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Experiencing the Real Sounds of Life
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- [Lana] Welcome everybody to AudiologyOnline. My name is Lana Ward and I'm the Education & Training Specialist for Oticon in our central region. I am really excited to introduce you to our newest product family Oticon Real. Now, by the end of this course, it's my hope that you'll be able to recall the styles and performance levels of Oticon's newest product family, Oticon Real. I hope you'll be able to describe the key brain hearing features in Oticon's Real family and discuss the connectivity options available for Oticon Real on the Polaris R platform. Make no mistake, Oticon is an audiology company. We've developed innovative technologies that support the brain in the most natural way possible. This results in exceptional sound quality and performance in any listening environment.

In fact, market track surveys year after year have consistently rated Oticon hearing devices as number one in sound quality. Each new Oticon platform has focused on brain hearing technologies that allow our patients to interact with the people and activities that bring them joy. We want to view hearing loss as unhindering, as not getting in the way of our patient's lives. So, we're excited to introduce our newest platform, Polaris R upon which Oticon Real is built. It's our most powerful platform to date. Now, we continue to use an onboard Deep Neural Network trained with 12 million real life sound themes. With the DNN, we achieve better contrast between speech and other sounds in the environment. And because our platform is so fast, the DNN works seamlessly across all listening environments.

With Polaris R, we've added new detectors for fast and precise handling of disruptive sounds. This results in the most optimal sound output for the user. Polaris R ensures that the details of all sounds are processed automatically and precisely without having to compromise audibility to achieve comfort. With the addition of two new innovations, Wind & Handling Stabilizer and SuddenSound Stabilizer, Oticon Real takes our new-DNN based signal processing to the next level. Whether you're a working professional or you have the luxury of being retired and building your own schedule,

your average awake time is about 16 hours in a typical day. During a typical day, we're faced with various sound environments where changes in sound occur all the time.

In fact, we spend 60% of our time in quiet and 40% of our time in more complex listening environments on a daily basis. This means that sudden and disruptive sounds are everywhere in our everyday life occurring across varying loudness levels, across various listening environments throughout the course of the day. In the course of your day, there are lots of sounds in your environment as you're getting ready, as you're preparing for work or your morning activities, you may decide to take the dog for a walk or go for a morning jog. Perhaps you're commuting with public transportation or even in your car, or you're getting ready to go to your morning activity that you have decided to improve your life in your retirement time.

Maybe the environment in that particular scene is not as disruptive, not as active. But during lunch perhaps you're having lunch with friends, you're interacting with people back to those afternoon activities where it may be a little bit quiet or a little bit more bustling for you. Whether you're attending sporting events or yourself, your children, or your grandchildren, they can be very dynamic environments and lots of activity around us. Dinner, whether it's at home, in a restaurant with family or friends, can be very active. Even relaxing in the evening reading a book or working on the computer can have disruptive sounds occur in any of these listening environments throughout the course of the day. In a recent large scale survey presented to hearing aid users and hearing care providers, we found that seven out of 10 hearing aid users are bothered by disruptive sounds, and 90%, or nine out of 10 hearing care providers agree that they've had to address these issues with their patients.

At Oticon, we decided it was time to address your patient's concerns head on. Disruptive sounds can occur more than 500,000 times throughout the day, but these sounds are sounds of the real world and they contribute to the richness and meaning in

a given environment. While real world sounds add depth and richness to any environment, they can be challenging for our hearing aid users. Traditional hearing aid technology has either been too slow to react leading to unnatural over amplification of these sounds, or has simply used gain reduction techniques to reduce gain for all sounds in the environment, including speech. The result, it's harder for your patients to focus and socializing demands more effort. With new detectors on board our newest family of hearing devices in Oticon Real, we've committed to solving these four unmet needs of hearing aid users, wind, handling noise, sudden loud sounds, and sudden soft sounds.

After all, if your patients are bothered or annoyed by sounds processed through their hearing devices, there's a high probability that they won't accept or wear their hearing devices consistently or at all, which leads to that vicious cycle, I really wanna hear, but I don't wanna hear that. Now, these two new detector systems are made possible with the Polaris R platform, which powers our new RealSound Technology in Oticon Real. RealSound Technology includes these two new innovations that I just mentioned earlier, and we'll be talking about them today, Wind & Handling Stabilizer and SuddenSound Stabilizer. These new detectors enable the instantaneous and precise processing of disruptive sounds, ensuring that the details of all sounds are processed automatically and precisely for the most optimal sound output for your patient.

And just like its predecessor, the Polaris platform, the Polaris R platform features an onboard Deep Neural Network. This provides the best contrast between speech and all of the other sounds in the environment. Polaris R is faster, provides more precision, and more audibility for our users. It's also future-ready, meaning that as technology develops, the Oticon Real hearing aids can be updated wirelessly to include the latest improvements. Oticon understands that sudden disruptive sound affect a large majority of hearing aid users, making it really difficult to stay sharp and focused, especially when engaged in conversation. Oticon Real is designed to help with this challenge and

keep patients engaged. The Polaris R platform builds on Oticon More by giving hearing aid users access to all relevant sounds in balance with exceptional detail and clarity, but while also protecting them from disruptive sounds so that they can stay comfortable, focused, and sharp in the real world.

And Oticon Real is backed up by new evidence. We'll be talking about that in a bit, but we'll be showing that the hearing aid users will now get access to the sounds of the real world. Oticon Real delivers significant improvements in speech clarity and reduced listening effort. Your patients will also have access to seamless connectivity, hands-free calls, and rechargeability at home or on the go. But before we talk about how our new sensors work, I wanna talk to you about the practicalities of the Oticon Real family. Oticon Real is available in four body styles with which you're likely familiar, the miniRITE R and the miniRITE T. One is a rechargeable option, the other is a non-rechargeable option.

We also have the miniBTE rechargeable and the miniBTE T, one rechargeable, one not rechargeable. All four of these styles are encased with a t-coil for environmental looping and our rechargeable styles have an additional t-coil for induction charging. Now, our four body styles in Oticon Real come in three performance levels, Real 1, which is the standard of care or premium technology, Real 2 is an advanced technology, and Real 3, which is a mid-level technology. Our rechargeable options have our reliable charging systems, whether you need a desktop charger, which works on induction charging, or the smart portable charger, which also powers devices using a technology called induction charging. Both are designed to provide convenient charging for a full day of battery life, including streaming from other devices.

Oticon Real styles are available in eight attractive colors. But for the miniRITE R we've added olive green as an option. Your patient can choose a color to blend naturally with their hair or skin color or stand out like other modern wearable technology. And I will

tell you that in-person this olive green color is a very subtle green, but it's a beautiful color and very desirable for our users. Now, the miniRITE T as well as the miniRITE R are compatible with miniFit Receivers and cover from slight to profound hearing losses. This means that these styles are relevant for the majority of your hearing aid users. The miniBTE R and the miniBTE T come with an 85 receiver and cover up to moderate to severe hearing losses if they're fit with a traditional tube and ear mold.

If you'll look at the image on the far right with the miniBTE style, it's also compatible with the cord of miniFit thin tube. Now, there are two different kits. There's a porta miniFit which utilizes a .9 millimeter diameter in the thin tube, or a power porta kit, which utilizes a 1.3 millimeter diameter for that thin tube. For those of you who may be newer to fitting our products, we have an extensive selection of earpiece options available for the miniRITE R and miniRITE T styles ensuring that the best possible solution is available for every patient. As you see here, we have our dome options, a Grip Tip, which is an off-the-shelf or non-custom product, it's made of a silicone, but it's a little tackier than the domes.

And it's a nice stop gap before you decide whether or not your patient needs to go to a custom product. As we move to the right, we start to see options for our custom products, including a LiteTip or a MicroMold, but we've got several different materials that you're able to use for these. One of these is called VarioTherm. VarioTherm is unique to Oticon. It's a thermal plastic material that heats up with body temperature. So, when you first receive the ear mold itself, it's rather firm, but as it's placed into your patient's ear, their body heat heats it up and it adheres better to their ear canal and it seats deeper into the canal. It uses those same miniFit wax guard protection systems that we have with our speakers because the speakers butt up right to the end of the mold.

Now, when you're looking at a LiteTip or a MicroMold in a silicone or an acrylic material, you'll see this double whack system for the devices. And you can remove the speaker from these molds using a special tool. We've also introduced the MicroShell, which is an embedded speaker with a 60 or an 85 dB speaker for that fitting range. Now, the MicroShell is all one assembly, meaning that the speaker wire, the acrylic mold and the speaker itself are all encased, it's one assembly. With the Power Receiver Mold, you can opt for an acrylic material for the 100 or the 105 speaker, and the speaker wire can be changed in the office. Though, I do recommend working in a very contained space because it is a very small, there are very small pieces.

That said, the Power Receiver Mold and the MicroShell only come in an acrylic material. You can get all of the options for our MicroMolds and our MicroShell with any of the retention options such as a canal lock, a helic lock, maybe a double skeleton lock. Whatever you choose, know that these acrylic embedded receiver molds are under warranty for the warranty of the device. Stepping on that mold and cracking it outside of the 90-day remake is a different story. And if that happens, your patient will have to pay for a replacement, but by and large, the acrylic embedded molds are under warranty for the warranty of the device. Well, now that we've covered the practical details, let's dig a little deeper into our newest innovations as we move to the next level of brain hearing technology.

For the person with hearing loss, there isn't a lot of distinction between audibility and how the hearing instruments sound. It's really somewhat meshed together in the experience for them. As hearing care professionals, we know that really your verification is the gold standard for achieving maximum audibility and clarity, but so often our patients are focused on comfort. Addressing either of these issues often results in a trade off between comfort and clarity. I've learned over the years that if you place a group of, say, 10 audiologists in a room and ask them what do you do to adjust your patient's devices when they report a comfort issue? I'm likely to get 10 different

answers. Of course, sound will be perceived differently when amplified, especially for new users.

Sometimes it's really truly a matter of the brain adjusting to the new input. But as hearing care providers, we often adjust high and/or low frequencies and we compromise audibility. If you belong to camp clarity, you may find yourself saying, "Your brain will get used to it." If you're belonging to camp comfort, you may find yourself adjusting audibility so that you are increasing the likelihood that your patient will actually wear the devices. Year after year, Oticon has stayed focused on bringing these two challenging opposites together so that you don't have to sacrifice comfort or clarity. Our brain hearing philosophy is ingrained in the belief that clarity and excellent sound quality are what patients need in order to hear well noise without being uncomfortable.

So, how have we done that? Well, I'm not gonna go into all of the technology, but I want you to consider the four core technologies that are used in hearing devices, compression, directionality, noise reduction, and feedback management. You know, prior to 2016, we developed a technology called Speech Guard, which uses an adaptive compression strategy to keep speech as unprocessed as possible. So, we have the ability to switch between slow-acting compression or fast-acting compression dependent on the input for that receiver. And this can change in milliseconds, and it has evolved into MoreSound amplifier. We'll talk about that in a bit. Now, in 2016, we took a different approach to directionality and noise reduction. We believe that an open scene and rapid noise removal even in the most challenging of environments is the best way to improve a signal to noise ratio for our patients who are struggling in noise.

In 2019, we knew that using gain reduction to address feedback management is not optimal for the patient. So, we developed a system that prevents feedback before it's a problem so that your patient gets stable gain without gain reduction in the high

frequencies. And in 2020, we introduced the world's first hearing aid with an onboard Deep Neural Network. And as I said earlier, that DNN provides the best contrast between speech and all of the other sounds in the environment. And now in 2023, we're taking Oticon's Real BrainHearing technology to the next level. RealSound Technology on the Polaris platform is the culmination of everything we've been striving to accomplish in our brain hearing journey. So, what is MoreSound Intelligence 2.0? And how is that different from MoreSound Intelligence?

Remember that MSI handles the environment by using the DNN for analysis, balance, and noise removal before the input is sent to the amplifier. With new Real sensors, MSI 2.0 now handles wind noise and instrument handling noise before it even enters the balancing. And MoreSound Amplifier 2.0 receives optimized sound input from MoreSound Intelligence 2.0. You'll recall that MoreSound Amplifier and that adaptive compression strategy applied to deliver precise and balanced amplification according to the needs of your patient, and it protects speech regardless of the input. And it can adapt, again as I said earlier, within milliseconds to provide the best benefits of both slow and fast acting compression. The new Oticon Real sensors used in MSA 2.0 instantaneously reduce the annoyance of sudden sounds without sacrificing audibility.

And of course, MoreSound Optimizer is the overarching feedback prevention system that eliminates feedback before it becomes a problem. This results in improved access to speech detail with more natural sound, increased comfort, and improved speech understanding, again, even in the most challenging listening situations. So, we're going to talk about MSI 2.0. This includes the world's first wind and handling noise prevention system in a hearing aid. The sensors for Wind & Handling Stabilizer ensure that a cleaner signal is delivered to the DNN to improve output and ensure audibility. Our new Wind & Handling Stabilizer is a double-patented technology that lives inside MoreSound Intelligence 2.0 to deliver a full sound scene and provide clear contrast and

balance for all relevant sounds. Patients can rely on this new feature in situations such as picking a walk outside on a windy day, biking, even putting on a sweater.

By including Wind & Handling Stabilizer in MoreSound Intelligence 2.0, the system ensures that less wind and handling noise enter the sound processing in the first place. Any residual wind noise entering the system is rapidly suppressed by this new and innovative technique and the result, again, is optimized audibility. You'll hear me say that many times during this presentation, optimized audibility of all relevant sounds and improved access to speech in all environments. Imagine walking on a beach on an extremely windy day, perhaps the winds are sustained at 26 miles an hour with gusts of 40, even 50 miles an hour. The wind is swirling around your head, your hair is blowing all over the place, you're talking with a loved one or maybe a group of people about the festivities that occurred the night before.

We're all familiar with wind noise. It's not a problem, it's not a new problem, but it can be a problem for some patients. Many of you have heard from your patients that the sound from their hearing aids can be harsh and uncomfortable walking on the beach, playing golf, even just walking across the parking lot on a windy day, the wind gets into the hearing aid microphones and causes a loud unpleasant sound. Now, handling noise is less referenced in the industry, but includes the sound from hair brushing against the microphones. You know, we hear from our patients that they can hear when their hand brushes their devices, when they fix their hair, they're inserting or removing or adjusting their hearing devices, or they're putting on glasses or a mask.

And here's a fun fact. A large survey of hearing aid wearers across multiple countries found that an astonishing 93% of hearing aid users wear eyeglasses. Well, that makes sense with the demographic that we serve, but how many of you include a pair of sunglasses as a standard part of your daily wardrobe? We place and remove our glasses many, many times throughout the day. Patients report that eyeglasses hitting

their devices is not only annoying, but it changes their behaviors in terms of how they place their glasses in relation to their hearing devices. They become cautious, careful, or give up wearing their hearing devices at all. The act of wearing glasses is no longer a natural process for them.

It negatively reminds them just how different wearing hearing devices is going to be. When patients report concern over these handling sounds, what do we do? In order to increase the likelihood that our patients will consistently wear their hearing devices, we try counseling first, of course, but many times we resort to reducing gain for soft high frequency sounds, and thus we sacrifice audibility. Whether it's wind noise or handling noise, these issues that most people who wear hearing aids deal with prefer not to deal with that experience at all. Now, traditionally whenever wind or handling noises occur, the hearing device will take in sounds from both microphones, which result in a turbulent sound that's amplified usually in the low frequencies.

This noise is then addressed by whatever noise management system is in place. However, when both of these mic inputs are amplified, the hearing aid user may have trouble understanding conversation because the wind or handling noise will mask the speech. Wind & Handling Stabilizer uses a patented signal processing to address the wind noise or handling noise in MSI 2.0 before it's even sent to the DNN. The new detectors on the Polaris R platform are constantly monitoring each hearing aid microphone at 500 times per second, looking for the presence of noise created by wind or handling. The system then determines which microphone is receiving the most noise. When the wind or handling noise is detected, the microphone receiving the least amount of noise is prioritized.

The microphone with more turbulence is momentarily deactivated, but only in the frequency channels affected by the wind or the handling noise. This way, wind and handling noise are limited from getting into the hearing aid in the first place. This

feature is dynamic, meaning that it's only activated if wind or handling noise is present. And any remaining wind and handling noise in the open microphone is efficiently removed by a modulation-based noise reduction system. A large majority of hearing care providers have encountered patients who report that outdoor activities such as walking outside, golfing, biking, merely fixing their hair result in an annoying sound. If you're in camp audibility, you may counsel your patient with phrases like, "You'll just have to get used to it," or, "Try putting your hearing aids on after you're dressed or after you've brushed your hair."

If you're in camp comfort, you may reduce gain for soft high frequency sounds to increase the likelihood that your patient will consistently wear their devices. Again, turning down the gain closes the user off from the full sound scene and reduces access to speech and can make conversations less enjoyable. We're gonna continue to use our adaptive compression system in MSA 2.0. Remember, it seamlessly adapts its resolution and speed to the nature of the sound scene. But we're gonna talk about SuddenSound Stabilizer and how we're able to instantly adapt the amplification of all sudden sounds from very soft to very loud, ensuring audibility and a comfortable experience for the hearing aid patient. The new part of the feature SuddenSound Stabilizer seamlessly monitors the sound environment and instantly adapt amplification to keep both soft and loud sudden sounds available, but they're balanced and they're comfortable.

Correct and sufficient amplification can be applied in the first fitting even for first time users without risking over amplification of sudden sounds, soft as well as loud. SuddenSound Stabilizer even comes with a range of fitting options so you can optimize the handling of sudden sounds for individual patients. For example, people with sound sensitivities. So, instant detection and providing precisely balanced amplification. Let's talk about how this works for our patients. I'm showing you a video of some of the sounds that your patients may hear in their listening environment. Imagine you had to

listen to all of those ambient sounds during your day and listening to it through your hearing instruments. Before we talk about SuddenSound Stabilizer and how it works, I think we need to start this discussion and define what a sudden sound is.

By definition, a sudden sound or, in technical terms, a transient sound consists of an intense pulse of acoustic energy that rises well above the long-term average, in this case speech, in the surrounding environment. They're typically broadband, always brief or transitory in duration. Aside from the intensity and brevity of transients, they're also characterized by a leading edge that rises extremely rapidly. What's important to note here is that while a transient or sudden sound is brief or transitory in duration, it also has to rise well above the long-term average of the surrounding environment to be defined as a sudden sound. You might think of sudden sounds as loud, however, the term sudden sound or transient doesn't only cover loud sounds such as the door slamming or a plate breaking on a tiled floor.

It could be a soft sound in a quiet environment too, a keyboard, cutting a carrot on a cutting board, tapping on a glass, or a pen clicking, this means that sudden sounds are everywhere and occur across loudness levels, across listening settings, and across the course of the day, 500,000 times per day. These sounds can be detected 500,000 times per day by the SuddenSound Stabilizer. Now, SuddenSound Stabilizer can be described based on the comfort versus annoyance factor. On the x-axis, here we have speech which is interrupted by sudden sounds, here shown as the peak that you see in the graph. Where that line between comfort and annoyance is placed is an individual matter. It'll depend on who you are and if you have a hearing loss or if you have recruitment.

Many of these sounds are soft or moderate. Traditional hearing aid technology is designed to amplify soft sounds, which means that they can move into that annoyance zone, which can potentially compromise access to other important sounds including

speech. SuddenSound Stabilizer is fast and precise enough to instantly detect when a sudden sound occurs, we can provide the appropriate gain reduction and instantly release the gain when the sound ends. But we don't have to compromise on clarity or comfort. Together with the high precision and time, this ensures that the access to speech is maintained in the presence of sudden sounds. We've talked about individuals who consider soft sudden sounds to be disruptive, but consider the mechanic or the musician who wants and needs access to sudden soft sounds in order to diagnose the car problem or perfect a musical piece.

By having an automatic and precise detector, we can provide both clarity and comfort. We no longer need to sacrifice either aspect of signal processing. At Oticon, clarity and excellent sound quality are what the patients need in order to hear well in situations without being uncomfortable. We no longer have to compromise patient comfort when we strive to provide maximum audibility. And we no longer have to compromise maximum audibility when we strive to provide optimal comfort. Now, we can break that link between clarity and comfort with SuddenSound Stabilizer and we have the research to support the patient benefits of SuddenSound Stabilizer. As with many of our products, we have used pupillometry to measure the effects of our technologies on listening effort and we're no different with the effects of SuddenSound Stabilizer on listening effort.

In this study, there were 29 participants whose pupil diameter was measured with pupillometry with SuddenSound Stabilizer on versus off. They were presented with target sentences that you will see on this x-axis in terms of time. And during the presentation of that sentence, the sudden sound is introduced and as that's introduced, we have measured the pupil dilation. So, on that y-axis you'll see that the numbers are getting smaller, that represent smaller pupil dilation. Smaller pupil dilation equates to less effort. Results showed that with onset of the sudden sound, you see the automatic system, autonomic system kick in and then we measure that pupil

dilation. This in and of itself doesn't tell us a lot, but look at what happens when we turn SuddenSound Stabilizer on.

We've shown that we are significantly reducing listening effort in the presence of sudden sounds. It's shown by 22% reduction in pupil size. Additionally, there was no impact on speech understanding when SuddenSound Stabilizer was activated, indicating that speech isn't compromised when SuddenSound Stabilizer is working. Now, this is a great study and we can present percentage of listening effort, but I want you to think about this. Think about you as an individual, perhaps you're working, perhaps your job causes you a lot of stress and fatigue. What if I could reduce your work fatigue, improve your work effort by 22%? What if I could improve? What if I could reduce that effort at your job by 22%? Would that make a difference?

Likewise, our patients who are retired, perhaps they're listening to their grandchildren tell a story. What if I can reduce that listening effort so that they can enjoy their child, their grandchild telling that story? What if I can reduce that by 22%? Will that make a difference for your patients? It's something to consider. If you can make my job 22% less effortful, I'm all for it. In addition to reduced listening effort, we also observed better access to speech. Now, one of the things I wanna clarify here is that when we're referring to speech clarity, we're referring to a technical measure in which we have microphones, sensitive microphones placed at the end of the ear canal of a head and torso mannequin measuring the signal to noise ratio or SNR output of the devices.

So, this graph shows the results of a technical study looking at the improvements in SNR provided by SuddenSound Stabilizer in Oticon Real and then the transient noise management in Oticon More. So, we're looking at the default position for both of these technologies and the maximum settings. So, remember, speech clarity is a technical measure, it's an objective measure. When we're talking about speech perception, the ability to repeat those sentences, that's a speech perception, a subjective

measurement. Of course, with speech perception, we were looking at an objective measure of listening effort with pupillometry. Now, we can clearly see that Oticon Real provides an additional SNR benefit in both cases with Oticon Real in the default setting and then in the maximum setting for that SuddenSound Stabilizer.

With Oticon More, our options are to be default or to be high in terms of transient noise management, but remember that's only addressing loud sounds. So, we can clearly see an improved performance with Oticon Real over Oticon More. So, of course, in Oticon fashion, we're always comparing to our last best effort. So, we know that Oticon Real improves speech clarity in the presence of sudden sounds for all available settings and outperforms transient noise management in Oticon More. And that's because the SuddenSound Stabilizer is able to provide sudden sound attenuation without compromising adequate amplification of speech, even when these occur simultaneously. Thereby, improving access to speech when the feature is active. And as I said earlier, we know that the tolerance and preferences in terms of audibility for sudden sounds, that can differ depending on the person We've talked about individuals who are bothered by sudden sound, but there are other individuals who want to have access to those sudden sounds to achieve whatever task they're focusing on.

As a part of MoreSound Amplifier 2.0, SuddenSound Stabilizer is customizable in the Genie 2 software. SuddenSound Stabilizer is level dependent, meaning that it applies more or less attenuation based on the level of the sudden sound compared to the average level in the environment at any point in time. And again, you're gonna hear me say it again, this optimizes that you can optimize the handling of sudden sounds providing a good fitting option for any user, including those who have special sensitivities to sudden sounds, maybe they have hyperacusis or tinnitus or recruitment. You no longer need to turn down the gain to achieve comfort. To have a closer look at

these options in Genie 2, I want you to be sure to tune in to the Genie 2 course presented by my colleague Dr.

Chalese Buttars, she'll be presenting through AudiologyOnline. So, remember that SuddenSound Stabilizer is powered by the new detectors and can instantaneously adapt the amplification of sudden sounds from the very soft to the very loud, ensuring a comfortable experience for your patient, optimal audibility without sacrificing comfort. It's based on our brain hearing philosophy and it's designed to make these sounds available to the brain, but not to be disruptive. It will help the hearing aid users stay aware of what's going on around them without compromising on their comfort or their access to speech. Oticon Real features Bluetooth Low Energy technology and offers an extensive range of connectivity options as well. Now, as a made for iPhone hearing aid, Oticon Real enables both hands-free calls on iPhone and iPad and direct streaming from iPhone, iPad, and iPod Touch.

Oticon Reals also compatible with the Android protocol, or audio streaming, or ASHA protocol, allowing your clients to stream audio directly from their Android devices. Now, it's important to note that hands-free communication is an Apple technology, it's available with iPhone 11 or later running iOS 15.2 or later, an iPad running iPad OS 15.2 or later. Of course, we have our compatibility website, oticon.com/support/compatibility. But we've got a quick tip for you. Do you ever struggle to know if your patient's phone is compatible with our hearing aids for streaming? Well, now you can easily have your patients check their phone compatibility right in your office with our QR magnet. And if you're so inclined with your smartphone, take a picture of this QR code.

Your patients can take a picture of this QR code with their smartphone and they'll get one of three messages. The phone is compatible, the phone has not yet been tested, or the phone is not compatible. If you're interested in obtaining some of these magnets

for your offices, call customer service or call your account manager to secure a few for your office so that you have these easily on hand for your patients. Oticon Real can connect to a wide variety of accessories, making it easier to enjoy such activities such as watching TV with family or friends or having direct audio input from a speaker with a ConnectClip or an EduMic. And Oticon Real is compatible with our CROS system.

So, as we've used these accessories in our platforms all the way from Velox to now Polaris R, we've had reliable, consistent, and high sound quality streaming from any of these accessories. Remember that the ConnectClip is a one-to-one solution, where we can transmit our voices directly to the hearing instruments without having to sacrifice any sound quality. EduMic is a one-to-many solution. It can be used in perhaps an assisted living facility where there are many Oticon users or an educational system where you're transmitting directly to a child in a classroom. And Oticon Companion is the new all-in-one solution that gives your patients the support that they need to easily control and personalize their hearing aids.

This app is replacing the Oticon ON app and the Oticon Remote Care app by being a simultaneous representation of a remote control, being able to adjust your different programs, but also having a remote care session to have any adjustments made in the comfort of their own home. Now, your patients who are currently using the Oticon ON app, they can continue to use this app. For those who were using the Oticon Remote Care app, that was retired on February 9th, so these patients should have received a notice indicating that the app has been retired. They'll need to download the new companion app to continue remote care appointments with you. And for new patients, you'll want them to download the Companion app since it's an all-in-one solution, and consider moving current patients that you have into the new app as they arrive in your office.

I do wanna talk about the Companion app. Of course, your patient has the same adjustments in terms of volume control, tinnitus sound adjustment in terms of being able to increase the tentative sound support. They can change programs, use the streaming equalizer for music or any of the accessories that they're streaming through. And of course, the find my hearing aid solution is available. Some of the new things that you'll see, of course, new access to remote care. You'll also see that your patients have a troubleshooting guide embedded in the app. So, if they're having trouble with connectivity, they've got a step-by-step support solution to help them through that connectivity issue. And they'll also receive push notifications for important news or important updates.

The newest thing I wanna talk about is the new Speech Booster. The Speech Booster is a new feature in the Companion app for Oticon Real users. And it provides help in primarily moderate to complex listening environments by reducing the background noise. Speech Booster helps the user focus during conversations when enjoying dinner with friends, at a coffee shop, or a loud restaurant, working in a busy office, or passing through the train station. These are instances in which they can access the app and activate Speech Booster. So, it's a toggle switch when the patient turns their phone off or turns their hearing aids off when they reboot those aids the next day after they've been in the charger, this will default to off and the patient can access the speech booster again.

Now, there are some new additions in Genie and, again, I wanna encourage you to talk to your account managers and also to make sure that you tune into the AudiologyOnline session with Dr. Chalese Butters. But two of the things that I wanna talk about here are the new data logging tools and the voice notifications. Now, data logging is a great way to counsel your patients, you've got the ability to look from adjustment or fitting session to fitting session, the different environments in which your patient is involved or how often they're speaking and engaging in conversations. With a

new voice detector, it's able to detect your patient's voice. It's not recording conversations, it's merely looking at how much your patient is engaged in communication situation.

A great counseling tool. The premise here is that the more engagement, the more success from their hearing devices. Now, voice notifications are available for low battery indicators. And voice notifications come in one of nine languages. It defaults to on, you know, sometimes patients have difficulty remembering what one beep, two beep, three beep will indicate. So, having a voice notification to give a warning that there's a voice coming on and telling them that their battery is about to go out is a great way to keep them on target and be able to track their battery usage. So, the addition of SuddenSound Stabilizer and Wind & Handling Stabilizer, there are places in the software to access that. Again, let's go ahead and get you involved in the Genie 2 training with Dr. Chalese Butters.

Now, every time we introduce a new product, many of you ask for tips on discussing the new product with your patients. How do I go about recommending this particular product? Well, we always focus on our brain hearing philosophy first. And here's an example of incorporating our brain hearing philosophy into your discussion about the benefits of Oticon Real. This is an example of a statement that will tie back to the foundation that you laid when you discuss the importance of providing the brain the right information in the right way and at the right time to process sound in the most natural way possible. We're focusing on supporting the brain's natural ability to process all of the sounds around us, resulting in a richer sound experience that doesn't compromise speech clarity.

And you can also say, "Doesn't compromise comfort." Now, in starting with new users, we want people to understand, we know that they're coming to you with hearing loss and they want to age well. That's their focus, right? They're looking for you for a

recommendation and here we can set up an outline that you can show how our research will resonate with them and their needs. When you start with our brain hearing philosophy, focusing on how we hear and what the brain needs to make sense of sound, that remains the best place really to start the conversation. Then moving on to the impact of untreated hearing loss. Not in a threatening way or a scary way, but letting them know that there are some consequences for not taking care of your hearing health.

And they need to know what a hearing instrument should do for their situation. Finally, making a strong recommendation for Oticon Real focuses on the benefits that tie back to their specific challenges. And here are some user benefit statements that we've created for you. Feel free to use them as you wish and rephrase them, but they're focused on information that resonates with first-time users. Oticon Real includes our latest brain hearing technology, which helps your brain make sense of sounds around you so you can focus on what's important. It's designed to keep you at your best. With better access to speech and exceptional speech clarity, you can follow conversations with more awareness, more focus, more control. And as we're talking about experienced users, let's think back to those four unmet needs that we talked about earlier.

Do you remember what they were? Wind, handling noise, sudden loud sounds, and sudden soft sounds. Now, think about perhaps five patients whose names have come to mind throughout this presentation who have at least one of these unmet needs. They could currently be wearing any manufacturer's product and at any performance level. Now, when we talk about what would give our discussion, what would guide our discussion with these patients, we have to look at new users differently than experienced users. But I will tell you that experienced users need to hear that message again about brain health. So, talking about how we support the brain's natural way of

processing will also resonate with these patients. We're looking at their unmet needs and tying their specific need to an Oticon Real benefit that will meet this need.

And here are some statements that you can use with your patients. We know that experienced users understand that it takes time to adapt to amplification. You could use this statement that understanding that sudden disruptive sounds affect a large majority of hearing aid users or wind noise affects the large majority of hearing aid users, making it difficult to stay sharp and focused, especially when they're engaged in conversations. Oticon Real is designed to help with any of these challenges to keep you engaged. And here are some statements that you can use with your patients. Oticon Real gives you a whole new level of sound quality. It's designed for comfort with breakthrough innovations that instantly and precisely balance soft and loud sudden sounds.

It reduces noise from wind or handling like if your hair or your glasses touch the hearing aid. Your patients trust your recommendation, so highlighting their unmet needs and what Oticon Real can do to meet that need is what will be most important to them when making a decision to go forward with getting new hearing instruments. Now, how many of you do listening demonstrations of new technology for your patients? No matter what we say to a patient about the benefits of new technology, you know, there really is no substitution for experiencing that technology for yourself. A demonstration speaks, you've heard a picture paints a thousand words, a demonstration paints a million words in terms of talking about technology.

So, using some of the statements that we've discussed in combination with a listening demonstration can truly save you time because you don't end up talking about details of the technology and getting into the weeds of technology. So, understanding that there's really no substitution for a listening experience, it does save you time, and it supports that standard of care recommendation, making sure that our patients get the

best amplification so that they can hear the best in the situations in which they want to listen. Now, we've talked about the real world sounds that add depth and richness to any environment, but they can be challenging for hearing aid users. Traditional hearing aid technology, remember, has been too slow to react.

We've addressed this, our new detectors with speed and resolution to address these four unmet needs of wind, handling noise, sudden loud sounds, and sudden soft sounds. These new detectors are on board our newest Oticon Real and it's our new family of hearing instruments, and we are committed to improving those brain hearing technologies so that the brain can receive sound in the most natural and comfortable way possible. In this way, your patients or your parents can receive sound with maximum clarity and maximum comfort. So, it's time to get real. We're so excited to bring you Oticon Real. We've got four styles to meet the needs of your patients from slight to profound hearing losses. We've got three performance levels to meet the financial needs of any of your patients or the performance needs of any of your patients.

We've got rechargeable and non-rechargeable options, but we've got two charger options that can support your patients for all day listening and streaming. And we've got one real solution, Oticon Real is the next level of brain hearing technology. I hope you enjoyed learning about Oticon Real and that this session has prepared you to recommend and fit Oticon Real. I wanna thank you for taking time out of your busy schedule to listen to this course. My name is Lana Ward and if you have any questions, please email me l.ward@oticon.com. Thank you again for your time.