

OTICON | Own

Made for you



oticon
life-changing technology

No two people are the same

There is no one-size-fits-all solution when it comes to hearing care

All of us come in different shapes and sizes. We all have unique interests, hobbies, and lifestyles. The same goes for hearing care. Every one of your patients can have individual needs that require a customized hearing aid solution.

At Oticon, we're passionate about finding solutions for both you and your patients. Through innovation, we're constantly pushing the limits of hearing technology to improve the lives of more people with hearing loss - and their loved ones. By developing customized hearing solutions embedded with our latest technological advancements, we can cater to the needs of more patients. When something is made for you, you can get more out of life.





Oticon Own™ Made for you

Discreet, in-the-ear hearing aids that support how the brain works

Designed to meet a broad range of individual needs, Oticon Own provides superior audiological performance, technology and optimal discreetness.*

Based on BrainHearing™ technology, Oticon Own works more like the brain because it learned through experience. It is powered by our most advanced platform ever, Polaris™, and is the world's first in-the-ear hearing aid with an on-board Deep Neural Network (DNN).** The DNN is trained with 12 million real-life sound scenes, meaning that Oticon Own can seamlessly adapt to virtually all sound environments.

Oticon Own gives patients that want a discreet custom solution access to the full sound scene, and provides an exceptional listening experience. You can tell your patients with confidence that Oticon Own is **made for you**.



Why choose Oticon Own?



Deep Neural Network

The world's first in-the-ear hearing aid with an on-board Deep Neural Network.



Ultimate discreetness

Improved product design resulting in smaller sizes and ultimate discreetness.



Superior sound experience

The cutting-edge Polaris platform delivers a superior sound quality.



Built on BrainHearing

In-the-ear hearing aids designed to support the brain's natural sound processing.



Connect seamlessly

Hands-free communication from select iPhone® and iPad® devices and direct streaming from select Android™ devices thanks to Bluetooth® Low Energy technology.***



Filled with options

A complete range of styles, colors and performance levels to match your patient's preferences.



The Oticon Own family

Oticon Own includes a complete family of five unique in-the-ear styles. The styles come with different battery sizes, output levels, colors and performance levels.



Oticon Own IIC
(Invisible-in-the-Canal)



Oticon Own CIC
(Completely-in-the-Canal)



Oticon Own ITC
(In-the-Canal)



Oticon Own ITE HS
(Half Shell)



Oticon Own ITE FS
(Full Shell)



Oticon Own IIC
is truly invisible in
9 out of **10** ears*

Made to be unnoticed

Oticon Own features our most discreet designs ever

In too many cases, stigma can prevent people from getting hearing aids. For patients that are hesitant an invisible solution can help them on their journey – allowing them to experience the benefits of wearing a hearing aid – without the potential stigma. With our Oticon Own IIC, your patients can go about their day without worrying that someone will notice their hearing aids.

At Oticon, we continuously push the boundaries of what's possible by finding new ways to make our hearing aids smaller. Every day we are driven to develop new innovative solutions in order to achieve this goal. We believe that a hearing loss should never restrict someone's personal style or lifestyle.

Life-changing technology - made smaller

Oticon is dedicated to continuous improvement and innovation so that we can improve the lives of people with hearing loss, and provide world-class products to hearing care professionals.



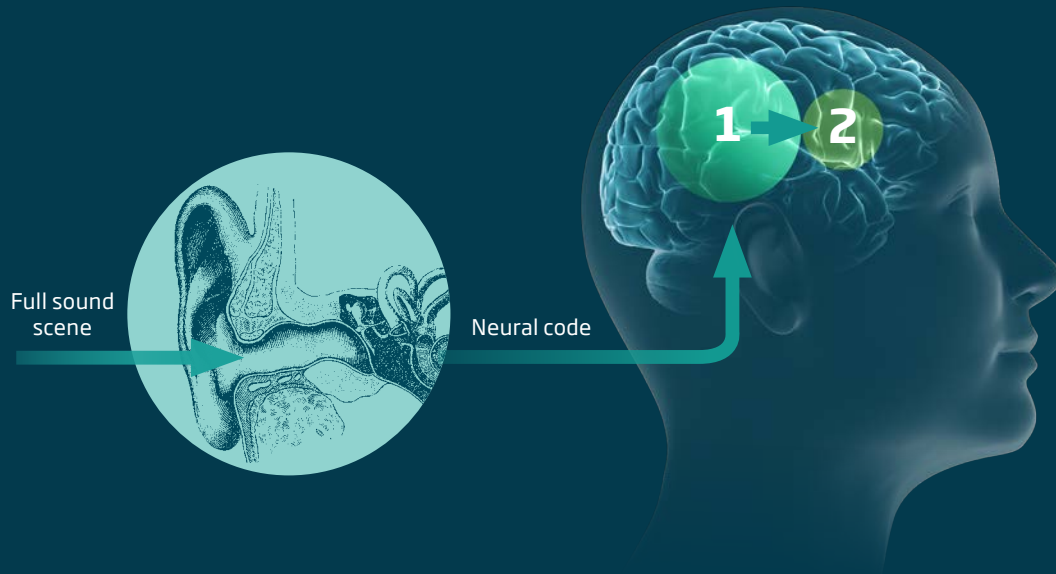
By re-imagining the way we build our custom hearing aids, we're now able to deliver our most discreet, powerful, and consistent styles yet. A combination of new, state-of-the-art machinery, cutting-edge miniaturization techniques, world-class training protocols, and talented craftsmanship have made it possible for us to develop our smallest in-the-ear devices ever, and create an IIC that is truly invisible in 9 out of 10 ears.*

These design improvements have also led to improvements in our ITC devices – allowing us to integrate Bluetooth® Low Energy connectivity with more flexibility – so that even more patients can enjoy the benefits of today's connected world.*

Built on our unique BrainHearing philosophy

At Oticon, we develop hearing aids that support the brain – because we believe that better hearing health is better brain health. We think brain first. This means we develop technology that gives people with hearing loss better access to all meaningful sounds – allowing the brain to work optimally.

Independent research shows that a well functioning, continuous, and simultaneous partnership between the orient and focus subsystems of the brain is the basis for our ability to understand sound effectively.* A good neural code is key to making sense of sound. Providing the full sound scene is fundamental for a good neural code that supports the brain's natural hearing system.



Step 1: Orient

In the brain's hearing center, the orient subsystem scans the surrounding environment to detect sound input – creating an overview of the sounds. Then it decides what is going on around it.

Step 2: Focus

The focus subsystem allows us to focus on a specific point of interest. Based on sounds detected by the orient system, the focus subsystem forms meaningful sounds – which we can choose to listen to, or switch attention to when needed. When in focus, the sound becomes clear and easy to recognize.

* O'Sullivan, J., Herrero, J., Smith, E., Schevon, C., McKhann, G. M., Sheth, S. A., Mehta, A. D., & Mesgarani, N. (2019). Hierarchical Encoding of Attended Auditory Objects in Multi-talker Speech Perception. *Neuron*, 104(6), 1195-1209. Puvvada, K. C., & Simon, J. Z. 2017. Cortical representations of speech in a multitalker auditory scene. *Journal of neuroscience*, 37(38), 9189-9196.



Made to support the way the brain works

A technological breakthrough that gives in-the-ear hearing aid users access to all relevant sounds



Oticon Own devices with BrainHearing technology result in cutting edge, customized, in-the-ear hearing aids that provide the brain with more of the relevant input that it needs in order to make better sense of the sound environment around it.

BrainHearing technology ensures that the hearing aids support the brain's natural way of working. It does this

by providing your patients with better access to the full sound scene.

When providing your patients with better access to the full sound scene, you might expect there to be an increase in listening effort. However, with MoreSound Intelligence™ turned on, we see a significant reduction in listening effort for the hearing aid wearer – as



Reduces listening
effort by
30%*

evidenced by a 30% reduction in pupil size.* How is this possible? The answer lies in BrainHearing – an approach that believes that the best way to support the natural hearing system is to give the brain access to the full sound scene.

This is what the brain needs to work naturally, so your patients have greater opportunity to hear, understand, and participate socially, with less effort.



The world's first in-the-ear hearing aid **with an on-board Deep Neural Network**

Trained with 12 million real-life sound scenes

Oticon Own utilizes the intelligent capabilities of a highly intelligent Deep Neural Network (DNN), trained to learn the way the brain does naturally. The DNN plays a central role in the sound processing of the devices. The DNN was trained with 12 million sound scenes from real-life, and can handle virtually all types of sound and their details with more precision to provide the best possible input.



Oticon Own – powered by **Polaris**

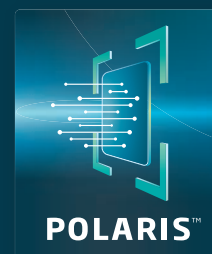
Our fastest and most intelligent platform – ever

Polaris is the purpose-built platform that enables Oticon Own to continuously run an on-board DNN, and many of the other advanced technologies that deliver better access to the full sound scene. It does this with more speed, precision, and capacity than ever before.*



In Oticon Own, Polaris provides:

- 16 times more capacity to execute advanced algorithms*
- Deep Neural Network processing
- Twice as much computation capacity and speed*
- Intelligent use of industry-leading 64-channel processing
- Double the precision in 1.5-5 kHz frequency bands*



* Compared to the Velox S™ platform

Groundbreaking technology made for a superior sound experience

MoreSound Intelligence gives your patients access to the full sound scene

MoreSound Intelligence is a groundbreaking technology that in three steps captures and optimizes sounds from life, while making it easier for the brain to separate sounds and focus on what's important.*

1. Scan and Analyze

MoreSound Intelligence scans the full sound scene 500 times per second, resulting in a precise analysis of all sounds and the complexity of the surroundings.

2. Spatial Clarity Processing

Spatial Clarity Processing precisely organizes the sounds using Virtual Outer Ear in easy environments, and Spatial Balancer in difficult environments.

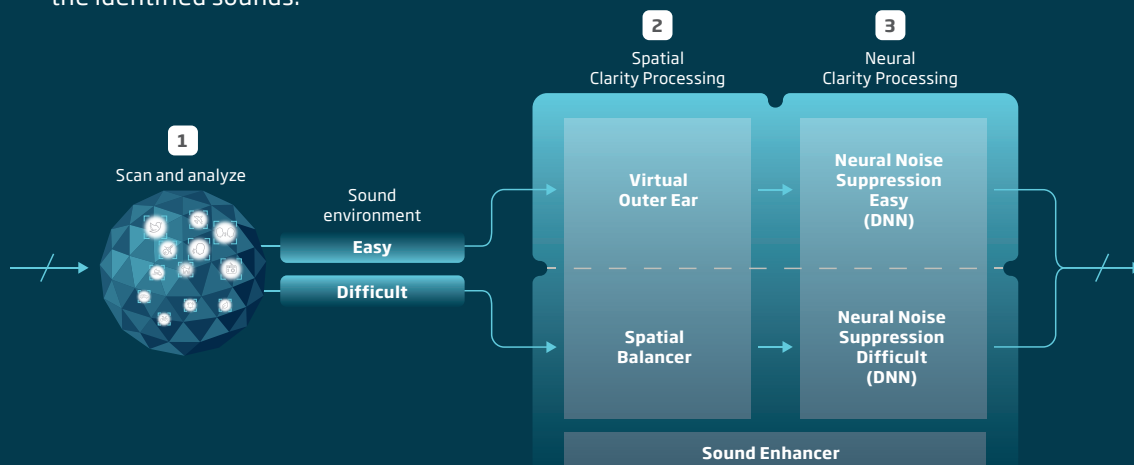
3. Neural Clarity Processing

Neural Clarity Processing utilizes the trained DNN to create contrast between the identified sounds.

Sound Enhancer

Working with Spatial Clarity and Neural Clarity processing, Sound Enhancer provides more details or comfort in difficult situations based on user preference by dynamically adding sound detail.

Following MoreSound Intelligence, another revolutionary feature takes over. In order to make sure a balanced amplification of all sounds is provided, MoreSound Amplifier™ makes the full sound scene audible, while maintaining the fine contrast and balance between sounds. It does this by seamlessly adapting its resolution and speed to the nature of the sound scene at hand.





For additional information on MoreSound Intelligence and MoreSound Amplifier, see Brændgaard, M. (2020). MoreSound Intelligence. Oticon Tech paper, and Brændgaard, M. (2020). An introduction to The Polaris™ platform. Oticon Tech paper
* Effect and availability of features vary with hearing aid style and performance level.

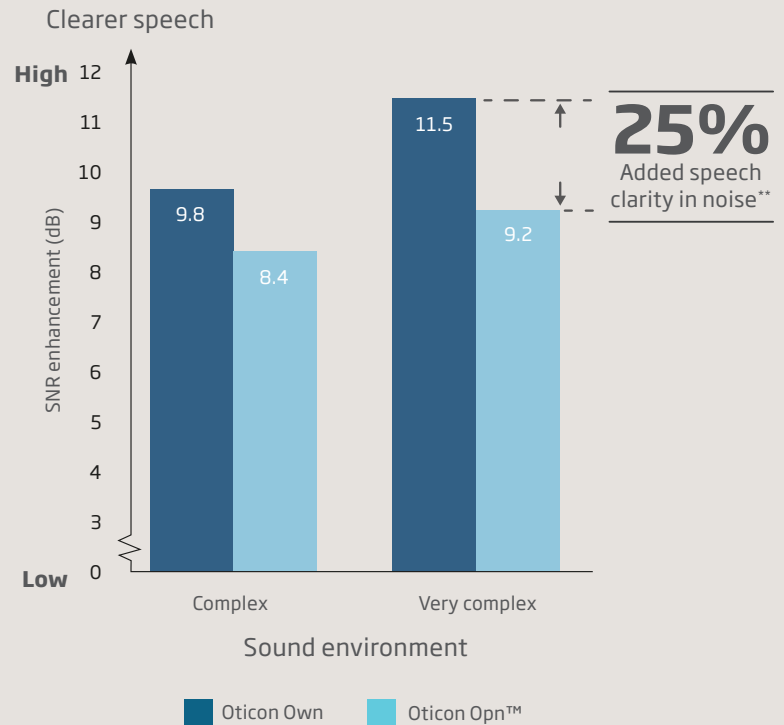
Improving clarity for what matters





With MoreSound Intelligence in Oticon Own, your patients will receive better contrast between speech and unwanted background noise - giving them better access to meaningful sounds and speech.*

Technical evidence suggests that MoreSound Intelligence in Oticon Own delivers up to an additional 25% speech clarity in noise compared to previous custom devices.**



Furthermore, the evidence shows that MoreSound Intelligence in Oticon Own improves access to speech cues in complex environments by up to 30%.**

Up to **30%** improvement
in access to speech cues**

- Better contrast between speech and unwanted background sound
- Better access to speech
- Better access to meaningful sounds

* Benefit may vary depending on style chosen.

** Rumley et al. (2022). Oticon Own evidence. Oticon Whitepaper.

MoreSound Optimizer™

Proactive **feedback prevention**



Ensures an easier listening experience, without uncomfortable feedback

Feedback can occur when your patient is in a dynamic situation, like hugging, chewing, talking, or wearing a hat. This whistling noise can be very unpleasant, especially during conversation – potentially leading to your patient’s rejection of the hearing aids entirely. Feedback prevention systems are introduced to reduce this risk, but traditional methods cannot react in time to prevent audible feedback. However, with MoreSound Optimizer, a combination of high-speed acoustic analysis and advanced processing algorithms means we can prevent feedback before it even occurs.

MoreSound Optimizer monitors changes in the acoustic environment an additional 56,000 times per second compared to earlier detectors, and it works by introducing a breaker-signal to break the feedback path. This prevents audible feedback and protects meaningful sounds, even in challenging listening situations. This allows your patients to hug and interact freely with more confidence during the day.



Oticon Own outperforms the competition – delivering better access to sound in dynamic situations*

To show the incredible capability of MoreSound Optimizer in Oticon Own, we compared it to two other competitor custom devices - pushing them to the edge by fitting them with a challenging hearing loss, and placing a hand on the ear to simulate a dynamic situation. The investigation showed that the output of the two competitors was polluted by audible feedback when dynamically challenged, and that Oticon Own continues to give access to meaningful sounds - even when pushed to the limit.

Oticon Own outperforms competitor custom hearing aids, and takes the lead with its feedback prevention technology – ensuring that your patient’s access to sound is not restricted by feedback.

Made to Connect

2.4 GHz connectivity enables direct streaming, hands-free calls – and more

Oticon Own is available with state-of-the-art Bluetooth® Low Energy technology in the ITC, ITE Half Shell, and ITE Full Shell. They are Made for iPhone® hearing aids and they support hands-free communication*, making it possible for your patients to participate in hands-free phone and video calls from select iPhone and iPad devices. Oticon Own is also compatible with the Android protocol for Audio Streaming (ASHA), meaning your patients can stream sound directly from select Android devices.**

A wide range of connectivity options



ConnectClip



TV Adapter



Remote Control



Computer



EduMic



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

** Only available in styles with 2.4 GHz. See which hearing aids and devices are compatible here: oticon.com/support/compatibility



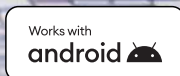
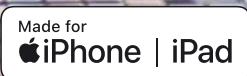
More convenience with Oticon ON and Oticon RemoteCare

The Oticon ON app allows your patients to personalize their listening experience via the streaming equalizer - enabling them to fine tune their sound when streaming music or movies, adjust the volume, switch programs, and control their connectivity accessories. Your patients can even locate their hearing aids if they lose them.

The RemoteCare app offers extra convenience, as it can connect you remotely with your patients for follow-up appointments and routine adjustments.



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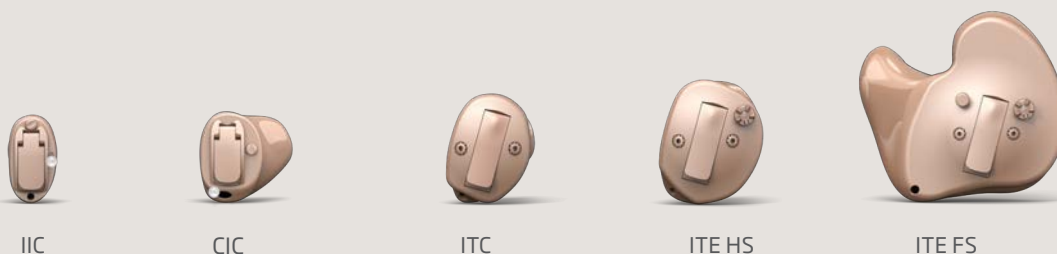
Made to match personal preferences

A choice of styles, colors and performance levels.



Full family of styles designed for a wide range of hearing losses

Thanks to technological breakthroughs, Oticon Own can meet the needs of a wide range of patients, including those with more severe hearing loss. This allows even more people to enjoy the benefits of a discreet, in-the-ear solution.



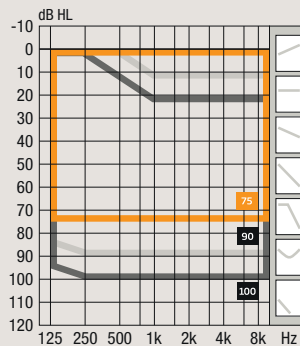
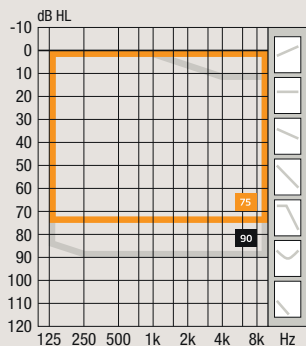
IIC

CIC

ITC

ITE HS

ITE FS





More colors available

For the first time, Oticon Own is available in five colors – helping to match even more skin tones and personal preferences.



C0001
Beige



C0002
Light brown



C0003
Medium brown



C0004
Dark brown



C0005
Black

Cutting-edge features

Oticon Own comes in five performance levels to meet your patients needs. Oticon Own 1 delivers the absolute best performance with unmatched features.

Oticon Own 1 features*

Improve speech understanding



MoreSound Intelligence™

Access to all relevant sounds in a clear, complete, and balanced sound scene



MoreSound Amplifier™

Rapid high-resolution amplification that follows changes in the sound scene



MoreSound Optimizer™

Improves listening performance and comfort with ultra-fast proactive feedback detection



Virtual Outer Ear

Three realistic models of the ear pinna to provide better spatial balance



Sound Enhancer

Dynamic gain primarily for speech, given in complex environments



Spatial Sound™

Improves ability to locate the most interesting sounds



Soft Speech Booster

Improves soft speech understanding without turning up the volume

Enhance sound quality



Speech Rescue™

Makes high frequency sounds more audible



Clear Dynamics

Better sound quality with less distortion in loud environments

Maximize listening comfort and personalization



Wind Noise Management

Improves access to speech in situations with wind noise



Tinnitus SoundSupport™

Relief sounds for tinnitus patients

Please see the Oticon Own Product Comparison for more detailed information on the features available at each performance level.

* Effect and availability of features vary with hearing aid style and performance level

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