

OTICON | Real

life-changing
technology

Help your patients stay sharp in **the real world**



Oticon Real™ is the next evolution of our BrainHearing™ technology with groundbreaking features:

- SuddenSound Stabilizer
- Wind & Handling Stabilizer

oticon
life-changing technology

Introducing Oticon Real, the hearing aid that gives patients access to all the sounds of the real world

Real sounds happen all around us

Life is full of rich, complex, unpredictable sounds. They help us navigate our environment, remain aware of our surroundings, interact with others, and react when needed. To experience life in its fullest, patients need access to all meaningful sounds—not just speech.

The Oticon Real world is open - not closed

Oticon Real represents the next step in BrainHearing technology designed to help patients experience the full open sound scene—with fewer disruptions.

Competitor hearing aid technology relies extensively on directionality, which focuses on one speaker and suppresses surrounding sounds. Oticon technology opens up the full 360° sound scene to patients, offering all the sounds of the real world without compromising access to speech.

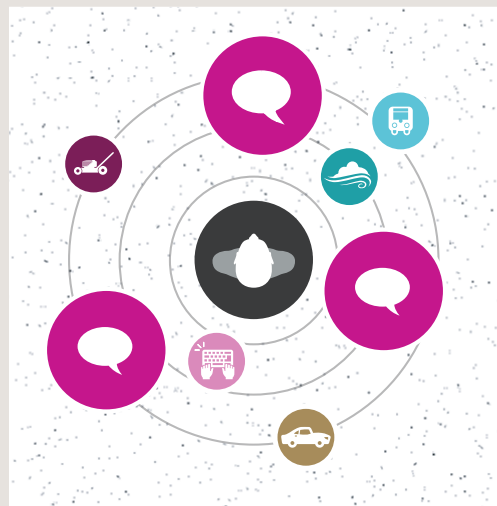


Competitor Technology



Traditional directionality—focusing on one speaker, while suppressing all other sounds.

Oticon Technology



Maximum reduction of background noise and rapid reduction of loud noises coming from specific directions results in an easier listening experience while preserving speech.



Background noise from all directions



Noise between speakers from specific directions



Distinct speech

At Oticon, to change lives, we start with the brain

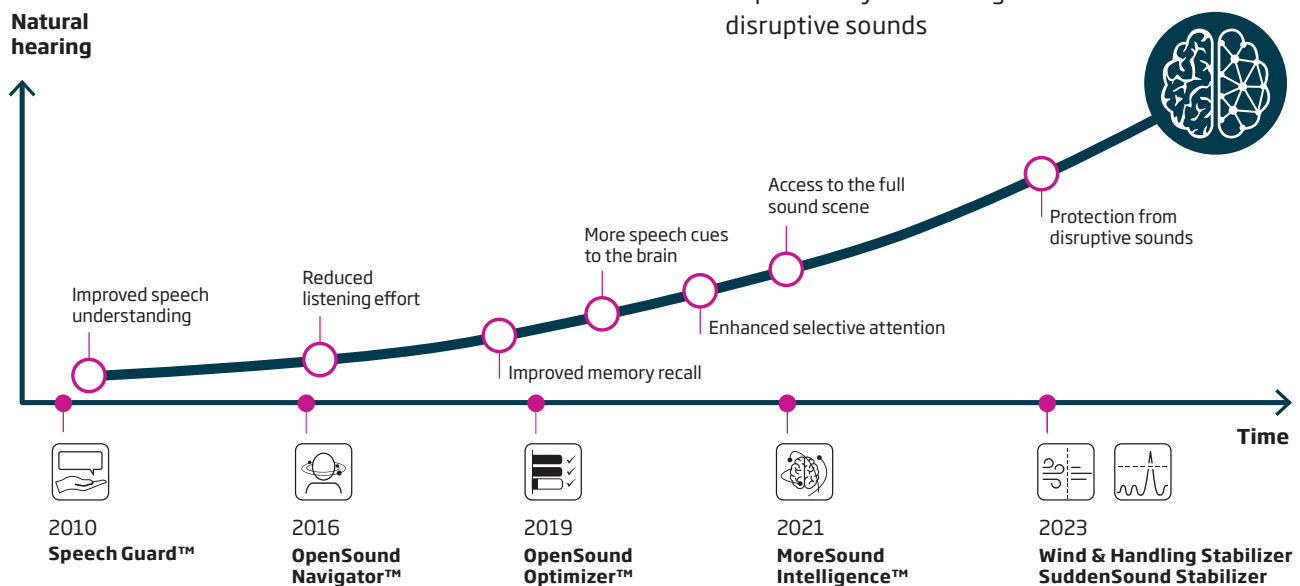
We are very aware that our brains are the best sound processors in the world. That knowledge plays a pivotal part in everything we do, from how we conduct new research to how we develop technological innovations.

Our pursuit of a deeper awareness follows a path of constant discovery, and it makes Oticon unique in the hearing care industry. We are always striving to understand how the brain makes sense of sound, to better support mental hearing processes.

BrainHearing technology makes us different

The proprietary technology based on our BrainHearing philosophy has powered a journey from:

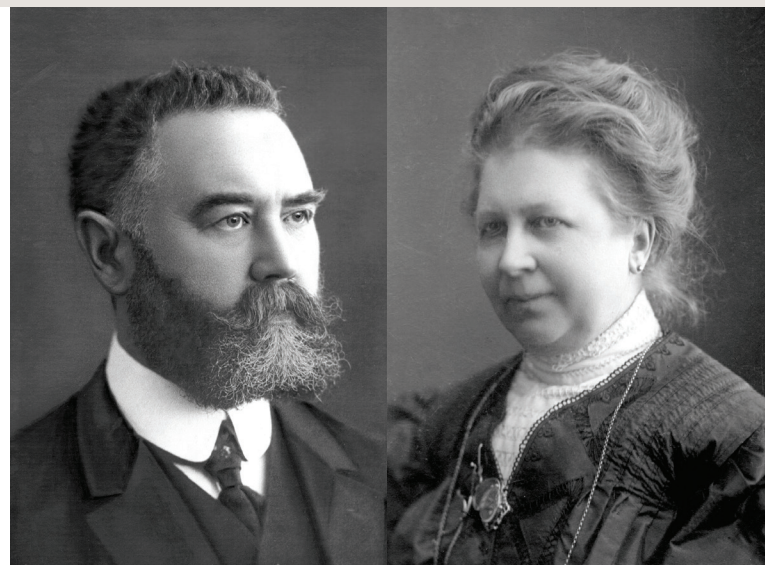
- Improved speech understanding to...
- Open up to the full sound scene to...
- Enhanced feedback control to...
- Hearing aids that work more like the brain because they learned through experience to...
- Superior ways of dealing with disruptive sounds



Oticon Real takes BrainHearing technology to the next level by providing access to the full, open sound scene while increasing protection from disruptive sounds via groundbreaking new innovations.

Different from the start—and the heart

Oticon started with a love story. In 1903, Danish businessman Hans Demant traveled to England to obtain a revolutionary hearing aid for his hearing-impaired wife, Camilla. Her improvement was life-changing. It inspired Hans to help others experience the best in hearing technology. After 100 years in hearing healthcare, our commitment to understanding patient needs and delivering effective solutions lives on. It is why Oticon is a leader in hearing innovation and science.



More than 7 out of 10 hearing aid users are **challenged by disruptive sounds***

7

out of

10

hearing aid users are challenged daily by disruptive sounds*

While ambient sounds add depth and richness, they can be challenging for hearing aid users. Traditional hearing aid technology has been slow to react, over-amplifying ambient sounds, or using simple gain reduction for all sounds, including speech.

The result? It is harder to focus, and more demanding to socialize.

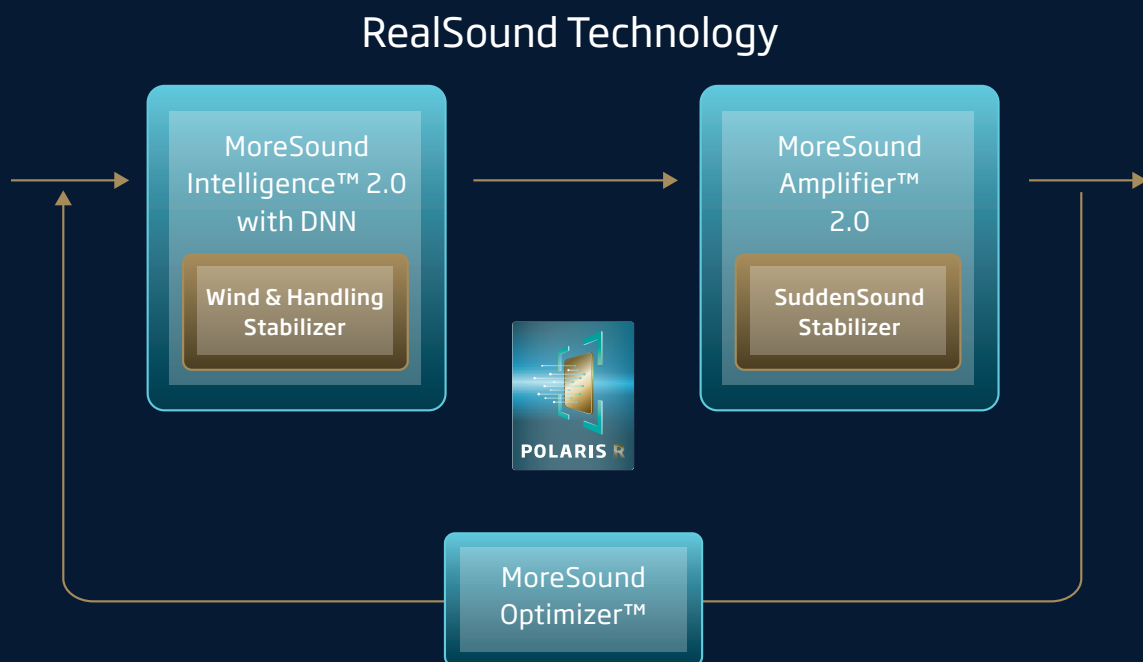
New Oticon Real provides a **real sound solution**

RealSound Technology™ in Oticon Real is powered by the new **Polaris R™** platform and includes new detectors for fast and precise processing of disruptive sounds, including wind and handling noise. Details of all sounds are processed automatically and precisely for optimal sound output to your patient.

Polaris R includes an on-board Deep Neural Network (DNN) trained with 12 million real-life sound scenes.

New features include:

- **SuddenSound Stabilizer**
- **Wind & Handling Stabilizer**





Reduces listening effort by

22%*



Outperforms
top competitors***

NEW SuddenSound Stabilizer

Sudden sounds like the clicking of a keyboard or the slamming of a door occur frequently and demand a very different type of processing compared to other kinds of sounds. The SuddenSound Stabilizer in Oticon Real instantly adapts amplification to keep both soft and loud sudden sounds available, balanced and comfortable, reducing disruption and distraction for your patients.

Features

- Powered by **new detectors** that seamlessly monitor the sound environment
- Can handle **more than 500,000** sudden sounds per day

Performance

Two recent studies prove that SuddenSound Stabilizer offers Oticon Real users improved speech clarity while reducing the listening effort that occurs in the presence of sudden sounds.

- 22% reduction in listening effort*
- Catches and processes 70% more sudden sounds than technology in Oticon More™**

NEW Wind & Handling Stabilizer

Competitor hearing aids allow wind and handling noise to enter both microphones, forcing the noise reduction system to attenuate in broader bands. With its Wind & Handling Stabilizer, Oticon Real selects the microphone with the cleanest input, prevents disruptive sound from entering the system, and attenuates remaining noise in affected frequencies, so patients can stay sharp in the real world.

Features

- **Double-patented technology** detects and cleans up wind and handling noise **500 times per second**

Performance managing wind noise

We tested Oticon Real against 2 top competitors at wind speeds of 6 m/s to measure the effectiveness of Wind & Handling Stabilizer.

- Wind noise: Competitor 1 was 22% louder than Oticon Real***
- Speech clarity: Competitor 2 was 17% less clear than Oticon Real***

Performance managing handling noise

When tested against 2 top competitors in a study in which a finger touched the microphones, Oticon Real significantly outperformed.

- Oticon Real reduced handling noise by up to 14 dB vs Competitor 1***
- Oticon Real reduced handling noise by up to 19 dB vs Competitor 2***

*Based on a 22% reduced mean pupil size as compared to the highest mean pupil size.

**Santurette, S., Brændgaard, M., Wang, J., & Sun, K. (2023). SuddenSound Stabilizer - Evidence and user benefits. Oticon Whitepaper.

***Gade, P., Brændgaard, M., Flocken, H., Preszcatz, D., & Santurette, S. (2023). Wind & Handling Stabilizer - Evidence and user benefits. Oticon Whitepaper.

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Designed for **the real world**

Oticon Real is available in four styles, including rechargeable and non-rechargeable models, nine colors,* and three performance levels, with a choice of either the standard desktop charger or portable SmartCharger.

SmartCharger



Desktop charger



miniBTE R



miniBTE T



miniRITE R



miniRITE T



Silver



Silver Grey



Steel Grey



Diamond Black



Chestnut Brown



Terracotta



Chroma Beige



Olive Green*



Hear Pink

NEW

*Olive green only available in miniRITE R.

**Hands-free communication is available with iPhone® 11 or later running iOS 15.2 or later, and iPad® running iPadOS® 15.2 or later.

Real connectivity

Enjoy direct streaming, hands-free calls** and a wide range of accessories.



Smartphones



ConnectClip



TV Adapter



Remote Control



EduMic

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Contact your Oticon Account Manager today or visit oticon.com/real-technology to learn more



Explore the full Oticon portfolio built on BrainHearing technology

We understand that hearing care is an important health issue and every patient is different. That is why we have options designed to meet a broad range of patient needs:

- Rechargeable and non-rechargeable models
- Full family of custom styles
- Variety of performance levels and price points
- Patients with mild-to-profound hearing loss
- Pediatric patients
- Patients with single-sided deafness

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