

Introducing BrainHearing™ technology. The brainchild of 110 years of experience and innovation

Hearing affects everything between your ears.

If you're like most people, you're used to thinking of hearing as something that happens in your ears. What people often don't think about is what happens



between their ears, in the hearing part of their brain. That's where sound becomes information that has meaning. Your brain has to work hard to make this happen.

When the sound signals from your ears are compromised, your brain has to work even harder to fill in the gaps. This extra effort can take its toll. In fact, studies have shown that, over time, hearing loss can lead to isolation and depression.

How can technology help your brain hear more naturally?

With so much of your hearing happening in your brain, it's important that when your hearing is compromised, your brain gets the support it needs. That's the idea behind the BrainHearing™ technology built into Oticon hearing instruments. BrainHearing™ technology preserves the important details in speech, so your brain doesn't have to fill in the gaps. It enables your hearing instruments to work together as a system to help you locate sound. And it reduces the effort involved in listening to conversations.

Give your brain exactly what it needs to hear.

BrainHearing™ technology enables Oticon hearing instruments to be finely tuned to match your unique hearing profile and personal sound preferences. Then deliver sound with the clearest, purest signal possible in the way your brain is best able to understand it. The result is a more natural, effortless listening experience. Anywhere. Anytime.

Hearing care is health care.

That's why it makes sense to take care of your hearing health the same way you care about the rest of your health: There's a lot more riding on it than just your hearing.

It's your brain that hears. Not your ears.

When you listen to a conversation, your ears and your brain work together as a system, with your brain doing most of the heavy lifting. Your brain is what uses the information from your two ears to **orient** you by figuring out which direction sound is coming from. It's in the brain that sound waves become sounds that you **recognize**. And your brain is what helps you **focus** in on a conversation and **separate** out unwanted noise. Right now, all four of these tasks are happening simultaneously and continuously inside your brain.

BrainHearing™ technology:

Helps both ears work together

Recognizes and preserves natural speech

Separates speech from background noise

Coordinates how sound is best understood by your brain



*2013 Oticon Alta international Satisfaction Study, overall satisfaction for both new and experienced hearing instrument users.

AltaDesign: Stylish outside, BrainHearing™ technology inside.

If style matters as much to you as comfort and performance, chances are you'll love the new AltaDesign hearing instruments from Oticon. Super small, they fit invisibly in your ear canal or tuck discreetly behind your ear.

Whichever style you wear, AltaDesign is designed to make you feel completely comfortable in any listening situation. But the real story of style and comfort isn't just about the fit and look. It's about what's *inside* the beautiful little package: BrainHearing™ technology that produces the clearest, most lifelike sound of any instrument we've ever created. In fact, with all this performance inside, there's no need for buttons or switches on the outside. AltaDesign is automatic: It becomes a part of you. And it doesn't get much more stylish than that.

Want to hear more? Consult with your hearing care professional today.



Oticon hearing instruments come in a wide range of styles, fitting options, colors and price points to meet your preferences for comfort and aesthetics.

Experience BrainHearing™ technology risk-free.
Call (415) 362-2901

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