

# Get ready for **even more**

More sound. More music.  
More freedom.





# More for you to offer

With Oticon More™, we are introducing a new generation of brain-friendly hearing aids: the world's first hearing aid giving the brain the full perspective.

The result is a hearing aid with sound quality so outstanding that it outperforms top competitors in both objective\* and subjective\*\* testing.

Now, this amazing sound quality brings the music back to life, while trailblazing new technology enables more of your clients to enjoy the freedom it brings.

**More sound. More music. More freedom.**

\* Santurette S., Lu X., Ermert C.A., Man B.K.L. (2021). Oticon More™ competitor benchmark Part 1 Technical Evidence. Oticon Whitepaper  
 \*\* Man B.K.L., Garnæs M.F., Løve S. (2021). Oticon More™ competitor benchmark Part 2 Clinical Evidence. Oticon Whitepaper

## NEW Oticon MyMusic

An outstanding music programme solves the ultimate sound quality challenge.



## NEW Oticon More miniRITE T

A new style with disposable batteries gives your clients more choice.



## NEW Oticon SmartCharger

An easy-to-use travel charger with a power bank gives people more freedom on the go.



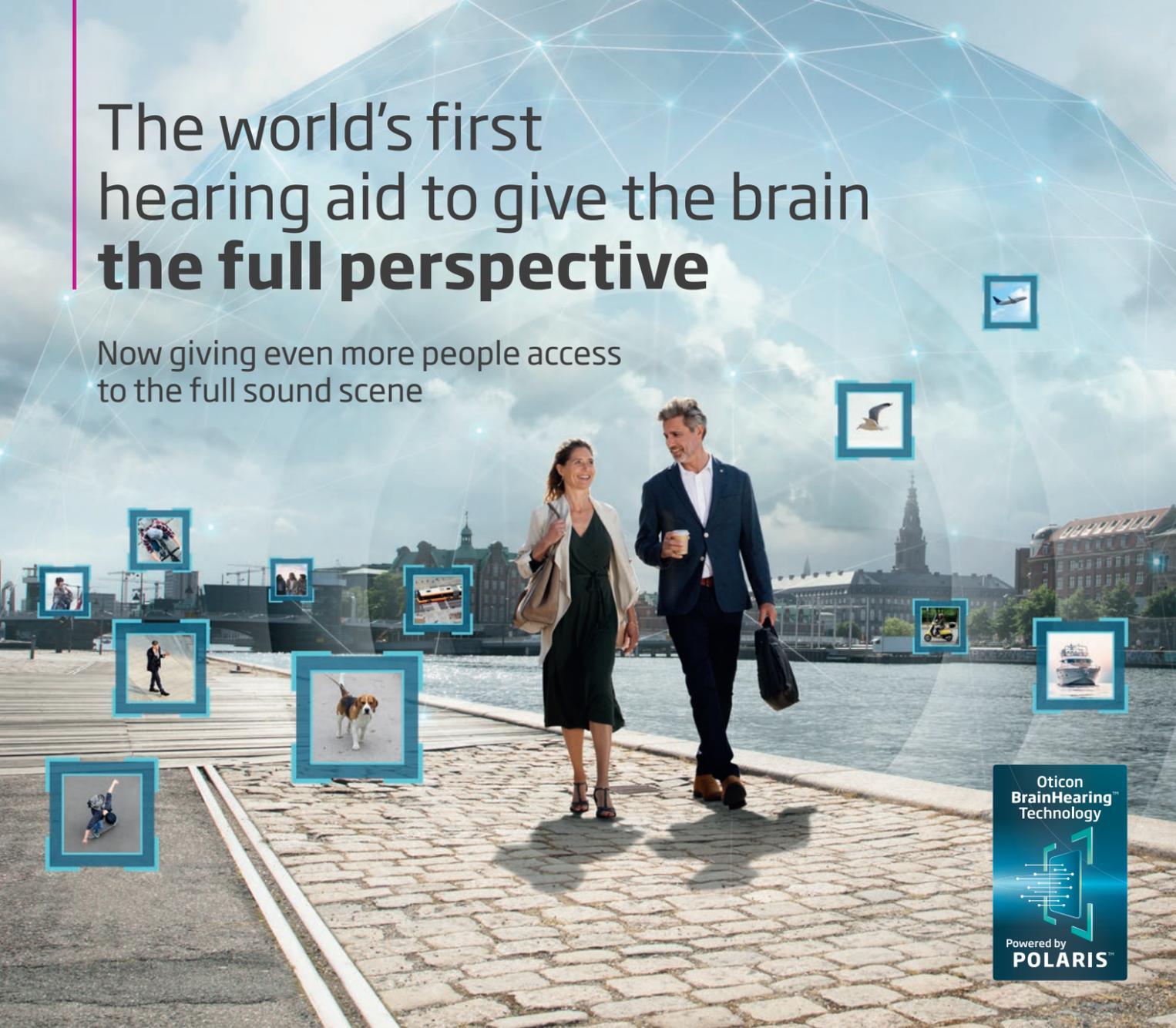
## NEW Oticon CROS PX

A new rechargeable CROS transmitter matches Oticon More and other current hearing aids, for a convenient and elegant solution.



# The world's first hearing aid to give the brain the full perspective

Now giving even more people access to the full sound scene



## A fundamentally new approach to sound processing

Until now, sound processing systems have been designed using theoretical models and man-made hypotheses of how to best enhance speech and reduce background noise.

But Oticon More debuts a new hearing aid technology - **the Deep Neural Network (DNN)** - that mimics the way the brain learns.

## Oticon More is trained with 12 million real-life sound scenes

We broke out of the lab and went out into the real world with a 360° spherical microphone to collect sounds from real-life situations. We used these to train the highly intelligent DNN with 12 million real-life sound scenes, to enable virtually all sounds in the world to be handled precisely and automatically.



## A technological breakthrough giving the brain access to all relevant sounds

When independent research showed the brain needs access to the full sound scene to work in a natural way,\* we broke with conventional thinking to support the brain's natural ability to make sense of sound.

With this new perspective in hearing care, Oticon More processes the full sound scene in a holistic and balanced way. This gives the brain optimized input from all types of meaningful sounds, not just speech.\*\*



## With two groundbreaking new hearing aid technologies

Using the DNN as a foundation, we have introduced innovative new technology features:

**MoreSound Intelligence** gives access to the full sound scene with clear contrast and balance.

**MoreSound Amplifier** ensures precisely balanced amplification of every sound.



**MoreSound Intelligence™**



**MoreSound Amplifier™**

\*O'Sullivan, J., Herrero, J., Smith, E., Schevon, C., McKhann, G. M., Sheth, S. A., ... & Mesgarani, N. 2019. Hierarchical Encoding of Attended Auditory Objects in Multi-talker Speech Perception. *Neuron*, 104(6), 1195-1209. Hausfeld, L., Riecke, L., Valente, G., & Formisano, E. 2018. Cortical tracking of multiple streams outside the focus of attention in naturalistic auditory scenes. *NeuroImage*, 181, 617-626. Puvvada, K. C., & Simon, J. Z. 2017. Cortical representations of speech in a multitalker auditory scene. *Journal of Neuroscience*, 37(38), 9189-9196. \*\* Man, B. & Ng, E. 2020. BrainHearing - The new perspective. Oticon Whitepaper.

New evidence proves:

# Oticon More outperforms top competitors in complex, real-world environments

Extensive test results confirm the superiority of our fundamentally new approach to sound processing

After measuring the audiological performance of Oticon More and two top competitors, amazing new results show that Oticon More hearing aids give the brain better access to speech. At the same time, they give faster access to more of the relevant sounds all around, in higher fidelity.\*

Next, we asked people with diverse types of hearing loss to evaluate the sound quality of the hearing aids. Eight out of 10 people preferred the sound quality of Oticon More in different sound environments: hearing speech through a facemask, following conversations in a restaurant or a café, and listening to music - whether a choir, an orchestra, or a rock band.\*\*

These test results confirm the effectiveness of Oticon's fundamentally new approach to sound processing: **to give the brain more sound, not less!**

**8**  
out of  
**10**  
people prefer  
Oticon More

## Oticon More provides:\*

**2-3 times faster adaptation to changes in the sound scene**

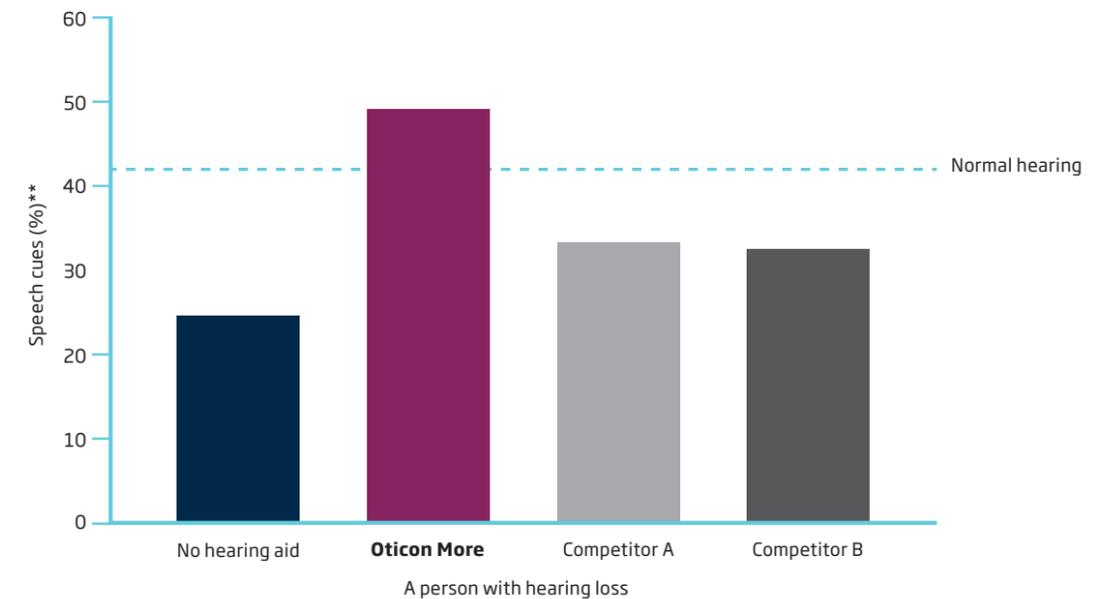
**20% more speech cues than competitors**

**More speech cues than normal hearing**

## Oticon More gives access to far more speech cues than competitors\*

Participating in a conversation in a complex listening environment such as a busy restaurant is challenging even for people with normal hearing, as the access to speech cues is reduced. Hearing loss reduces speech cues even further. But **people with hearing loss actually need more access to speech cues** than someone with normal hearing in order **to understand the same speech**. So, to achieve good speech understanding, hearing aid processing should provide as many speech cues as possible - sometimes even more than normal hearing.

Our results from testing in this type of environment show that not only is Oticon More the only hearing aid to give access to more speech cues than a person with normal hearing thresholds, it also outperforms competitors A and B by up to 20%.

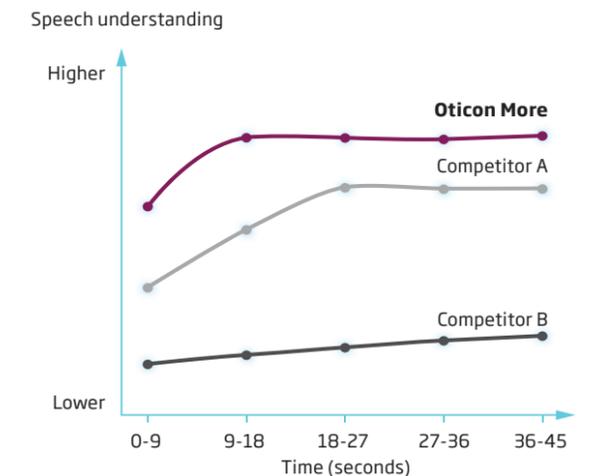


\*\*As defined by Speech Intelligibility Index

## Oticon More adapts faster to changes in the sound scene\*

Oticon More gives faster access to more sounds in higher fidelity than the competitors, adapting 2-3 times faster to changes in a sound scene each time it changes throughout the day. Consequently, predicted speech understanding gets much better, much more quickly.

With the competitors, your clients may have to wait over 20 seconds in some cases.



\*Santurette et al 2021

# Bring the music back to life

The legendary sound quality of Oticon More overcomes one of the toughest challenges for hearing aids: making an outstanding music listening experience

In the hands of hearing care professionals, Oticon More helps to bring the whole world back to life for people with hearing loss. From birds singing to children laughing - and everything in between - the amazing sound quality of Oticon More can revitalize their lives with all the glorious joys of sound.

Now, thanks to a groundbreaking new programme - Oticon MyMusic - you can restore another one of the very greatest, most universal aural pleasures. Co-created with music lovers who have different types of hearing loss, Oticon MyMusic is perfect for enjoying every little nuance.\*

\*Brændgaard, M. (2021). The development behind Oticon MyMusic. Oticon techpaper.



“ I think **the sound quality in these hearing aids is incredibly good** ”

— Oticon More user

This testimonial represents the opinion of the concerned individual only and may not be representative of the experience of others. The testimonial is not paid and may not be indicative of the future performance or success of any other individuals.

## STREAMING MUSIC



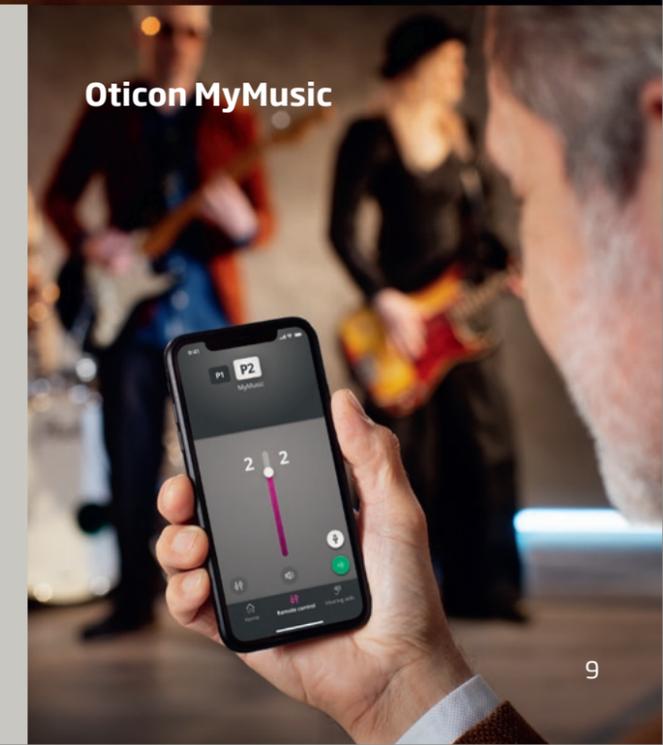
### Oticon MyMusic - A dedicated programme for music lovers

Oticon MyMusic is tailor-made to deliver excellent music performance, with music-oriented signal processing strategies such as an optimized compression scheme. This processing captures the complex dynamics of music much better than trying to apply ordinary speech processing strategies to music. Consequently, people with hearing loss rated it **X% higher** than the previous music programme.\*

With this new capability, we've taken an impressive step in improving the music listening experience for people with hearing loss.

\*Man B.K.L., Garnæs M.F., Kjeldal R., Sørup Yssing M., Løve S (2021). Oticon MyMusic Clinical Evidence. Oticon Whitepaper.

### Oticon MyMusic



# More freedom for your clients

The new, easy-to-use SmartCharger gives your clients the freedom to travel light by keeping their hearing aids powered up, dry, and protected

While holding their hearing aids safe and secure, our sleek new SmartCharger lets your clients charge on the go - wherever they go. With a built-in power bank and automatic drying, this is a market-leading solution that keeps your clients' hearing aids ready for action, whatever life throws at them.

## NEW SmartCharger capabilities:

- Recharges hearing aids without access to power outlet - minimum three full charges
- Charges hearing aids in three hours for a full day of hearing aid power\*
- 30 minutes quick charge gives an additional six hours of hearing aid power
- Designed for travel with a protective lid and built-in power bank
- Automatically removes moisture from hearing aids

\*Lithium-ion battery performance varies depending on hearing loss, lifestyle and streaming behaviour.



## A choice of elegant power supplies

Alongside rechargeable Oticon More hearing aids, you can now offer your clients an appealing choice of power sources. Let them decide what suits their lifestyles best: a portable and sleek SmartCharger that slips easily into their bag, or a desk charger that sits conveniently on their bedside table.



# Next-generation connectivity to smartphones

Direct streaming from iPhone® and Android™ devices via Bluetooth® Low Energy technology

## Oticon More:

- Is a Made for iPhone hearing aid and compatible with the new Android protocol for Audio Streaming for Hearing Aids (ASHA) - making it possible to stream directly from iPhone, iPad®, iPod touch® and Android devices\*
- Can be combined with Oticon ConnectClip to stream from any other Bluetooth device



Made for iPhone | iPad | iPod

Works with android



## Oticon ON - Easy and discreet control of hearing aids

The Oticon ON app lets users personalize their listening experience via the streaming equalizer that enables them to fine-tune the sound when streaming music or a movie. It also allows them to adjust volume, switch programmes, check battery level, control other connectivity products and multiple TV Adapters, or locate their hearing aids if they lose them - all from the palm of their hand. Oticon ON is frequently updated with new features that help your clients make the most out of their hearing aids.

\*Android devices need to support ASHA to allow direct streaming to Oticon More. Please visit [oticon.global/compatibility](https://oticon.global/compatibility) for more information.

# More optimal fitting from day one

Oticon Genie 2 helps you fit Oticon More hearing aids in the most optimal way, with continuous enhancements to support your fitting and fine-tuning across in-clinic and remote visits

## NEW Fitting Assistant

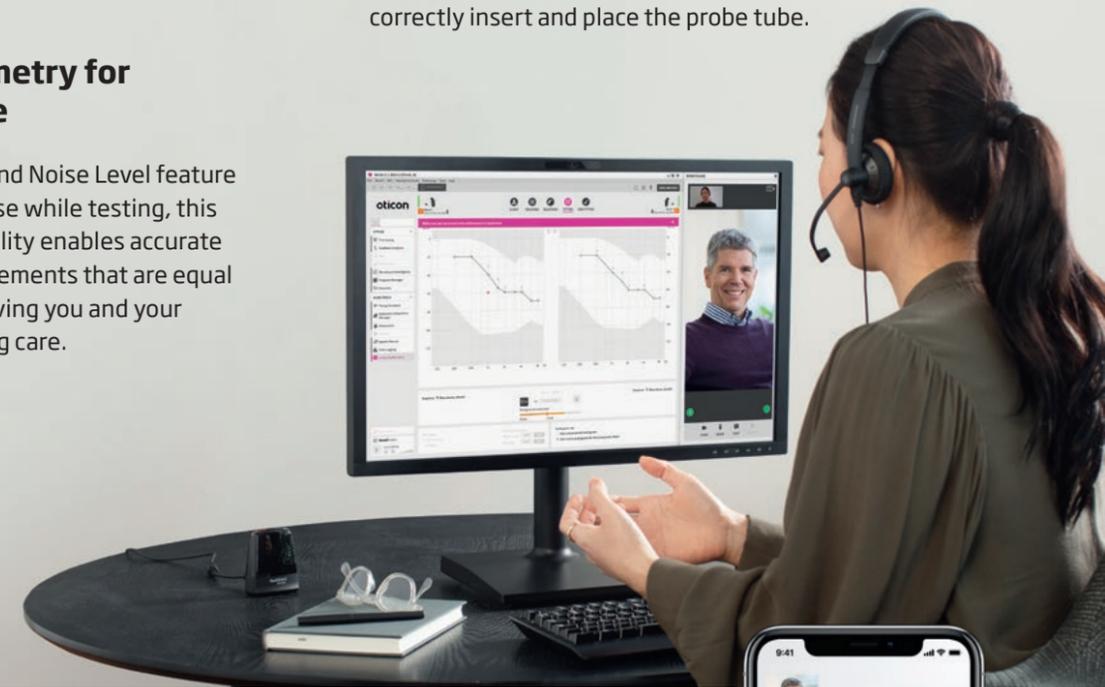
It's easier to conduct fine-tuning based on your clients' feedback now that Fitting Assistant is available in Oticon Genie 2, giving you a guided questionnaire and pre-programmed fitting adjustments.

## NEW In-situ Audiometry for Oticon RemoteCare

Along with a new Background Noise Level feature to alert you of intrusive noise while testing, this game-changing new capability enables accurate and precise remote measurements that are equal to ones made in a clinic - giving you and your clients more flexible hearing care.

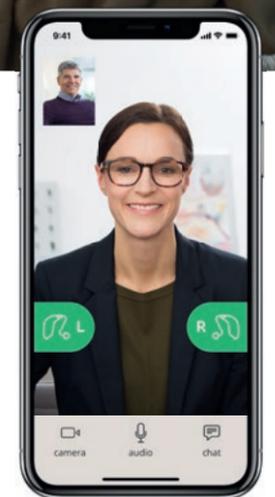
## NEW ProbeGUIDE™ integration

Now you can use Audioscan ProbeGUIDE from within Oticon Genie 2, you can more easily take accurate real-ear measurements without accidentally causing your client discomfort, as ProbeGUIDE helps you correctly insert and place the probe tube.



## Oticon RemoteCare - Convenient online appointments with your clients

With Oticon RemoteCare you can connect remotely with your clients to conduct follow-up appointments and routine adjustments. It saves them time by allowing hearing aid adjustments to be conducted from the comfort of their own home.



Download on the App Store

GET IT ON Google Play

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# More access to Oticon More

We've expanded the range of Oticon More products so more of your clients can benefit from its world-leading sound quality

## miniRITE R - Our proven rechargeable style

Sleek and discreet, with a built-in telecoil and Bluetooth Low Energy technology offering next-generation connectivity to iPhone and Android devices.

## miniRITE T - For those who prefer disposable batteries

The new Oticon More miniRITE T suits any clients who prefer disposable batteries and contains a telecoil and Bluetooth Low Energy technology, just like the rechargeable miniRITE R.



Oticon More miniRITE R



Oticon More miniRITE T

## An award-winning product



## Rechargeable CROS transmitter matches Oticon More

For people with single-sided deafness, the new rechargeable CROS transmitter is compatible with Oticon More, so you can offer a true rechargeable CROS solution based on the Polaris platform. It is backwards compatible with other instruments that match the Oticon CROS miniRITE T, making it a great extension to the Oticon CROS family. With TwinLink dual-streaming technology, your clients can get access to all relevant sounds via NFMI, while simultaneously streaming from iPhone and Android devices over Bluetooth Low Energy technology. What's more, it's now supported by a REM verification guide for Oticon Genie 2.



Oticon CROS PX miniRITE R

## Powered by groundbreaking features



**MoreSound Intelligence™**  
Access to all relevant sounds in a clear, complete and balanced sound scene



**Speech Rescue™**  
Makes high frequency sounds more audible



**MoreSound Amplifier™**  
Rapid high-resolution amplification that follows changes in the sound scene



**Soft Speech Booster**  
Improves soft speech understanding without turning up the volume



**MoreSound Optimizer™**  
Optimal gain all day, without the risk of feedback



**Clear Dynamics**  
Better sound quality with less distortion in loud environments



**Virtual Outer Ear**  
Three realistic models of the ear pinna to provide better spatial balance



**Wind Noise Management**  
Improves access to speech in situations with wind noise



**Sound Enhancer**  
Dynamic gain primarily for speech, given in complex environments

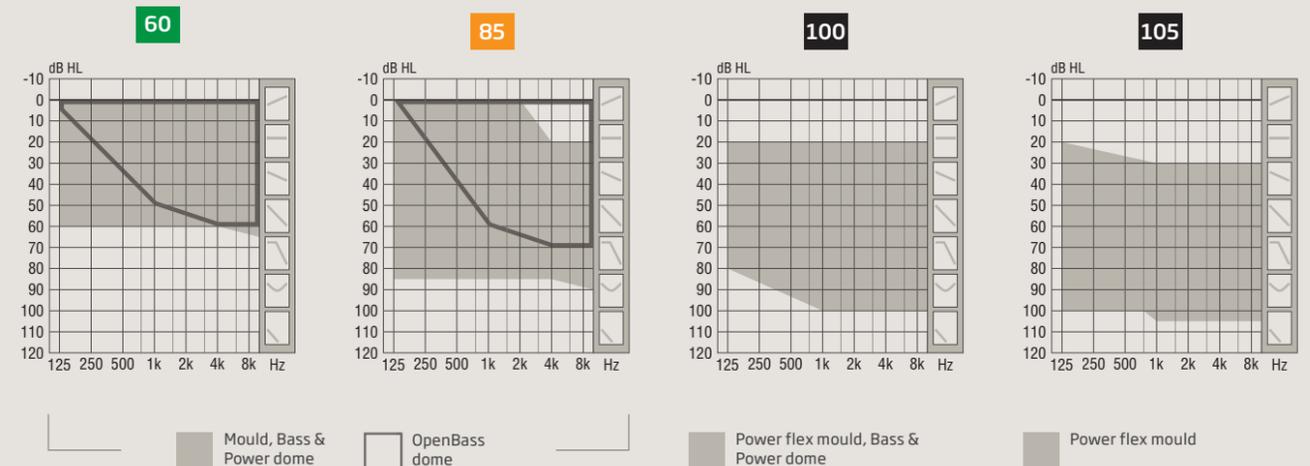


**Tinnitus SoundSupport™**  
Relief sounds for tinnitus patients



**Spatial Sound™**  
Improves ability to locate the most interesting sounds

## Covering a wide range of hearing loss



life-changing  
**technology**

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Oticon is part of the Demant Group.

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life-changing **technology**