

## PRESS RELEASE

### **Oticon Opn™ Now Connects to All Modern Smartphones, Delivering an Extraordinary Sound Experience in Stereo**

***Modern 2.4 GHz Bluetooth Low Energy technology makes it easy to connect seamlessly to both iPhones® and Android™ smartphones. Two recent studies<sup>1</sup> show that Opn enables users to manage challenging listening environments much more effectively when compared to technologies by other manufacturers.***

**Copenhagen, Denmark, October 18, 2017** - [Oticon Opn™](#) combines ground-breaking technologies to deliver access to multiple speakers even in complex listening environments, rapid noise reduction and connectivity to iPhone® and even, the Internet. These paradigm-shifting benefits have earned Opn numerous national and international awards and delivered overwhelmingly positive responses from Opn users<sup>2</sup>. Now [Oticon](#) expands Opn's wireless connectivity options to benefit even more hearing aid users.

“Oticon Opn now gives users easy and high quality, hands-free connection to all modern smartphones,” said Ole Asboe Jørgensen, President, Oticon Brand, Global. “This is the latest example of Opn's ability to raise the bar and improve the ability of people with hearing loss to actively participate in life. Outstanding results from recent research studies provide even more evidence that Opn with BrainHearing™ technology makes a profound difference in noisy situations, such as restaurants and family dinners, compared to other hearing aids on the market. With Opn you simply hear better with less effort making it easier for you to live an active and social life.”

Oticon Opn now also provides seamless connectivity to Android™ or any other modern smartphone with Bluetooth from 2010 onwards. Powered by modern 2.4 GHz Bluetooth Low Energy (BLE) technology, Opn streams audio to both hearing aids simultaneously to give people with a hearing loss a richer, easier listening experience when streaming any type of audio. Oticon introduces the Oticon [ConnectClip](#), a microphone, headset and hearing aid remote control all in one. This takes wireless connectivity to the next level, allowing Opn users to enjoy a truly hands-free mobile headset, now also to use with Android smartphones. The built-in microphone also allows users to more easily tune into one main speaker in noisy surroundings or when distance from the person is too great.

With the free, downloadable Oticon ON App, iPhone and Android users can enjoy hassle-free wireless connection in everyday life, for example answer calls directly in their Opn hearing aids. Opn users can also use the ON App to connect to and interact with the Internet through the IFTTT.com (IfThisThenThat) network.

---

<sup>1</sup> Le Goff and Beck 2017, Oticon whitepaper; and Beck D.L., Porath M., Consumer Responses to the Oticon Opn Hearing Aid. Hearing Review. 2017;24(1):26.

<sup>2</sup> In an Oticon survey of 700 new Oticon Opn™ users, an impressive 70% were “very satisfied” - not a surprising result given research that consistently shows a link between sound quality and user satisfaction.

By using a high 7.5 kHz bandwidth to deliver quality sound in stereo, Opn avoids the streaming limitations and reduced sound quality of narrow 3.5 kHz bandwidth which you get with Classic Bluetooth technology<sup>3</sup>. Oticon also combines modern BLE connectivity and the unique open sound experience technology to create an extraordinary sound quality with state-of-the-art noise reduction for even better sound quality when streaming phone conversations from smartphones.

Further to the Oticon ConnectClip, Oticon is introducing a variety of new products and features:

### **Rechargeable for All-Day Power**

Rechargeable Oticon Opn is now made available in several countries. With the easy-to-use charger, Opn miniRITE can now be powered throughout the day by simply placing the hearing aids in the charger overnight. The rechargeable solution gives users maximum flexibility to interchange the rechargeable 312 batteries with disposable batteries if the user forgets to recharge overnight. It is estimated that one pair of environmentally friendly rechargeable batteries can save approximately 150-200 disposable batteries per year.

### **New Fitting Features**

Oticon introduces a series of [new fitting features](#), including support of Fast Data View (a new NOAH feature), a new paediatric fitting mode and NoahLink wireless compatibility with updated fitting software. To help improve the accuracy of hearing aid fittings and patient satisfaction, new In-situ Audiometry plays pure tone signals through the hearing aids so hearing care professionals can more accurately measure hearing threshold levels.

### **Oticon SafeLine™ for Adults and Children**

Oticon [SafeLine™](#) retention cord is now available in two cord lengths for both children and adults. It can be used with miniRITEs, designRITEs and BTEs, including Super Power, Ultra Power and instruments from Oticon Medical. SafeLine™ is the only retention solution on the market that features a breakaway cord with a unique quick-release clasp that easily opens if snagged or pulled.

For more information on Oticon Opn family, smart phone connections, newest research and new ConnectClip visit [Oticon.global/Opn](https://oticon.global/Opn).

<sup>3</sup> As implemented in the hearing aid industry

Apple, the Apple logo, iPhone, iPad, and iPod touch are trademarks of Apple Inc., registered in the U.S. and other countries. App Store is a service mark of Apple Inc.

Android, Google Play, and the Google Play logo are trademarks of Google Inc.

[Ends]

500 million people worldwide suffer from hearing loss. It is Oticon's ambition that our customers – hearing clinics throughout the world – prefer to use our products for people with impaired hearing. The majority of people with hearing loss are over the age of 50, with 8 percent under the age of 18. Based on passion, dedication and professional expertise, Oticon designs and manufactures hearing aids for both adults and children. Oticon supports every kind of hearing loss from mild to severe and we pride ourselves on developing some of the most innovative hearing aids on the market. Headquartered out of Denmark, we are a global company and part of William Demant Holding Group with more than 12,000 employees and revenues of over DKK 12 billion. [www.oticon.global](http://www.oticon.global)

Learn more about the Oticon Opn at <http://www.oticon.global/solutions/opn/>

**Contact:** Katrine Hertz Østergaard, email: [khos@oticon.com](mailto:khos@oticon.com), phone: +45 20952530