounds without over-amplifying or exaggerating other background sounds is a delicate balancing act. This challenge has led us to introduce an entirely new dimension in personalisation at the core of our VAC+ rationale.

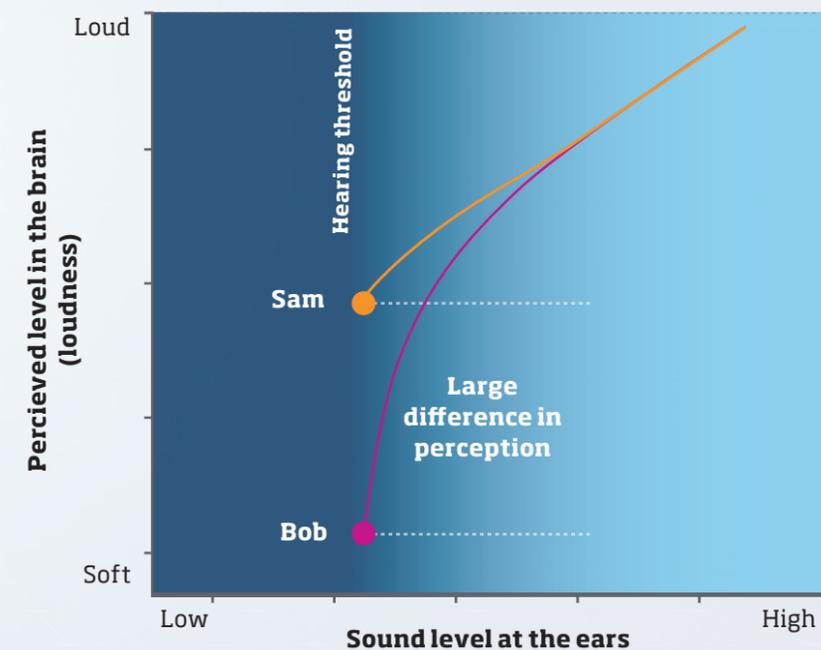
This new dimension allows you to address individual differences in loudness perception, and use this new diagnostic information to create the best personal

balance between details and comfort for each of your clients.

Not only is a personalised amount of soft gain prescribed to the individual, but it can be further adjusted with the new smart control "Soft Sound Perception".

Turn it up for a more detailed sound or turn it down for a more comfortable sound.

## This graphic illustrates how two people with the same hearing loss experience a very different loudness of sounds just above hearing threshold



Perceptual differences are real. The curves show that sounds are louder for Sam than for Bob, particularly for sounds just above their hearing threshold - personalised soft gain and the new "Soft Sound Perception" account for those differences.

Clinical trials with Soft Speech Booster show up to 20% improved soft speech understanding.\*

\* Internal study involving 18 users, September 2014. The results proved better understanding of soft speech for all users.

## The benefit of professional, personalised hearing care

Personal preferences for sounds are as crucial an element as the audiogram when creating the best personal hearing care. As the instrument performance can be tailored to each of your clients'

preferences, the need for fine-tuning reduces instant acceptance of the solution increases and long term satisfaction is highly improved.

# The complete tinnitus package featuring ocean sounds

## Next generation of Tinnitus Treatment

Whether you are new to tinnitus treatment or have years of experience, we offer a complete package to support you.

In-depth market studies and cooperation with tinnitus experts have made it possible for us to evaluate the treatment solutions available on the market and rethink today's tinnitus solutions.

### Oticon's Tinnitus SoundSupport™

#### - A new standard for sound generators

Tinnitus SoundSupport sets a new standard for sound generators, as it is the first to offer built-in ocean sounds in addition to a large number of sound options and adjustment controls.

This allows you to customise the relief sounds to your patients' needs. Greater choice does not mean greater complexity. We offer simple and easy navigation and support in the fitting process.

### 360 Tinnitus Counselling

#### - Tools and support to help patients

No tinnitus treatment package is complete without appropriate counselling and education of each patient. We have included counselling and support tools in our tinnitus package to help you guide your patients through their journey towards tinnitus relief.

## The first to introduce ocean sounds

Your patients can now enjoy amplification and popular ocean relief sounds in their hearing instruments - no additional devices needed.

### Ocean sounds show great promise

Traditional sounds used in sound therapy have been broadband sounds, such as white or pink noise. At Oticon, we expand on the well-known broadband sounds by adding three ocean sounds to our sound selection. These nature sounds are dynamic, yet soothing, and they show great promise in decreasing the annoyance of tinnitus.<sup>1</sup>

<sup>1</sup> Searchfield, G.D., Cameron, H., Irving, S., Kobayashi, K. (2009). Proceedings of Tinnitus Discovery: Asia-Pacific Tinnitus Symposium, The New Zealand Medical Journal, 116-124.  
Henry, J.A., Rheinsburg, B., Zaugg, T. (2004). Journal of the American Academy of Audiology, 15: 585-598





Because  
millimetres  
matter

## Eye-catching, perfectly fitted

### The new miniRITE is now even more discreet

Our new miniRITE offers clients an even more compact, discreet and aesthetic hearing instrument while maintaining the hearing experience they can expect from Oticon.

miniRITE proves big things do come in small packages. The new miniRITE sits better and more discreetly behind the ear.



### New Flex mould 105 speaker

The new Flex mould 105 offers an unprecedented output for the miniRITE and RITE for severe-to-profound hearing losses.

# Our compelling trio of high performers

Important features		Alta2	Nera2	Ria2
	Speech Guard E	•		
	Spatial Noise Management	•		
	Spatial Sound	Premium	Advanced	
	Binaural Processing	•	•	
NEW	Soft Speech Booster	•	•	
NEW	VAC+	•	•	
	Binaural Synchronisation	•	•	•
	YouMatic	Premium	Advanced	Essential
	Free Focus	Premium	Advanced	Essential
	Inium feedback shield	•	•	•
NEW	Tinnitus SoundSupport™	•	•	•
	Fitting Bandwidth	10 kHz	8 kHz	8 kHz
		<b>Alta2</b>	<b>Nera2</b>	<b>Ria2</b>

## BrainHearing™ technology makes the difference

BrainHearing combines four audiological features that work together continuously: Speech Guard E, Spatial Sound, YouMatic and Free Focus.

### Speech Guard E

#### Preserving the natural characteristics of speech

Speech Guard supports the brain in separating voices and sounds from each other and helps the brain to know where to focus its attention. This enhances speech understanding, even in challenging situations, and helps to reduce listening effort.

### Spatial Sound

#### Letting both ears work together with the brain

Thanks to true binaural processing, Spatial Sound preserves the spatial cues used by the brain to organise and understand the soundscape. This helps the brain to know where sounds are coming from and enables it to focus on what is important.

### YouMatic

#### Rewriting the rules of personalisation

Every user needs a personalised level of listening support across shifting environments. By supporting the client's unique hearing needs and personal sound preferences, YouMatic allows sounds to be accessible and recognisable. This directly supports how individual brains respond to sound.

### Free Focus

#### The freedom to focus

The varying degrees of directionality offered by Free Focus support the brain's ability to focus while enabling the brain to continue to orient itself and separate sounds.

## Three proven families designed to deliver greater personalisation and satisfaction

**Oticon Alta2**, our premium hearing solution family, delivers the full range of BrainHearing technologies to help the brain make the best possible sense of sound. With the new Soft Speech Booster, soft speech understanding improves in all soft sound environments. Alta2 offers our best sound quality, reduces listening effort and provides the highest level of personal performance.

**Oticon Nera2** represents the next step in natural sound quality and hearing personalisation by uniting the input needs of your clients with their personal listening preferences. Thanks to Soft Speech Booster alongside BrainHearing technologies, Nera2 sets the mid-price standard by giving your clients richer spatial awareness while enhancing the soft sounds so often missed.

**Oticon Ria2** delivers excellent sound quality in the essential segment and by Binaural Synchronisation provides your clients with a more balanced listening experience. Enabling you to cover even more clients' individual needs, Ria2 will also help new users feel comfortable in making the transition to hearing instruments easier by mapping the world around them.

# Product family overview



## Proven IP58 water resistant instruments

Our new generation instruments with BrainHearing technology is taken to the next level of reliability. Nano coating of all vital components from inside and out has lifted the Behind-The Ear instrument range to a certified rating of **IP58**.

Oticon hearing instruments are designed to be worn in all daily life situations, therefore the user do not have to worry about sweat or getting wet in a rain shower. The hearing instruments are not intended to be worn while showering or participating in water activities.



## RITE



designRITE

## miniFit receiver



80

## miniFit receivers



60



85



100

## Flex power moulds



100



105

**NEW**



miniRITE\*  
**NEW**



RITE\*

## BTE with hook



miniBTE



BTE\*

## BTE with Corda miniFit thin tube



miniBTE



BTE\*

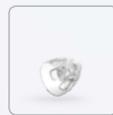


0.9 mm

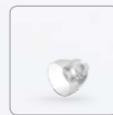


1.3 mm

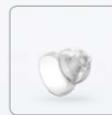
## RITE and BTE miniFit earpieces



Open dome



Bass dome



Power dome



GripTip



LiteTip



Micro mould

**NEW**

\* Available with Tinnitus SoundSupport™ in Alta2 Pro Ti, Nera2 Pro Ti and Ria2 Pro Ti.

BTE tinnitus style is only available as BTE85. Flex Power mould 105 is not available for the RITE tinnitus styles.

## Custom



IIC



CIC



ITC



Half shell



Full shell

## Custom styles colours



01 Beige



02 Light Brown

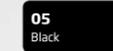


03 Medium Brown



04 Dark Brown

## IIC & CIC



05 Black

## RITE & BTE styles



90 Chroma Beige



94 Terracotta



93 Chestnut Brown



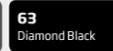
44 Silver



91 Silver Grey



92 Steel Grey



63 Diamond Black

## Additional colours

### miniRITE



47 Cool Blue

### designRITE



99 Pale Lime



95 Vivid Lilac



66 Mother of Pearl



73 Carbetmet Red



68 Midnight Blue



69 Sunset Orange

## Oticon ConnectLine

A range of accessories, including the ConnectLine App, empowering your clients to connect and control their hearing solution.



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## People First

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