

Oticon ♦ Epoq



with new product variants and  
improvements throughout the range

**oticon**  
PEOPLE FIRST

# EPOQ – THE LEADER OF THE NEW WORLD

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Welcome to a new age in hearing technology. An age in which continuous binaural processing is no longer an impossibility, but a reality that gives hearing aid users the opportunity to take full, intuitive control of virtually any sound environment.

Epoq is the only hearing system in the world to truly reveal the natural depth and complexity of sounds.

Epoq has proven itself to be unlike any other hearing system in many ways. In addition to achieving a quality of sound users have never before experienced, Epoq explodes the wall of sound that hearing aids based on standard technology cannot penetrate – and sets sounds free by leaving them where they belong. Users feel a part of any situation, even in extreme listening environments.

The Epoq range now includes two new product variants to enhance the suite: a lower cost version Epoq V to complement the XW and W, and Power versions of all three models for those with severe hearing impairment. In addition, improvements have been introduced throughout the entire range.

Epoq is leading the entire world of audiology into a new era of opportunity and capability.



Niels Jacobsen

President & CEO  
Oticon

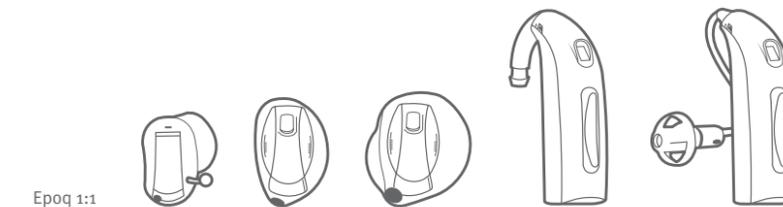


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There are now two types of hearing instruments in the world  
– there are those based on standard technology

and there is Epoq

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Epoq 1:1

\* Proven the best. 95% of experienced users in an international study rated Epoq better or much better than their existing hearing aid.

## YOU CAN'T ARGUE WITH THE FACTS

Users and professionals give Epoq the seal of excellence

With Epoq, we knew we had produced the world's best hearing system. But the final proof lies with the users. Therefore we invited both dispensers and users from around the globe to give their impressions of its performance in both everyday situations and complex sound environments.

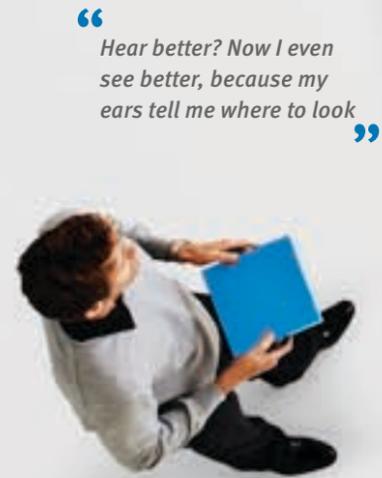
An impressive 95% of experienced users rate Epoq better or much better than their existing hearing instrument. Users love Epoq because it gives them confidence to go about their day without worrying about particular noise environments they may encounter. In fact, the study shows that on critical parameters such as telling the

location of a person speaking, knowing where sounds in general are coming from and finally having the ability to ignore sounds at will all contribute to spectacular ratings of Epoq.

Furthermore, an unprecedented nine out of ten spontaneously accepted the Epoq hearing system. Dispensers love Epoq because of these unparalleled levels of user-satisfaction. In some cases, the benefits of standard hearing aids can be difficult to explain to users, but this study proves Epoq's benefits can be experienced almost the instant the system is fitted.



“  
I feel so confident that I'm wearing my high heels again  
”



“  
Hear better? Now I even see better, because my ears tell me where to look  
”



“  
Yes, I hear background noise – it's just not bothersome  
”



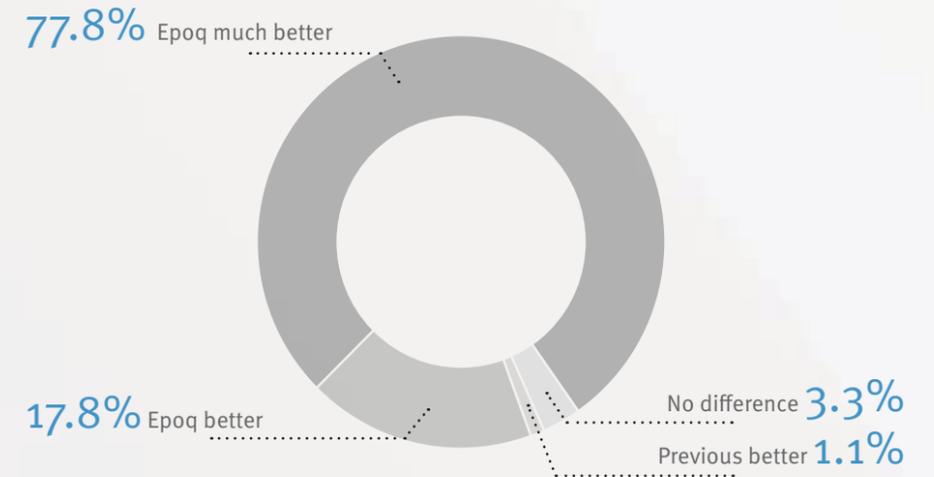
“  
I'm starting to get a better sense of where sounds are coming from  
”



“  
Sounds are located where I expect them to be  
”

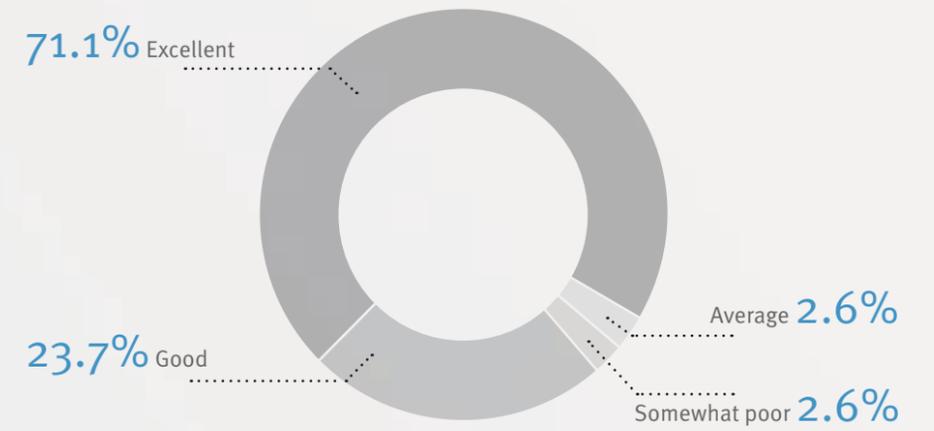
EPOQ OVERALL PERFORMANCE AS RATED BY EXPERIENCED USERS  
EPOQ VERSUS EXISTING INSTRUMENT

Oticon Succes 200 – End user evaluation



EPOQ OVERALL USER-SATISFACTION AS RATED BY HEARING CARE PROFESSIONALS

Oticon Succes 200 – End user evaluation





## A NEW EPOCH IN AUDIOLOGY

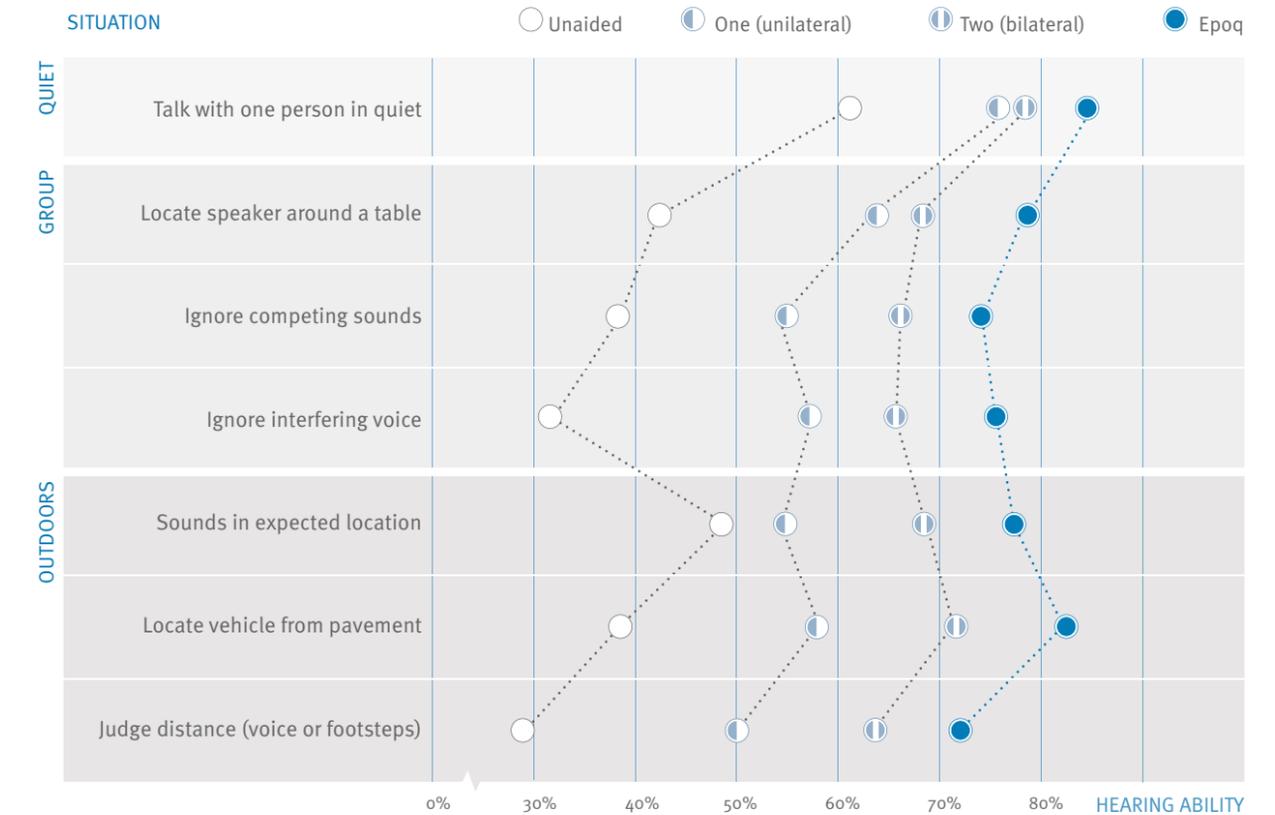
With continuous binaural processing capabilities, Epoq constantly functions as one complete system as opposed to two standard hearing aids working alone as separate halves. As a first of its kind a special study 1-2-Epoq was designed to gauge the performance in real-life sound settings.

This study shows the key benefits of Epoq through clinical evaluation of end-users'

ratings on a) Various aspects of hearing speech, b) Aspects of experiencing spatial sounds, and finally c) Qualities and features related to hearing.

A subset of the data has been mapped into a framework relating the 1-2-Epoq findings to similar studies showing the benefits gained when going from unilateral to bilateral fittings. The results speak

for themselves. Epoq represents a significant improvement – comparable to that between wearing one and two hearing aids – further proof that Epoq represents a new and exciting era in audiology.





Spatial awareness!

## WHEN SOUNDS ARE ALL AROUND,

Spatial awareness makes all the difference

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Spatial awareness is an integral factor in our ability to gain value and enjoyment from any listening situation. With it, we differentiate between noise intensities, sense direction of origin and depth, and easily prioritise the layers of sound that surround us every day. Without spatial awareness, much of what we hear becomes meaningless and indistinguishable from other sounds. With Spatial Sound in Epoq we improve the user's ability to suppress noise at will – as the auditory system can better separate it from what we need and want to hear.

Indeed, Epoq is the only hearing system to give users back their spatial awareness, making it possible for them to extract greater meaning from the most complex noise situations. The difference Epoq can make to a user's hearing can really only be heard to be believed.

Experience spatial awareness for yourself by visiting our website, [www.oticon.com/pro](http://www.oticon.com/pro)



**Spatial sound!**

● Birds  
A pleasant complement to the environment, not a distraction

● Plane  
A passing interruption, but only a minor inconvenience

● Party  
Like some of the guests, now all the sounds stay at the table

● Children  
Part of life, but not part of the conversation

# WE CALL IT SPATIAL SOUND

## Users call it natural hearing

### Spatial Sound sets Epoq apart

Unlike standard hearing systems, Epoq's unique ability to employ constant communication between instruments means users can, without effort, localise sounds and decide whether or not to focus on them. The more complex the situation, the better Epoq performs.

Ultimately it's about giving the brain the right signals, so a user's auditory system can once again work the way nature designed it to. This is where Epoq comes into its own and combines a number of groundbreaking technologies to achieve what, until now, others have been unable to attain – the full sense of spatial awareness that we call Spatial Sound.

### 1. RISE Architecture

Only by designing a completely new system with extended bandwidth, fast reacting automatics and continuous broadband processing between the two instruments is a breakthrough solution such as Epoq made possible. The result is an unmatched sound quality.

### 2. Binaural real-time compression

By balancing compression systems across ears Epoq optimises both instruments continually. This preserves both the interaural time and level differences, improving orientation skills and speech understanding while reducing user fatigue thanks to a more natural interaction with the user's auditory system.

### 3. Extended bandwidth

Access to high frequency information is another vital feature of Epoq's ability to give users Spatial Sound. Epoq can operate at up to 10 kHz, which means that as well as covering the existing range of speech information, it also reproduces vital high frequency localisation cues.

### 4. RITE

Epoq's RITE solution offers outstanding acoustics and fidelity by eliminating any potential spatial cue distortion attributed to standard tube and thin tube solutions.

# A WINNING COMBINATION OF STRENGTH AND TECHNIQUE

Epoq outperforms all challengers in the premium segment

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## **Wireless to the core**

Epoq's wireless capabilities are revolutionary as they are completely integrated in the core structure of Oticon's new system architecture – all other wireless hearing aids today are based on standard technologies – or at best – standard technologies with a twist.

## **Continuous Binaural Processing**

With embedded wireless broadband Epoq is the only hearing system to offer continuous binaural processing enabling innovative audiological concepts. Other wireless systems are today limited to simple synchronisation of basic parameters and user commands.

## **Efficient use of power**

Epoq consumes power economically by using an intelligent management system designed to handle permanent wireless communication. It keeps energy con-

sumption to a minimum while delivering outstanding performance. Consequently, Epoq works on standard issue 312 batteries – the only wireless system to do so.

## **The smallest high performer**

Epoq owes its petite and elegant style to its small system platform and very limited use of space for a wireless unit (1mm<sup>2</sup>) – in fact Epoq is the smallest and most power-efficient wireless BTE instrument in the premium segment.

## **Streamer – one device, many uses**

The Oticon Epoq Streamer connects to Bluetooth devices for better phone communication and entertainment purposes. It is simple to use, stylishly designed and does in one device what others need two devices to do, being both a link to external devices and a remote control.



# ONE COMPLETE PRODUCT FAMILY, VIRTUALLY UNLIMITED FITTING OPPORTUNITIES

Introducing Epoq V and RITE Power

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## **XW – The first without equal**

Epoq XW is the only hearing system on the market to use the latest and most advanced binaural wireless processing to enable spatial awareness, superior sound quality performance and speech intelligibility in the most challenging listening environments.



## **W – Surpassing all others**

RISE architecture, RITE and extended bandwidth form the foundation of the entire Epoq family. These features, coupled with the ability to synchronise the automatic features in both instruments, ensure users receive the very best of true wireless hearing instruments technology, surpassing all others except, of course, Epoq XW.



## **V – Epoq at an affordable price**

An entry-level model essentially equivalent to the very best hearing aids available today, Epoq V offers users complete coordination of volume and program controls as well as full connectivity to television, music players and mobile telephones through the optional Streamer.



## **Power**

Epoq RITE Power is a power solution with no compromises on features and appearance. The Power user will benefit from the exact same features as any other Epoq – including the 312 based elegant product design. The days when you could spot a power user have gone.

## THE EPOQ DIFFERENCE

Undoubtedly, the benefits offered by Epoq set it apart from any other hearing aid on the market today. What makes Epoq an Epoq is a range of features.

RISE architecture with true continuous binaural real time processing and extended bandwidth from start to finish, RITE for optimal frequency response, DFC 2 feedback management and, last but not least, a discreet elegant design allowing all products – even the new RITE Power – to work with standard 312 batteries.

Epoq hasn't improved the technology on offer – it has changed it forever.

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# EPOQ IN DETAIL

SPATIAL SOUND	EPOQ XW	EPOQ W	EPOQ V
RISE Architecture	●	●	●
Extended Bandwidth <sup>1+4</sup>	●	●	●
RITE <sup>2</sup>	●	●	●
Binaural Processing <sup>3</sup>	●	○	○
Binaural Synchronisation <sup>3</sup>	●	●	○
Binaural Coordination <sup>3</sup>	●	●	●
True Dynamics	●	●	○
Front Focus <sup>5</sup>	●	●	●
My Voice	●	○	○

RATIONALE	EPOQ XW	EPOQ W	EPOQ V
VAC	●	●	○
NAL/DSL	○	○	●

LIFE LEARNING	EPOQ XW	EPOQ W	EPOQ V
Compression & Volume Control	●	●	VC

CONNECTIVITY	EPOQ XW	EPOQ W	EPOQ V
Streamer <sup>2+3</sup>	●	●	●

● Yes ○ No

1 RITE power bandwidth 7.5KHz. 2 Optional. 3 Excluding CIC. 4 Epoq V 8KHz. 5 BTE and RITE BTE only.

RITE



Micro Mould Plus Dome Open Dome

POWER RITE



Power Dome Power Mould

**Spatial Sound is more than just a feature or a technology. It is the benefit of a range of advanced features all innate in Epoq:**

### Binaural Processing

Two Epoqs work in unison constantly processing and exchanging data to secure optimal settings for the levels and compression resulting in best possible interaural time and level differences – a pivotal element of spatial sound perception.

### Binaural Synchronisation

The high-speed wireless technology intelligently synchronises compression, automatics, noise reduction and directionality to preserve speech intelligibility in all listening situations.

### Binaural Coordination

What represents the limit of wireless technologies in other products today forms the basis of Epoq. With full coordination of volume and program shifts, the baseline for a balanced sound picture is secured.

### Extended Bandwidth

Epoq's 10kHz bandwidth considerably augments sound quality, localisation and speech segregation as more high frequency cues can be heard.

### True Dynamics

Only Epoq mixes two separate and parallel compression systems to minimise fatigue and maximise audibility and speech understanding via a slow 15-channel and fast 4-channel system. This greatly increases the ability to locate speech. In addition, this system is not static.

### Front Focus

When the hearing instrument is operating in the omni-directional mode, Front Focus functions to restore the natural forward-bias of the external ear. By emulating this shadow effect of the outer ear – the “pinna effect” – Front Focus acts to restore the natural directionality of the ear, better preserving the natural ability of the user to make correct distinction of sound coming from the front or back.

### My Voice

My Voice makes sure that the instrument keeps the same settings, no matter who speaks, providing a more natural and smooth sound experience as the level of the background noise is stabilised. This brings the user great benefits in the loudest and noisiest communication situations.

### RITE

Using a RITE solution avoids the natural tube resonances associated with traditional BTE solutions, hence localisation cues are better preserved and presented to the user.

### Enhanced Dynamic Feedback Cancellation – DFC 2

DFC 2 with the new Real Time Optimiser offers improved feedback handling by continuously adjusting the feedback parameters according to the operating conditions. The new Real Time Optimiser ceaselessly identifies critical situations in individual narrow bands to ensure optimal operating conditions for the DFC system.

### Binaural Dynamic Feedback Cancellation

Epoq's ability to communicate constantly between instruments enables a unique add-on to the DFC 2 system. The two Epoqs detect feedback without falsely blocking for example pure tones – through the exchange of information between the two instruments.

### Integrated FM System

Epoq introduces a new click-on FM System, that is completely integrated with the BTE design – the first ever to work on a 312 battery.

### Life Learning

Epoq will over time learn from the user's preferences in different sound environments and the prescribed identity. It will over time adapt the compression system in accordance with the individual user's changing sound environments.

# THE ULTIMATE ACCESSORY

Connect conveniently and directly to a range of communications and entertainment devices

Epoq's innovative Bluetooth Streamer transforms Epoq into headphones or a headset.

### Remote control

The Streamer is a fully functional remote control device allowing for convenient control of volume and program shifts.

### On the go

Adding to the core benefits of Epoq is the ability to communicate effortlessly while on the go. The Streamer can connect to a mobile phone using a standard Bluetooth protocol – in effect turning a pair of Epoqs into a headset. Through a direct input to the Streamer any MP3 player can be used – turning a pair of Epoqs into headphones.

### At home

At home the Streamer will interface to a variety of entertainment devices either through Bluetooth or directly through the direct input. The Streamer will improve the quality of watching TV, talking on land line phones, listening to the radio, and can even connect to the PC.



### Standard Line



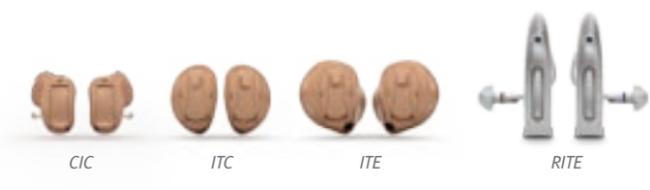
### Black Line



### White Line



### Cool colours





**Everyone  
should have  
what I have**

## LET YOUR CLIENTS EXPERIENCE EPOQ

– and be part of the new epoch in audiology

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Almost any client who walks through your door can now be fitted with Epoq – and enjoy benefits they previously could only imagine. Indeed, Epoq’s high level of client acceptance and satisfaction immediately transforms into a major business opportunity for you and your clinic.

Experiencing Epoq is the best way to clarify just what a powerful system it is. Let us show you the changes Epoq can make to your clients and your clinic.

Epoq is the future of hearing instrument technology!

**[Join us and be part of the new epoch in audiology](#)**



## PEOPLE FIRST

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We believe that it takes more than technology and audiology to create the best hearing instruments. That's why we put the individual needs and wishes of people with hearing loss first in our development of new hearing care solutions.