

EXPECT More
from Oticon AGIL
– a new survey proves it!



A woman with long, wavy brown hair and a slight smile is looking towards the camera. She is holding a small, dark chocolate bean between her fingers. The background is a plain, light color.

Wondering how good Oticon Agil is?

** The survey was performed in Canada, Germany, the United Kingdom and the United States. The survey collected data from 300 end-users and dispensers in total. The dispensers in the survey were selected by Oticon from their experience in selling Agil and other high end instruments. The participating users, all of whom were selected by the dispensers, had purchased and worn Agil for a minimum of a month. All ratings were made on a 10-point scale, where 10 is best. For each question, the poorest and the best ratings were given relevant labels.*

Confirming what so many already know

The introduction of Oticon Agil was also the advent of a new innovative and advanced adaptive amplification strategy. This gave rise to significant user benefits in terms of speech understanding and reduced listening effort. Exclusive features such as Speech Guard and Spatial Sound promised improvements in speech intelligibility and a more natural perception of sound, which give Agil users the upper hand to converse in more situations with less effort. Clinical trials prior to the launch of Agil confirmed the efficacy of these unique features, and now – one year later and with 200,000 instruments already sold – an international survey across 4 countries* involving 300 users and hearing care professionals strongly indicates that Agil produces exceptional results for both existing and first-time users. A great opportunity for success in hearing care businesses.

Easy to accept, use, fit and sell!

Whether clients are first-time or experienced users, they want to wear Agil – and keep it! And whether the topic is counselling, fitting, fine tuning or satisfaction, skilled professionals give Agil top marks. If, like them, you are looking to attract new clients, improved customer loyalty and strengthen your business, Agil couldn't be a better place to start.

Comfort
Audibility
Satisfaction
Naturalness
Transparency
Speech Understanding
Acclimatisation
Listening Effort
First Class Fit



How the users rate Oticon Agil

In the international survey, both first-time users and experienced users and dispensers put Agil to the test – and the results were overwhelmingly positive. The signature features SpeechGuard and Spatial Sound contribute to tangible benefits, such as speech intelligibility, ease of listening and satisfaction.

Expect quick satisfaction for FIRST-TIME USERS

Helping first-time users overcome their resistance to wearing hearing aids demands discreet, easy to use, cosmetically attractive instruments with immediately acceptable sound quality. With its elegant shell and natural-like signal fidelity, clarity and comfortable sound, Agil more than fits the bill.

How first-time users rated Agil (average scores out of 10)

- a. For acclimatisation ease, Agil scored 8.42
- b. For physical comfort, Agil scored 8.69
- c. For speech clarity, Agil scored 9.26
- d. For conversing in noise, Agil scored 7.78
- e. For conversing in setting with more speakers, the score was 7.77
- f. For ease of listening, the score was an impressive 8.36
- g. For sound localisation, Agil scored 7.97

Overall satisfaction 8.60



 With Agil

 With no instruments

Performing where it really counts

Tangible improvements for EXPERIENCED USERS

It takes tangible improvements in sound quality, speech intelligibility and overall listening performance to motivate experienced users to upgrade to new premium instruments.

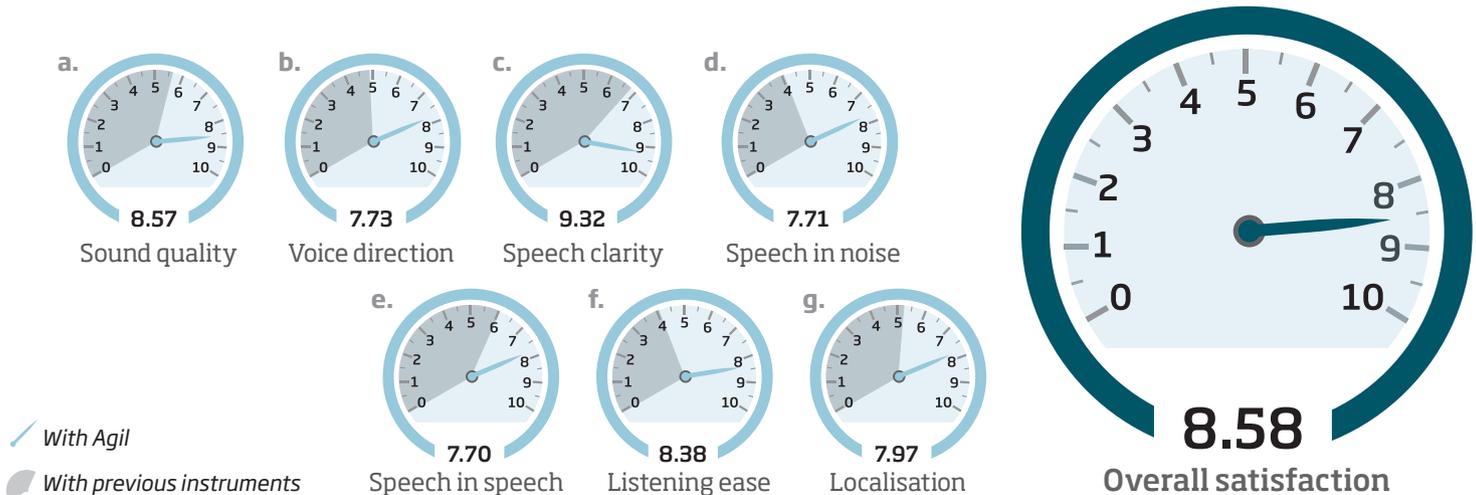
Agil typically gains them straightforward access to more useful acoustic information like bandwidth, spatial and temporal cues, thus resulting in better preservation of sound dynamics. Experienced users stand to gain improved speech understanding and reduced listening effort. The readings confirm that users perceive considerable improvements in performance, which is likely to help seal the deal.

How experienced users rated Agil (average scores out of 10)

- a. For sound quality, Agil scored 8.57
- b. For ability to determine direction of voices, Agil scored 7.73
- c. For speech clarity, Agil scored 9.32
- d. For conversing in noise, Agil scored 7.71
- e. For conversing in a setting with more speakers, Agil scored 7.70
- f. For ease of listening, the score was an impressive 8.38
- g. For sound localisation, Agil scored 7.97

Overall satisfaction 8.58

Experienced users



How the professionals rate Oticon Agil



Busy Hearing Care Professionals are often under such pressure to fill their calendar, satisfy clients and manage administrative tasks that trying new products and fitting software is often the last thing on their mind.

But what if the product were easy to fit, with hardly any fine tuning? What if the benefits were really easy to explain? And the reliability so high that returns become the exception rather than the rule?

Oticon Agil doesn't just promise great results – it delivers, day after day

Hearing instruments are custom tailored and valuable devices and hopefully treasured by their users.

With more than 120,000 users, Oticon Agil has proven very high reliability. Even though considered mandatory, trouble free solutions are key to common genuine satisfaction.

EXPECT INTUITIVE FITTINGS with Genie

Designed to support your own personal workflow, Oticon's Genie fitting software helps you provide high-precision first-time fittings. Flexible in use, Genie is ideal for fitting, counselling, product demonstrations – and staff training.

EXPECT TOP-FLIGHT COUNSELLING TOOLS

Genie interfaces seamlessly with Oticon's comprehensive multimedia demonstration tools, all of which are designed to support the counselling and fitting process. It contains comprehensive instructional videos that teach you and your clients everything you need to know.

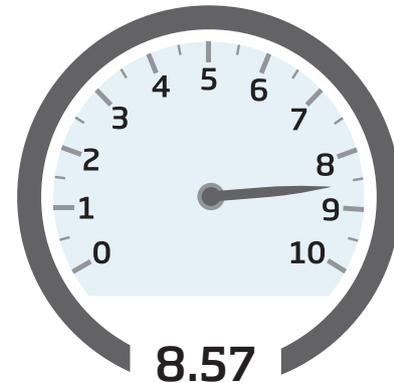
High Score in all the right places

Responding to a combination of online and offline (pen and pencil) questionnaires, the 149 professionals participating in the survey evaluated the following parameters on a scale from 1-10.

- a. For how easy the benefits were to explain, the average score was 7.87
- b. For how easy Genie is to use, the score was 8.25
- c. For very little fine tuning after the initial fitting, the score was 7.97
- d. For overall reliability, the score was 8.51
- e. For satisfaction with support from Oticon, the score was 8.49
- f. For overall client satisfaction, the score was 8.49

For being worth recommending to colleagues, Agil scored 8.57

Overall satisfaction 8.54



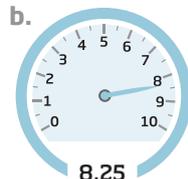
Recommend to others



Overall satisfaction



Explanation ease



Programming ease



Fine tuning



Reliability



Support



Client satisfaction

With Agil

Supporting the auditory system – naturally

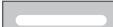
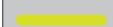
Many of the natural abilities that people take for granted – such as being able to locate different sounds and tell one familiar voice from another, are abilities that can be rediscovered with Agil. This instrument is designed to work with our auditory system by providing useful and non-distorted signals, maintaining as much as possible of the naturally occurring acoustic information and dynamic characteristics of speech.

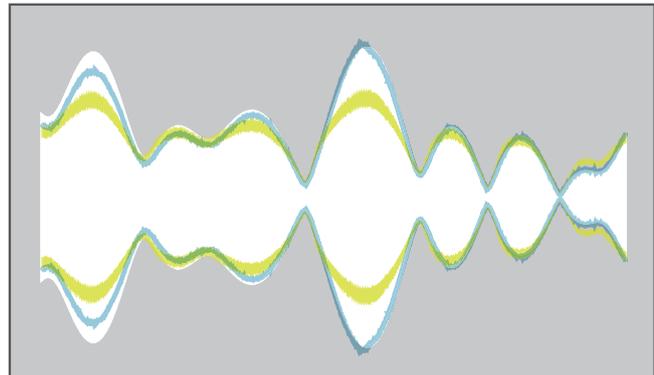
Better hearing with less effort – with SPEECH GUARD

The voice is unique to every human being, a vocal fingerprint. The information helping us recognize voices and syllables are embedded in the speech signal and found in the speech envelope.

The natural-like signal fidelity produced by Speech Guard helps to reduce listening effort and enhance speech understanding. Users may use other words but share this paramount experience.

Speech Guard produces a clean signal and preserves the vital temporal cues in the speech envelope

Original clean signal 
Oticon Agil 
High performing competitor 



A better sense of direction – with SPATIAL SOUND

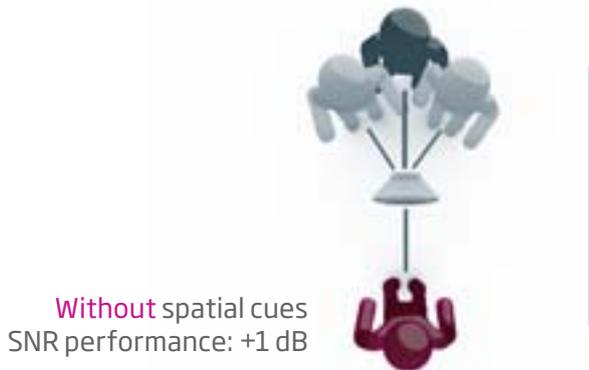
Using a combination of binaural processing and extended bandwidth, Agil aims to preserve the inter-aural level differences that allow people to do what comes naturally, which is to organise, select and follow sounds of interest.

Spatial hearing tests document that the ability to segregate sounds gives vastly improved SNR performance. Spatial Sound supports the natural process of organising various sound sources and improves the user's ability to understand speech in quiet and in difficult situations.

Now in its second generation, Spatial Sound boasts a new binaural feature called "Spatial Noise Management". This further supports the user's localisation abilities by automatically favouring the ear with the best signal-to-noise ratio in particularly noisy situations.

Spatial Sound offers both first-time and experienced users enhanced acoustic information that improves their natural perception of sound. Combining this with Speech Guard, it may also improve their ability to focus on one voice whilst ignoring competing voices.

Spatial Hearing Test Normal hearing subjects



SNR improvement: 15.5 dB

Reference: Research Center Eriksholm, 2007

All the styles you need

A full range of styles – from miniRITE instruments to ITEs, ITCs and CICs and BTEs – give you the flexibility to meet the cosmetic and anatomical needs of virtually any type of client.

miniRITE/RITE



mini RITE



RITE

standard / MEDIUM



Open Dome



Plus Dome



Micro Mould

POWER



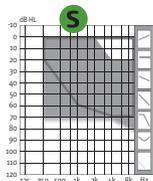
Power Dome



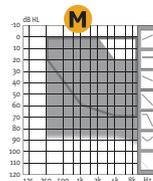
Power Micro Mould



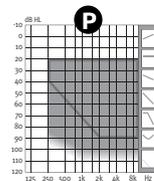
Power Mould



STANDARD



MEDIUM



POWER

■ Custom Mould – Power Dome

□ Open Dome – Plus Dome

CUSTOM



ITE*



ITC*



ITC Power



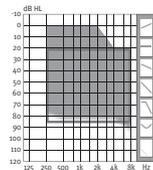
CIC/MIC**



CIC/MIC Power**

* Also available as a non-wireless style

** Not wireless



■ ITE

□ CIC/MIC Power

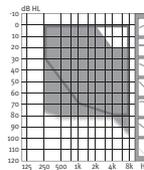
BTE 13



Hook



Corda² thin tube



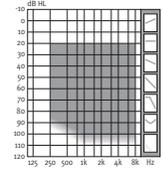
■ Ear mould

□ Corda²

BTE POWER



Hook



All the features you could want

Two versions – Agil Pro and Agil – help you to meet your client’s lifestyle and listening needs at a price that suits their budget.

ALL RITE AND BTE STYLES



miniRITE



RISE 2 is the 2nd generation RISE platform, enabling more detailed sound processing and new advanced features. The exceptional audio quality delivered by Speech Guard and Connect[+] represents achievements enabled by the new processing platform.

	Oticon Agil Pro	Oticon Agil
Main Features		
Speech Guard	●	●
Spatial Noise Management	●	-
Binaural Processing (compression)	●	-
Binaural Synchronisation (automatics)	●	-
Binaural Coordination (push-buttons)	●	●
Binaural DFC ²	●	●
Multi-Band Adaptive Directionality	●	●
TriState Noise Management	●	●
Power Bass (streaming)	●	●
Music Widening (streaming)	●	●
Fitting Options (Genie 2010.1)		
Streamer and ConnectLine enabled	●	●
nEARcom Cordless enabled	●	●
VAC Rationale	●	●
NAL-NL1 and DSL v 5.0a m[i/o]	●	●
Fitting Bands	10	10
Identities	5	5
Memory	●	●
More		
Bandwidth	10 kHz	10 kHz
3 RITE Receivers (S, M and P)	●	●
Front Focus	●	●
DAI and FM	●	●
ConnectLine Enabled		
Connect [+]	●	●

People First

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