

Oticon More™ Patient Counseling Tool

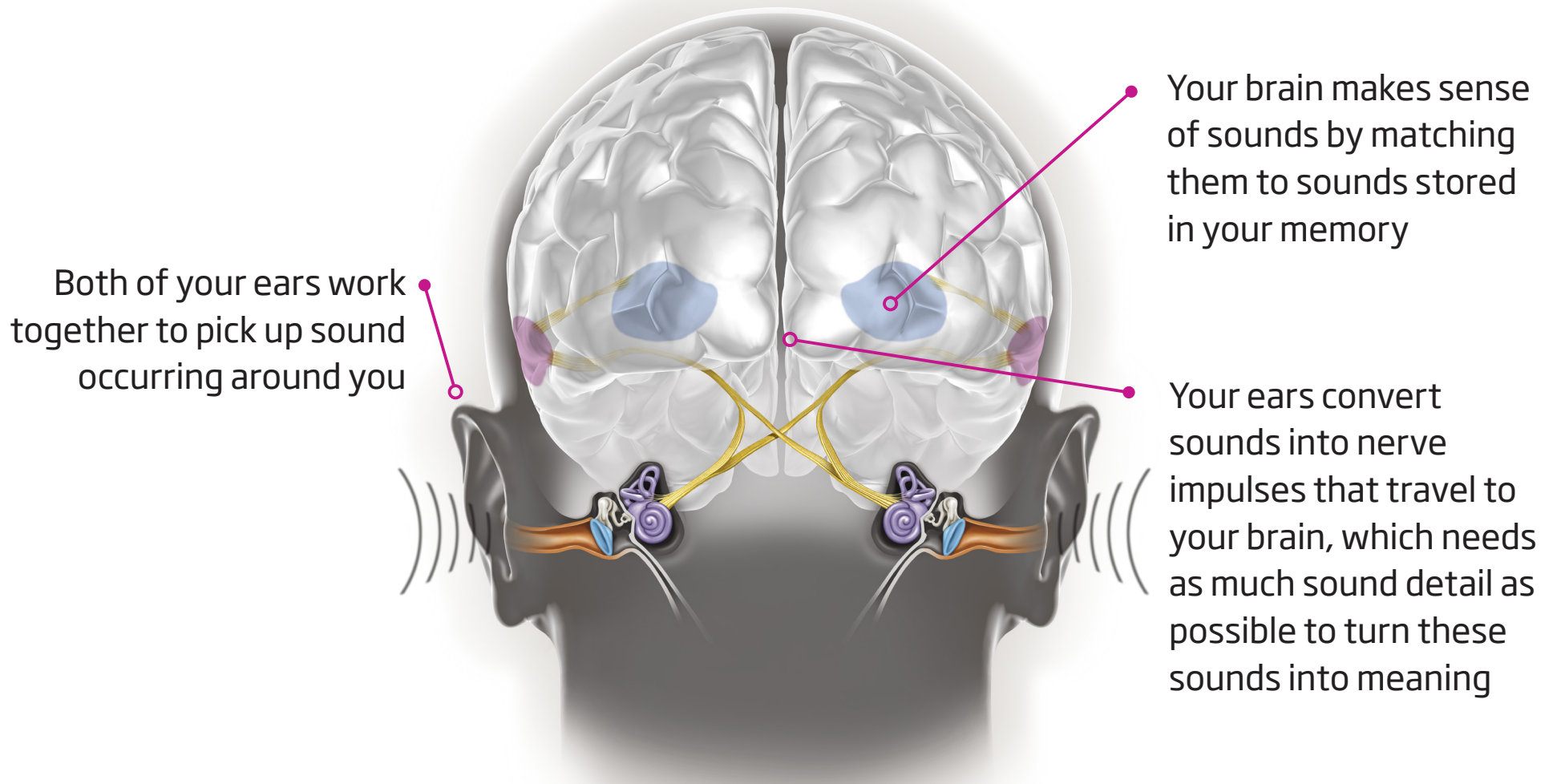
life-changing
technology



OTICON | More

oticon
life-changing technology

We hear with our brains, not our ears



Hearing is crucial for your **health and quality of life**

When you take care of your hearing health, you take care of your quality of life and your overall health.

- Social Impact
- Health Care Impact



Hearing loss disrupts the **normal relationship** between your ears and your brain



Your brain
receives less
sound
information



This makes it
harder for your
brain to recognize
sounds



Having to guess
what people are
saying forces you
to concentrate
harder



The extra effort
leaves less
mental capacity
for remembering
conversations



You feel more
tired after
conversations



You are more
tempted to
withdraw from
social interactions



How can technology **help your brain hear more naturally?**

Provides full and balanced
access to all sounds



Preserves the important
details in speech



Reduces the effort
involved in listening



Improves your recall
of conversation



Helps your ears work together to
identify where sound is coming from



Takes your personal listening
preferences into account

Oticon More BrainHearing™ Technology

- Oticon More **works more like the brain** because it learned through experience
- World's first hearing aid with a **Deep Neural Network** embedded on the chip
- Includes life-changing Oticon BrainHearing technology **to help your brain make sense of sound**
- Offers a **wide range of connectivity options**



No hearing aids



No hearing aids



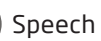
Other meaningful
sounds



Noise

Traditional hearing aids

An isometric illustration of a busy cafe scene. In the background, a barista in a red apron works behind a counter with a menu board. A customer in a grey dress is at the counter. To the right, a man and a child are seated at a high-top table. In the center, a man and a woman are standing and talking, with a speech bubble icon above them. To the right, a man is standing at a small round table, talking on a phone. In the foreground, a man and a woman are seated at a small round table, drinking coffee. Various circular icons are scattered throughout the scene, representing different sounds: a car, a coffee machine, a speech bubble, a dog, a cup of coffee, a high-heeled shoe, and a speech bubble with a sound wave. The scene is set in a modern, minimalist cafe with grey walls and a light-colored floor.



Noise

[illegible]

Oticon More 1



Oticon More 1



Speech



Other meaningful sounds



Noise

Oticon More 2



Oticon More 2



Speech



Other meaningful
sounds



Noise

Oticon More 3



Oticon More 3



Speech



Other meaningful sounds



Noise



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Oticon is part of the Demant Group.

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