Important notice

Please note, when using/translating this PowerPoint you ***cannot edit any content*** *so that it deviates from the original content (e.g. claims, product messages).*

If you have any questions, please contact the Training Team.

oticon PEOPLE FIRST

26 June 2018

Oticon Siya

Make every day
more alive

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PEOPLE FIRST

What does “essential” mean to you?

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Hearing is an essential need

466 million people worldwide have disabling hearing loss[1]

This will grow to over 900 million by 2050[1]

Hearing loss linked to social isolation, depression, accelerated mental decline[2]

Only 1 in four people with hearing loss have a hearing aid[3]

Essential life need is not being met!

1: WHO, 2018. 2: Seniors Research Group, 1999. 3: MarkeTrak 9, 2015

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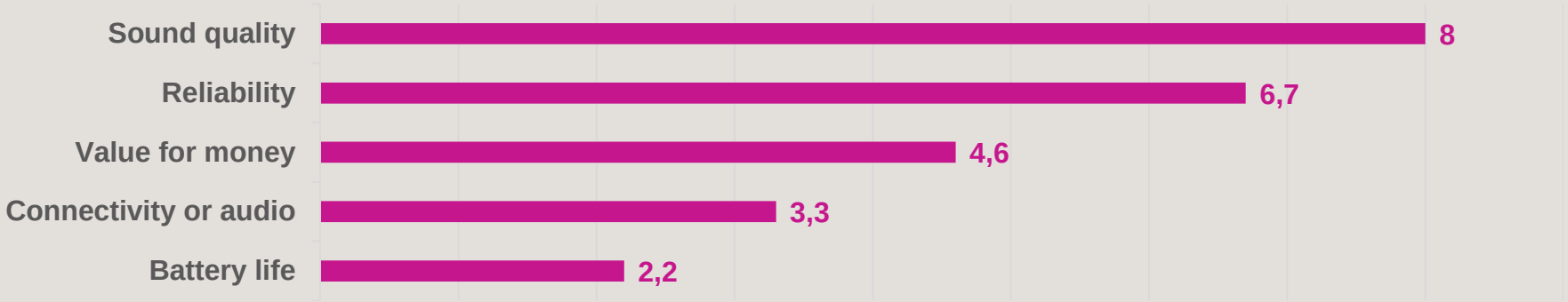
Top most important attributes

What is important for the dispenser when selecting a client's hearing aid[1]

"How important are the following attributes when selecting a hearing aid for your patient?"



[1]HearingTracker, 2018

What if you could offer clients all of these options at the Essential level?

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With the new **Oticon Siya,**

now you can!

OTICON | **Siya**

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Empower clients to seize the day

The best Oticon sound quality ever in the essential category

Oticon BrainHearing™ Technology

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Quantum leap forward in the essential category

OTICON | **Siya**

Velox platform	**2.4 GHz wireless connectivity**
Best essential Oticon sound quality	**Comprehensive family offering**

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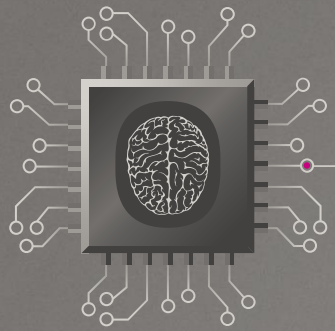
Category leading performance

Quicker, faster, and more detailed



50 times
faster

48 frequency
channels

Directionality
in **15 channels**

2.4 GHz
Bluetooth®
low energy

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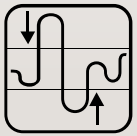
The signal journey

Three steps achieve high essential sound quality

Fast, adaptive response	Clean signal	Sound level adjustment
Multiband Adaptive Directionality LX	Noise Reduction LX	Single Compression LX



Feedback shield LX

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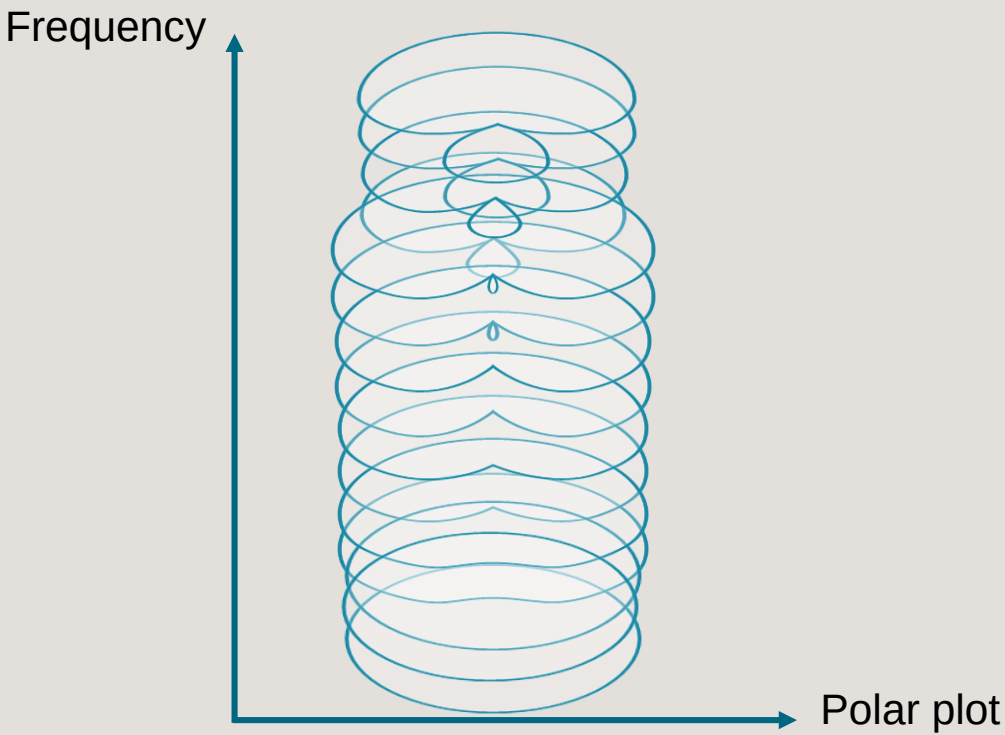
Multiband Adaptive Directionality LX

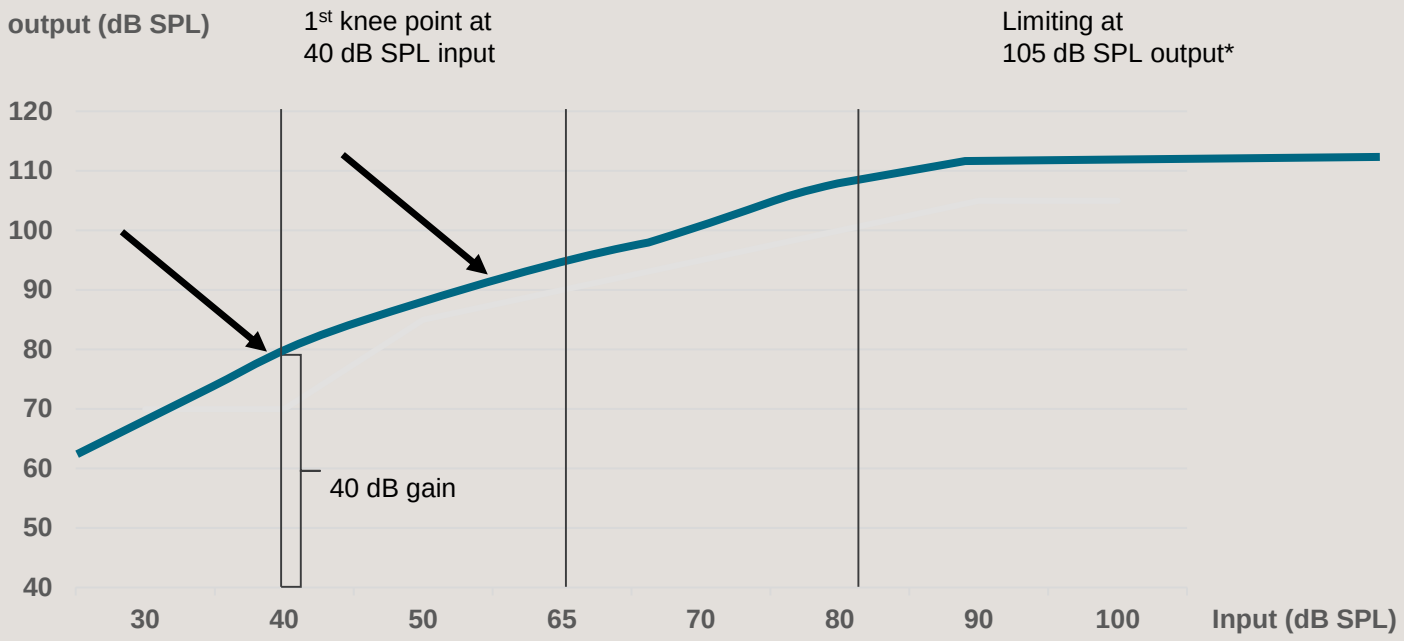
More flexibility for the end user across environments

Polar plots adapt across 15 independent frequency channels



Single Compression LX

Helps deliver a full and natural sound experience



*shown for example purposes only, MPO can be set up to 120dB

Noise Reduction LX

Providing a cleaner signal when needed

Activates in complex environments

Max 3 dB attenuation

Can attenuate noise between words

Precisely distinguishes spectrally different noises

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Superior feedback management on the Velox platform

Frequency shift

Phase inversion

Gain control

Features the proven anti-feedback system from the Velox platform	Frequency shift from 1330 Hz	0 dB gain limit

Direct connectivity for everyone

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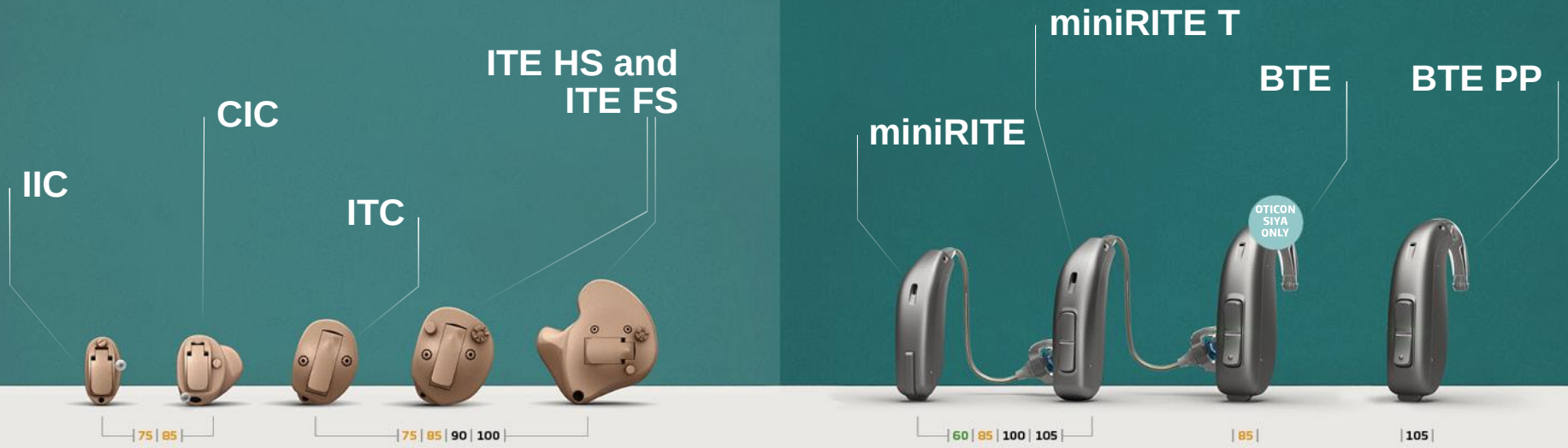
Comprehensive family offering

A wide range of styles to meet client needs



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Two levels to meet client’s needs

Oticon Siya

Siya 1

Siya 2

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Oticon Siya feature overview

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™	●	●

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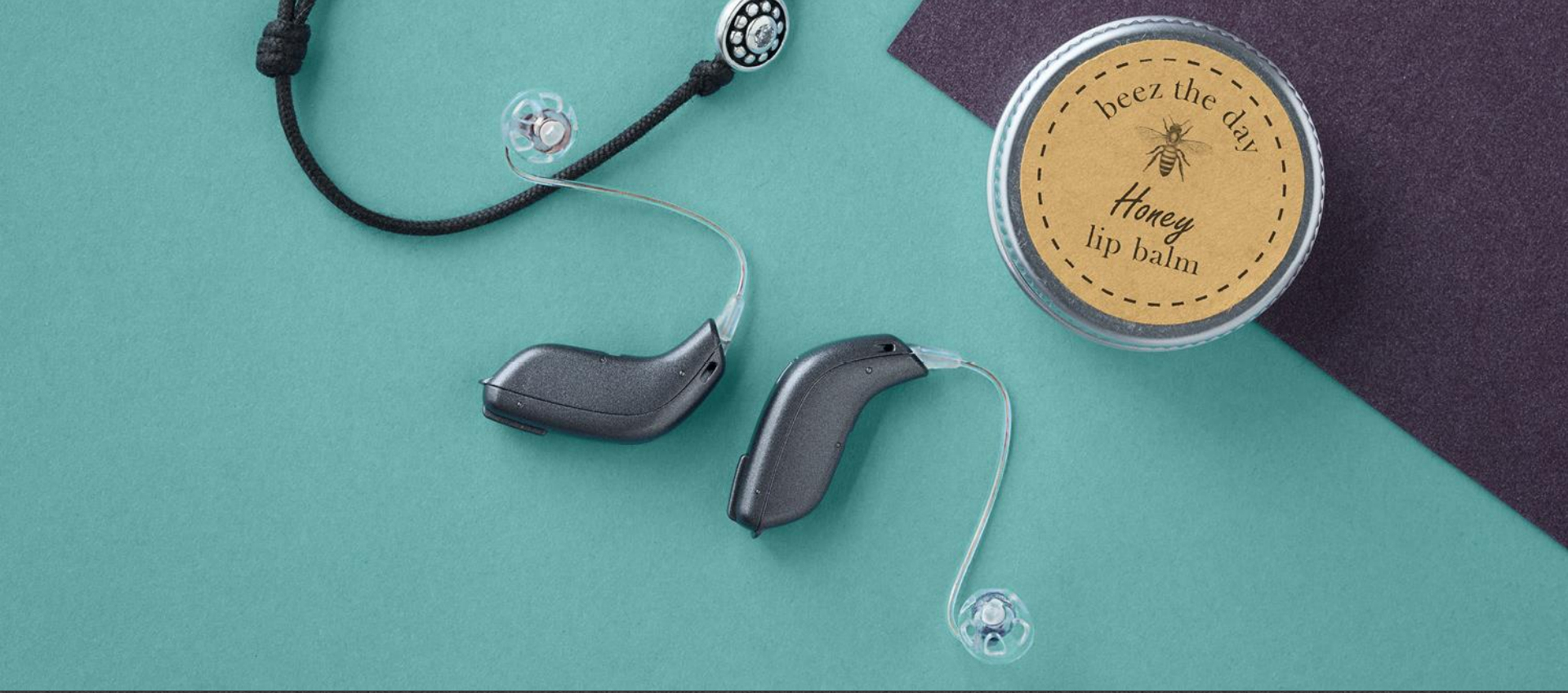
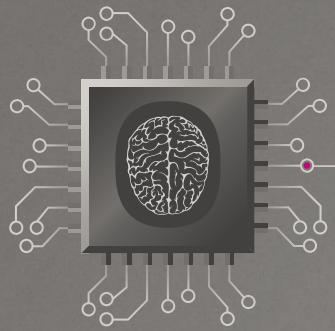


Audiological features

Category leading performance

Quicker, faster, and more detailed



50 times
faster

48 frequency
channels

Directionality in
15 channels

2.4 GHz
Bluetooth®
low energy

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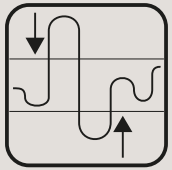
Powered by Velox

Advanced features raise the standard for everyone

Multiband Adaptive Directionality LX



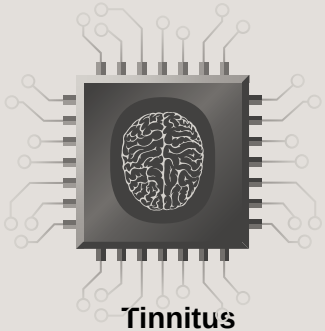
Single Compression LX

Noise Reduction LX

Speech Rescue™ LX

Wind Noise Management

Feedback shield LX



Tinnitus SoundSupport™

OTICON | **Siya**

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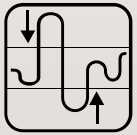
The signal journey

Three steps achieve high essential sound quality

Fast, adaptive response	Clean signal	Sound level adjustment
Multiband Adaptive Directionality LX	Noise Reduction LX	Single Compression LX



Feedback shield LX

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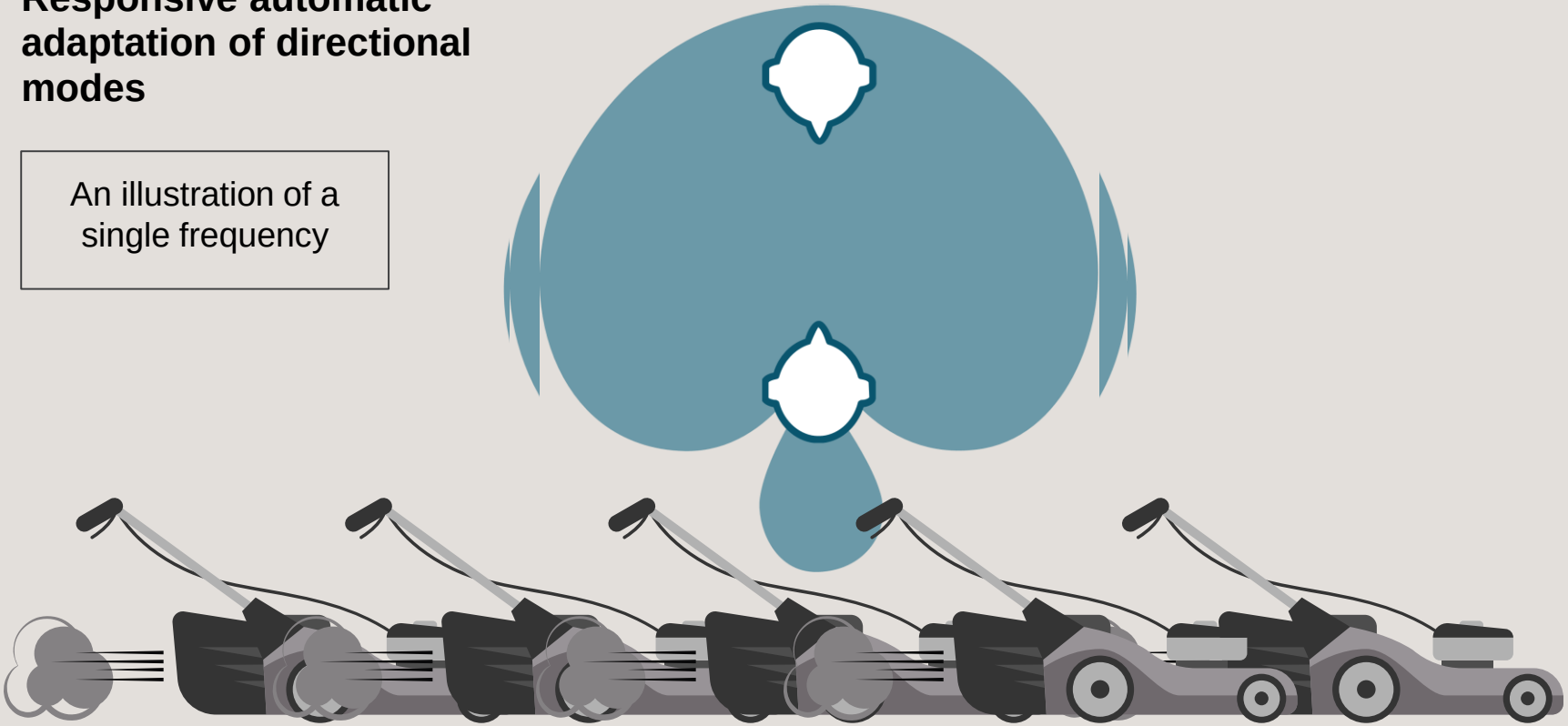
Multiband Adaptive Directionality LX

Responsive automatic adaptation of directional modes

An illustration of a single frequency



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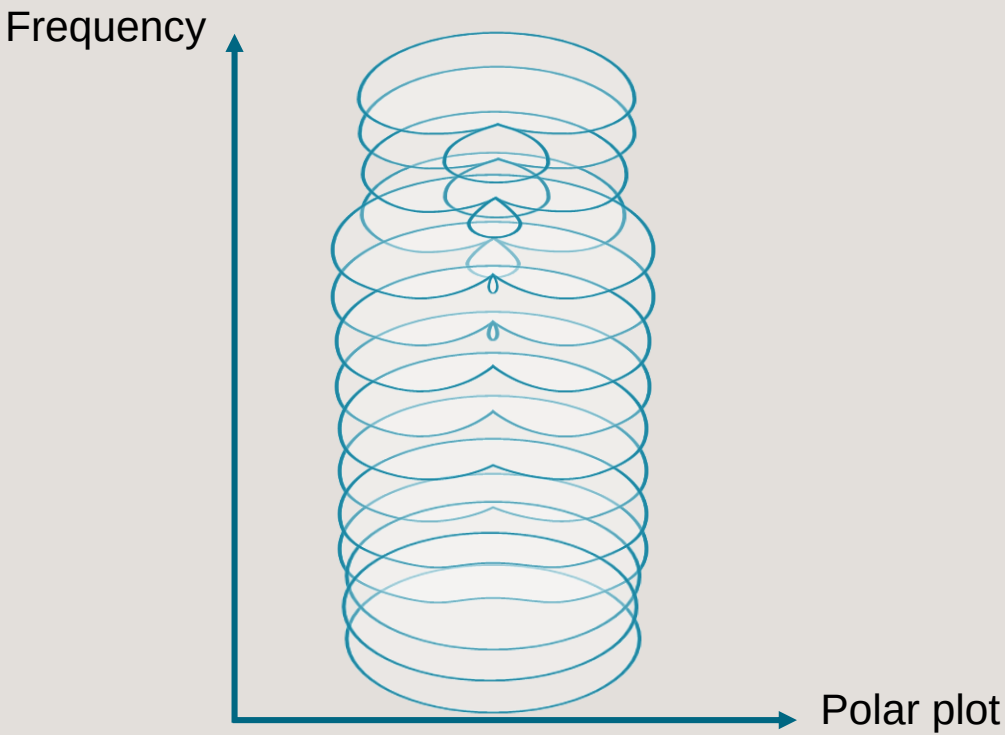
Multiband Adaptive Directionality LX

More flexibility for the end user across environments

Polar plots adapt across 15 independent frequency channels

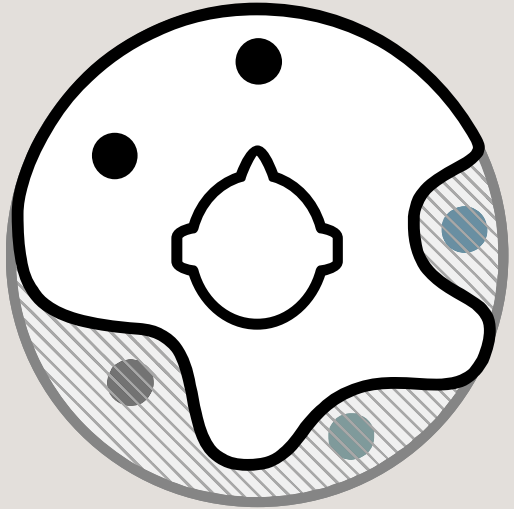


Multiband Adaptive Directionality LX

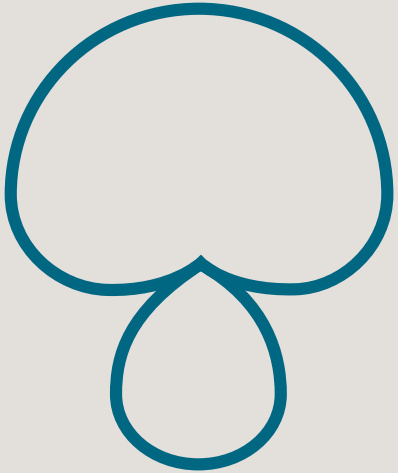
Combining polar plots for the optimal – an example

Frequency channel 1-4

Frequency channel 5-11



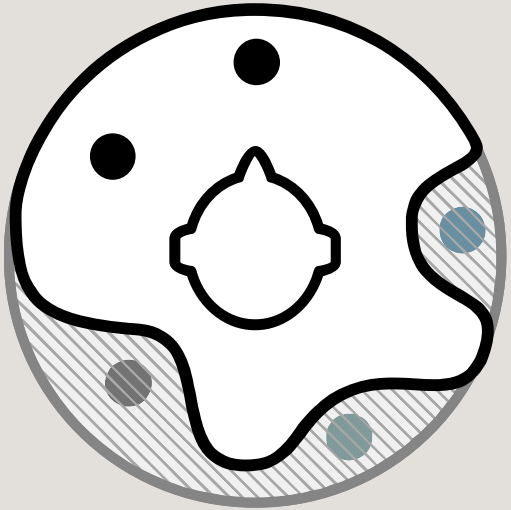
Frequency channel 12-15



Multiband Adaptive Directionality LX

15 channels for more detail

- More channels designed to give enhanced sound quality
- Smoothly transitions between polar plots
- Front focus when noise becomes very loud



Three modes of Directionality

Adaptable to each client's needs

Enhanced Omni

Multiband Adaptive Directional

Full Directional

Quiet environments

Rapid adaptation

Very noisy environments

Noise Reduction LX

Providing a cleaner signal when needed

Activates in complex environments

Max 3 dB attenuation

Can attenuate noise between words

Precisely distinguishes spectrally different noises

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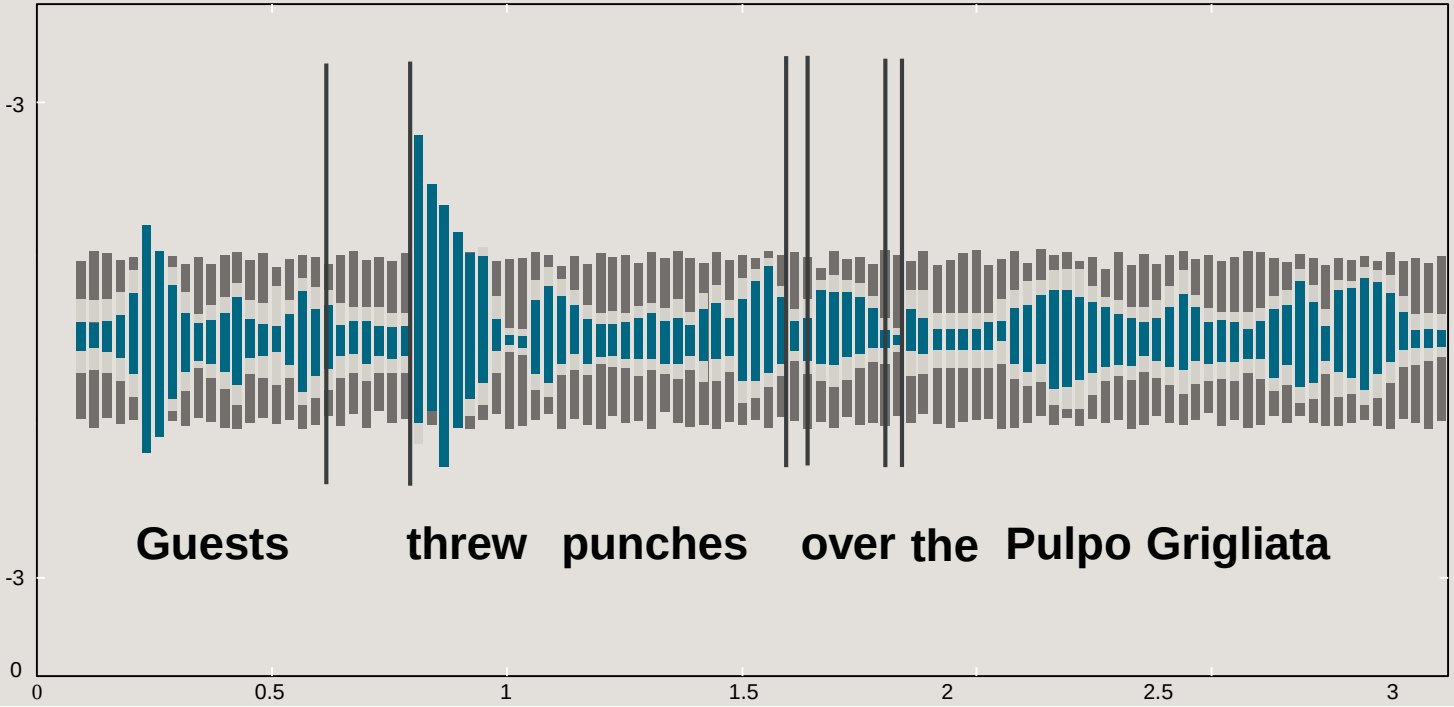
Reduces noise between words

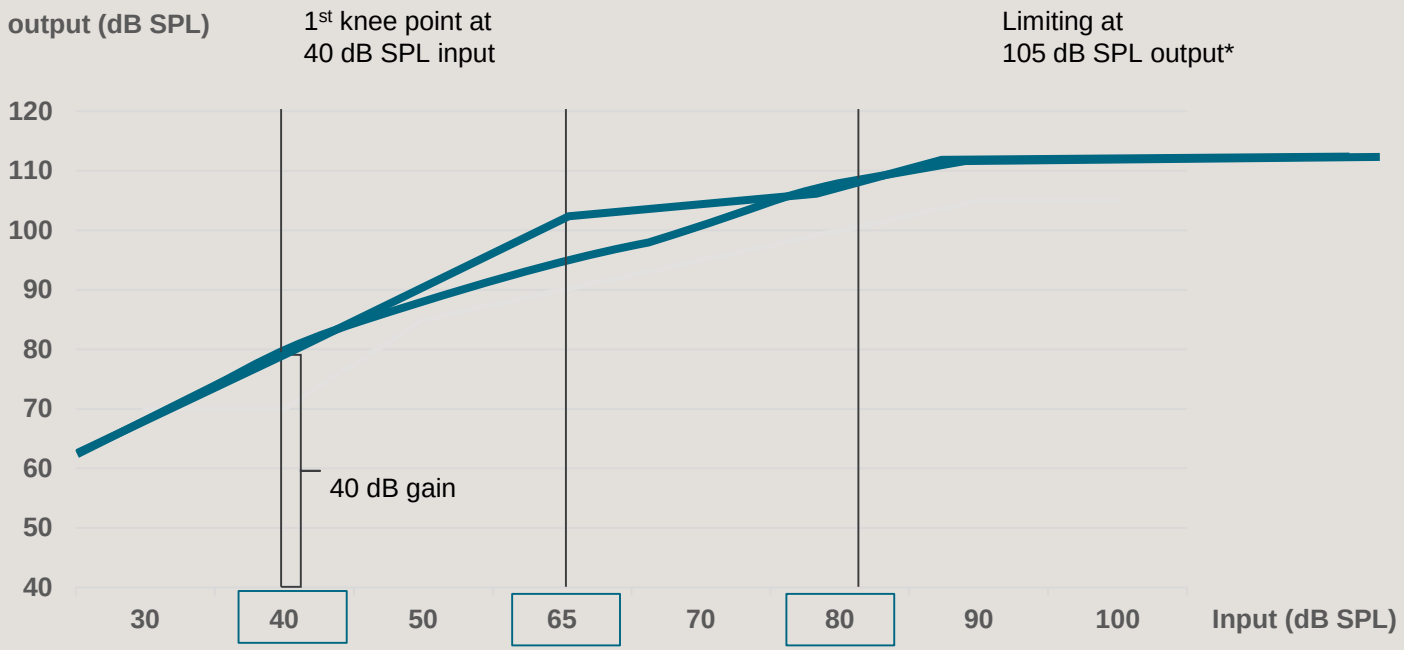


Noise reduction

3dB

Single Compression LX

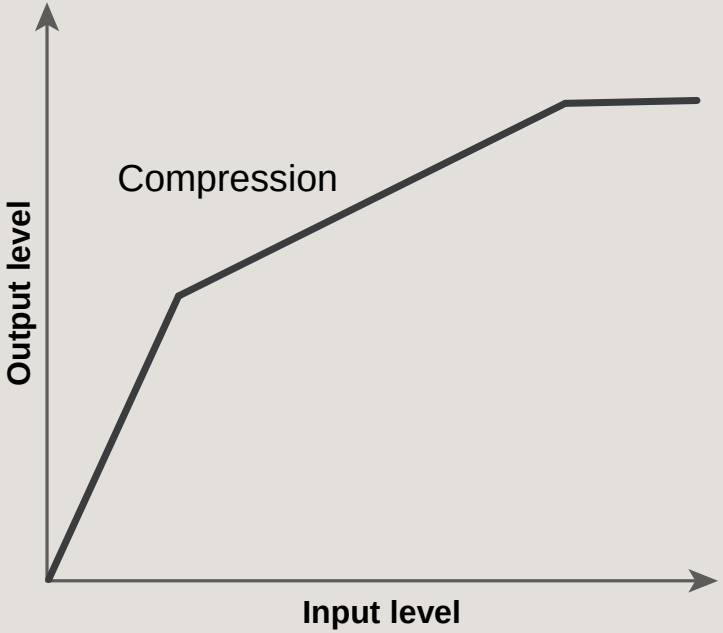
Helps deliver a full and natural sound experience



*shown for example purposes only, MPO can be set up to 120dB

Single Compression LX

Variable response based on rising or falling input



Two fixed time constants

rapid reaction to reduce gain for increasing input level to ensure comfort

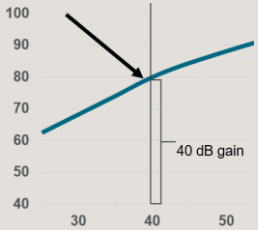
Attack time (rising): ~10ms

Release time (falling): ~125ms

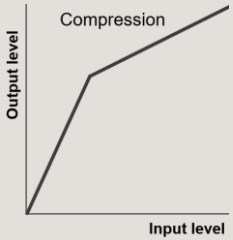
Single Compression LX

A quick review

Combines linear and compression

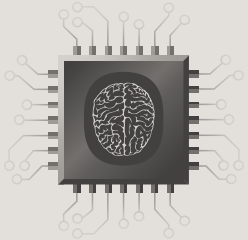


Fixed time constants & adjustment points



Protects end users

Superior processing



Superior feedback management on the Velox platform

Frequency shift

Phase inversion

Gain control

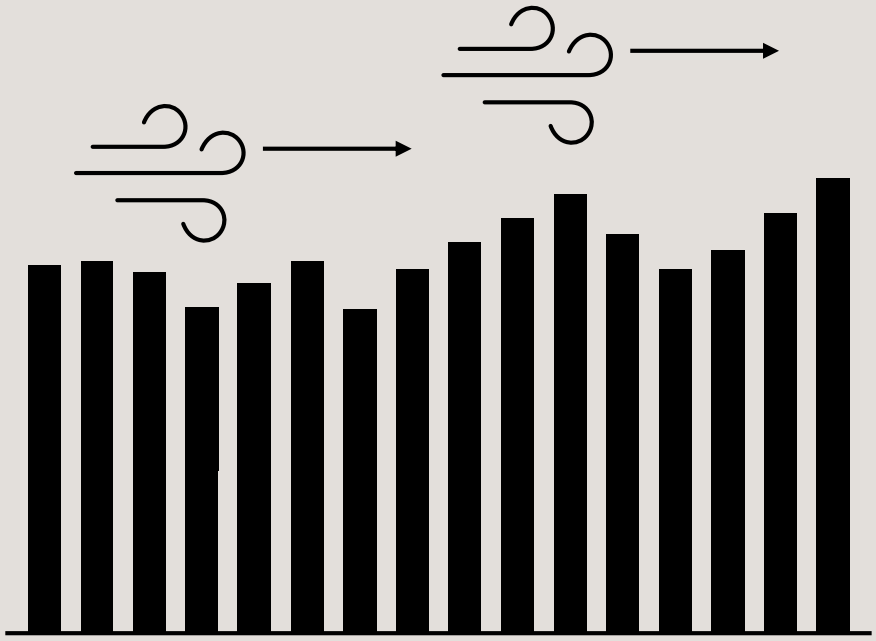
Features the proven anti-feedback system from the Velox platform	Frequency shift from 1330 Hz	0 dB gain limit

Wind Noise Management

Attenuates wind noise when the wind is louder than the speech

Quickly releases attenuation after wind noise has subsided

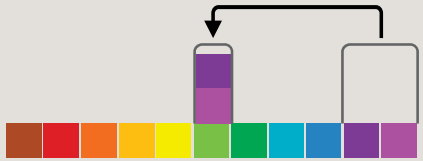
Precise reduction of up to 30 dB



Speech Rescue LX*

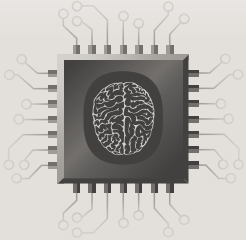
Frequency lowering technique to improve audibility of high frequency sounds

Frequency composition using the copy and keep method



Available across the Siya family

Faster processing on the Velox platform



*Oticon Siya 1 only

Tinnitus SoundSupport™

Personalised tinnitus relief

Support for people with **hearing loss and tinnitus-related needs**

Intuitive and easy fitting tool in **Genie 2**

Counselling and support tools for both clinician and patient

Fully integrated in to the **Oticon On App**

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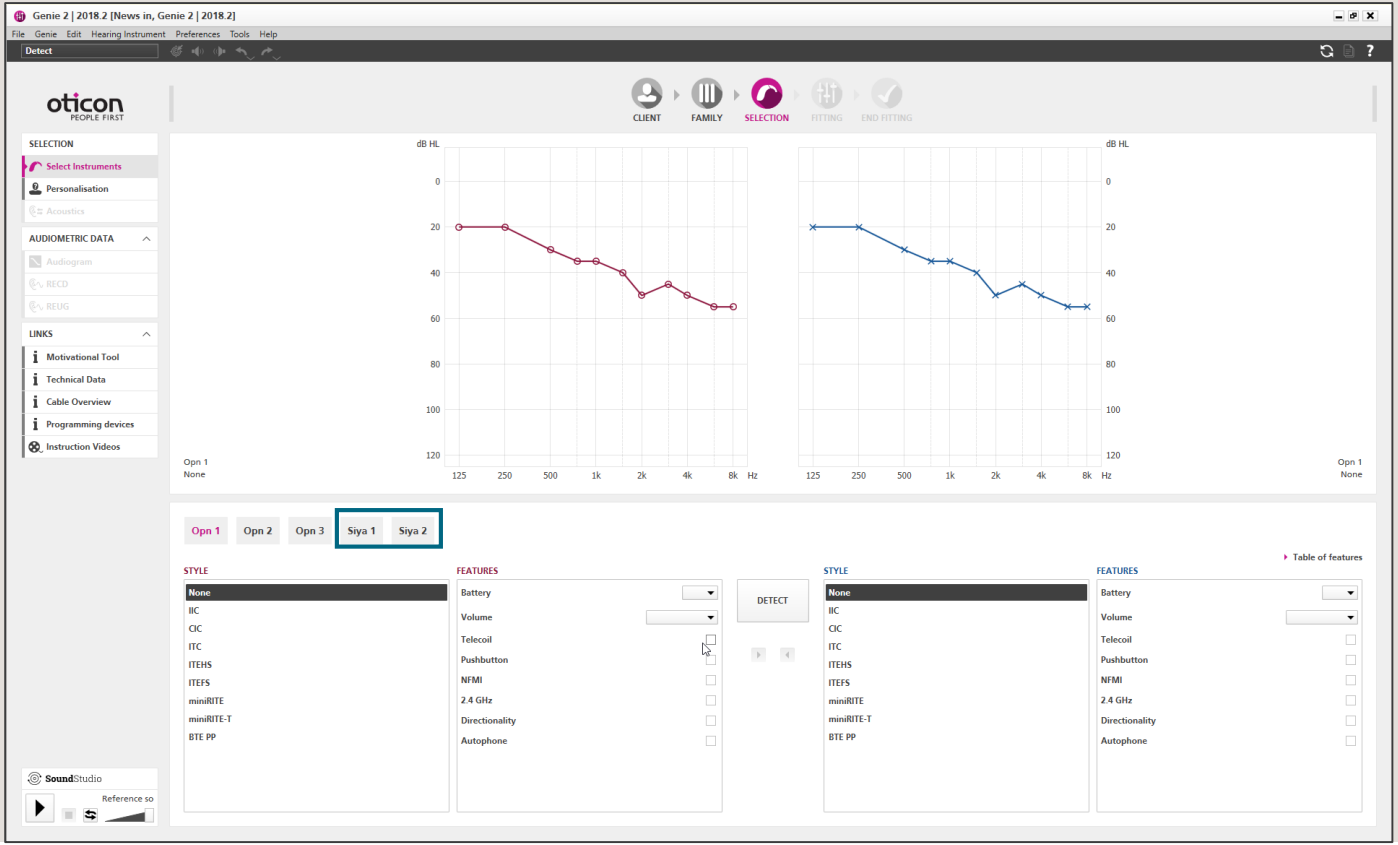
Clinical features

Oticon Siya in Genie 2



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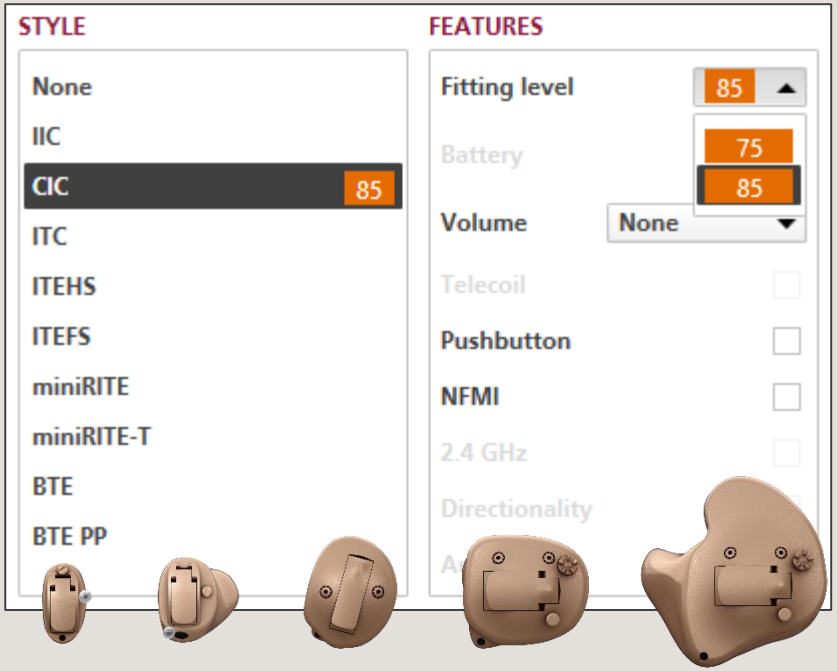
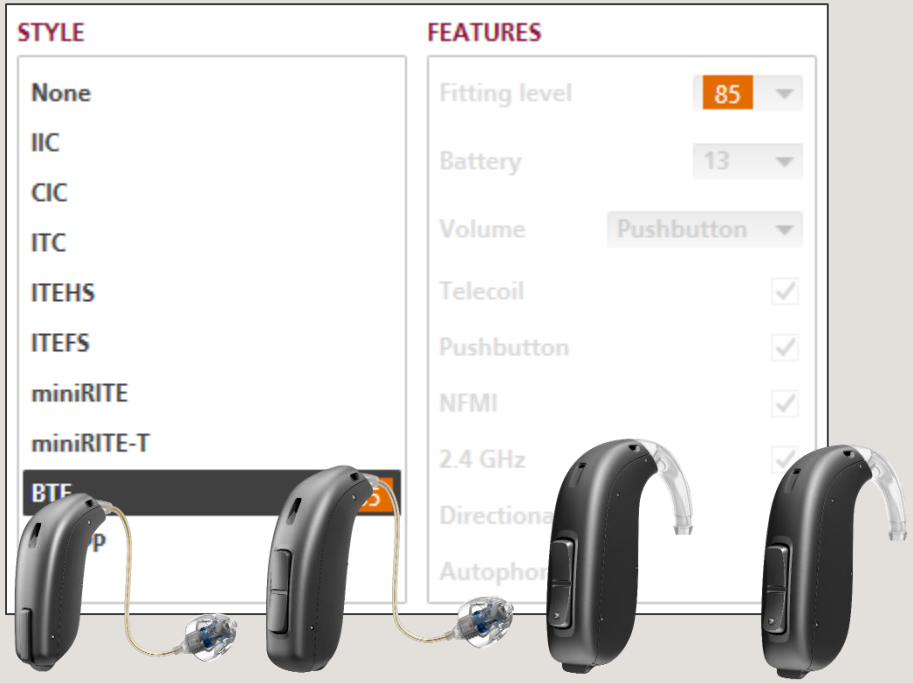
Oticon Siya in Genie 2

Custom styles



RITE/BTE styles



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New BTE

Exclusively in the Oticon Siya family

New BTE

- BTE13
- Moderate to moderate-severe HL
- Peak gain 65 dB/MPO 130 dB SPL
- Bandwidth 110 – 8000 Hz
- Fitting level 85
- Thin tube options

Similar to BTE PP

- Housing
- Double push button
- DAI/FM/T-coil
- TAR and hooks incl. child hooks
- IP68
- Wired and WL programming

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Two levels to meet everyone's needs

- Both levels give clients Bluetooth low energy connectivity as standard
- Multiband Adaptive Directionality LX standard in both
- Counselling crucial

		Oticon Siya 1	Oticon Siya 2
Speech understanding	Noise Reduction LX	●	●
	Single Compression LX	●	●
	Speech Rescue™ LX	●	-
Sound Quality	Fitting Bandwidth	8 KHz	8 KHz
	Processing Channels	48	48
	Bass Boost (streaming)	●	●
Listening Comfort	Transient Noise Management	On/Off	-
	Feedback shield LX	●	●
	Wind Noise Management	●	●
Fitting Optimization	Fitting Bands	10	8
	Adaptation Management	●	●
	Oticon Firmware Updater	●	●
	Fitting Formulas	NAL-NL1+2, DSL v5.0	NAL-NL1+2, DSL v5.0
	Tinnitus SoundSupport™	●	●

● Standard
- Not available

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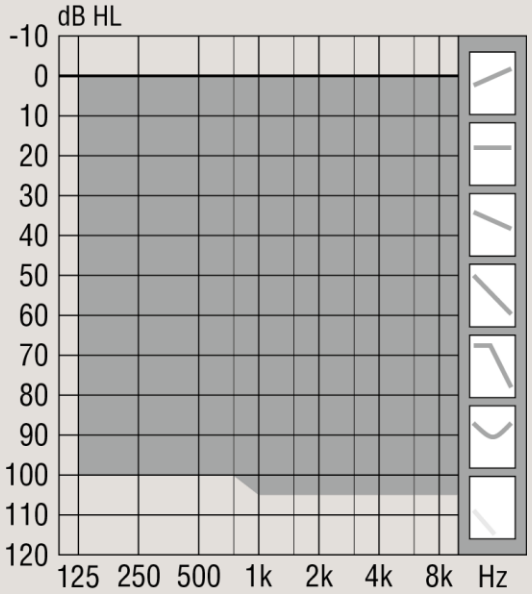
Oticon Siya fitting range

All the way up to severe-to-profound losses

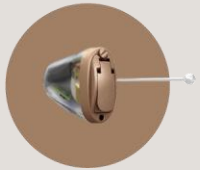
0 – 105 dB HL



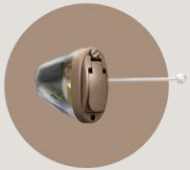
Oticon Siya Colours

Find your client's favourite look

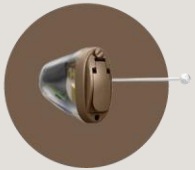
Custom style colours



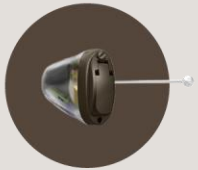
C001
Beige



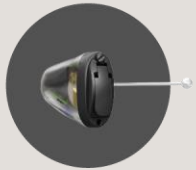
C002
Light Brown



C003
Medium Brown



C004
Dark Brown



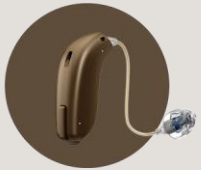
C005
Black*

RITE & BTE style colours

C090
Chroma Beige

C091
Silver Grey

C092
Steel Grey



C093
Chestnut Brown

C063
Diamond Black

*Oticon Siya IIC only

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Available in BTE and BTE PP

- Tamper resistant drawer
- Child hooks
- Adapter drawer
- Compatible with Amigo FM system
- Compatible with R12G2 receiver
- Safeline compatible

Easy adaptation

No new tools needed

- Fully compatible with Opn family hardware and tools
- Uses Genie 2
- Oticon programming tools
- Compatible with Oticon Firmware Updater

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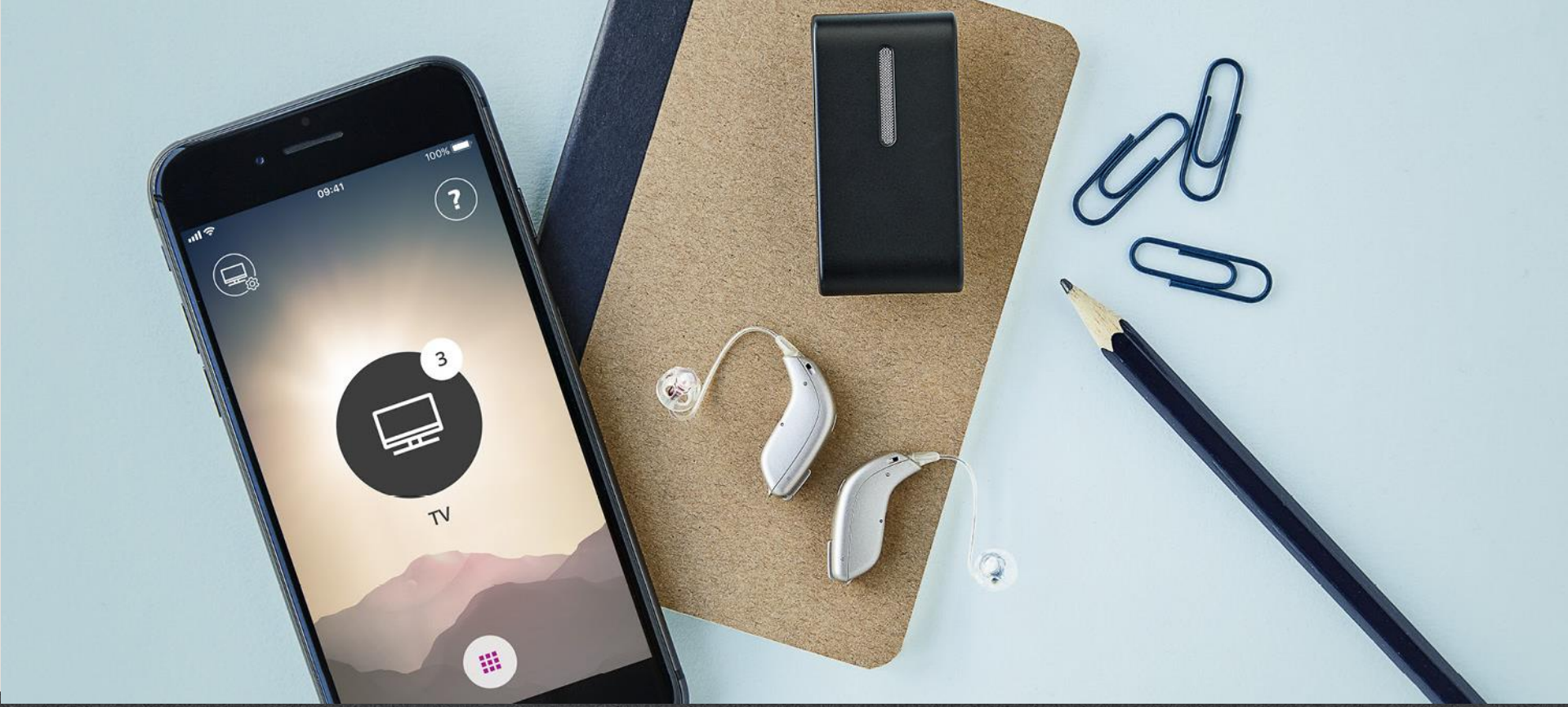

Connectivity

Oticon Siya Made for Apple

- Directly connected to iPhone, iPod, or iPad for full streaming experience
- iPhone also works as remote control, hearing aid locator, and hearing health tracker

Made for iPhone | iPad | iPod

Hands-free streaming from all modern smartphones

Thanks to ConnectClip and 2.4 GHz Bluetooth low energy

- Streaming stereo sound to both ears
- High-quality sound – wide audio streaming frequency range (7.5 kHz)
- Low battery consumption
- Fast, clear streaming – free from unwanted noise

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Phone Adapter 2

Use ConnectClip with Phone Adapter 2 and domestic/landline phones

- Stay in touch with landline phones
  - No need to get up to answer the phone
  - Never miss a call

Range up to 20 metres

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HearingFitness™

The world's first hearing fitness app

- Award-winning new element of Oticon ON App
- Aims to motivate and improve hearing aid use
- Uses data analytics to combine data
- Promotes health benefits of hearing

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The internet connected Essential solution

What is ‘If This Then That’?

IFTTT connects technologies that otherwise have no connection

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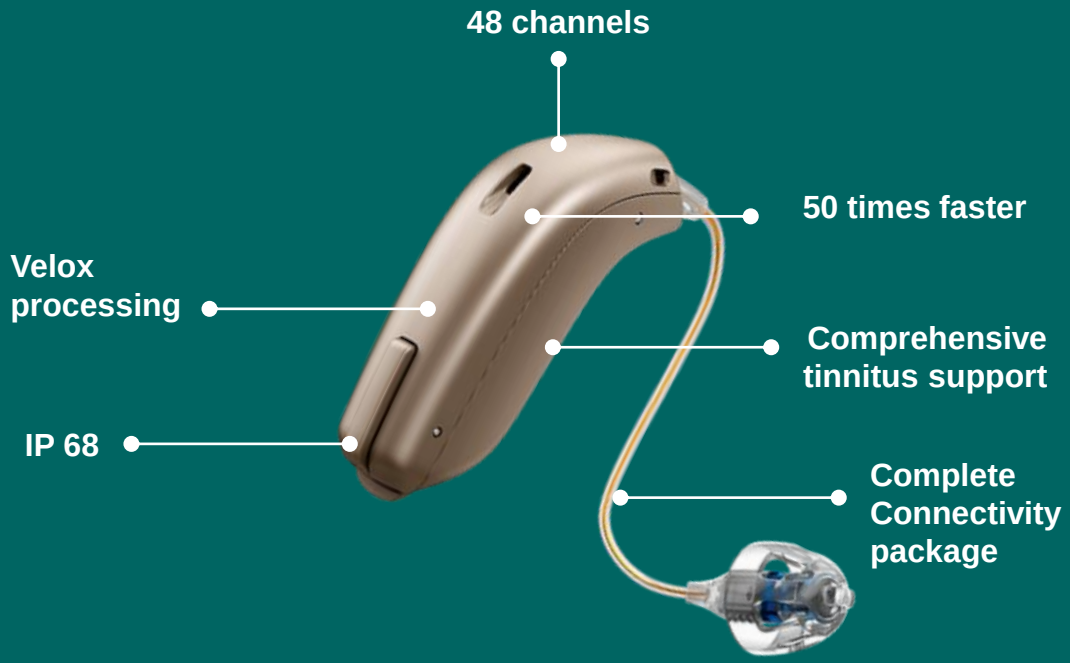
Positioning

Best in class

A winning feature combination not seen in other essential products.



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Oticon Siya vs Oticon Ria2 Pro

A quantum leap forward

- Powered by Velox™
- Multiband Adaptive Directionality LX
- Speech Rescue™* LX, Tinnitus SoundSupport™
- Made for Apple, streamer free
- Apps: ON App, Hearing Fitness, RemoteCare (where available)
- Oticon Firmware Updater

OTICON | Siya

*Oticon Siya 1 only

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Oticon Siya

Seize the day

- A quantum leap forward in the essential category
- Velox™ platform – power & speed
- The best Oticon sound quality ever in the essential category
- 2.4 GHz Wireless connectivity
- Comprehensive family offering

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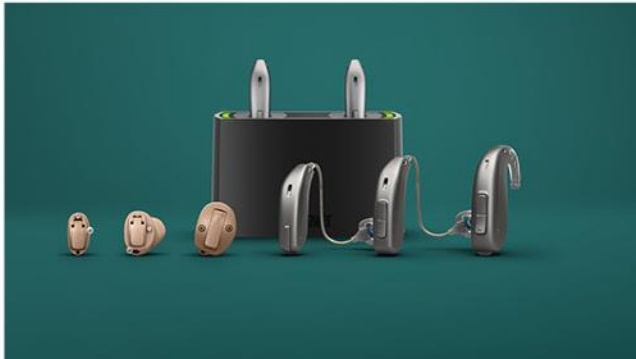
Siya – Seize the day!



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