

OTICON | Intent

# Engage in life like never before

with the world's first user-intent sensors



**oticon**  
life-changing technology

# Traditional hearing aids understand sound **but not the user**

- They apply a one-size-fits all approach, but we know you cannot treat all users the same way
- Users have different needs even within the same environment
- The right hearing aids need to provide personalized support to help users engage in life and communicate with ease
- Hearing aids need to understand each user's intentions to provide personalized support within the same environment



# Introducing Oticon Intent™ featuring the world's first user-intent sensors

Helping patients engage in life like never before

Oticon Intent is the first hearing aid in the world to understand the user's natural behavior and listening intentions, recognize when they change, and seamlessly adapt – by combining four types of sensor input.

## Conversation activity

Sensors monitoring if there is an active conversation or not informs the system to prioritize speech

## Body movement

Physical movement sensors help anticipate the need for increased spatial awareness support

## Head movement

Sensors monitor if and how the user moves their head to understand the type of communication situation

## Acoustic environment

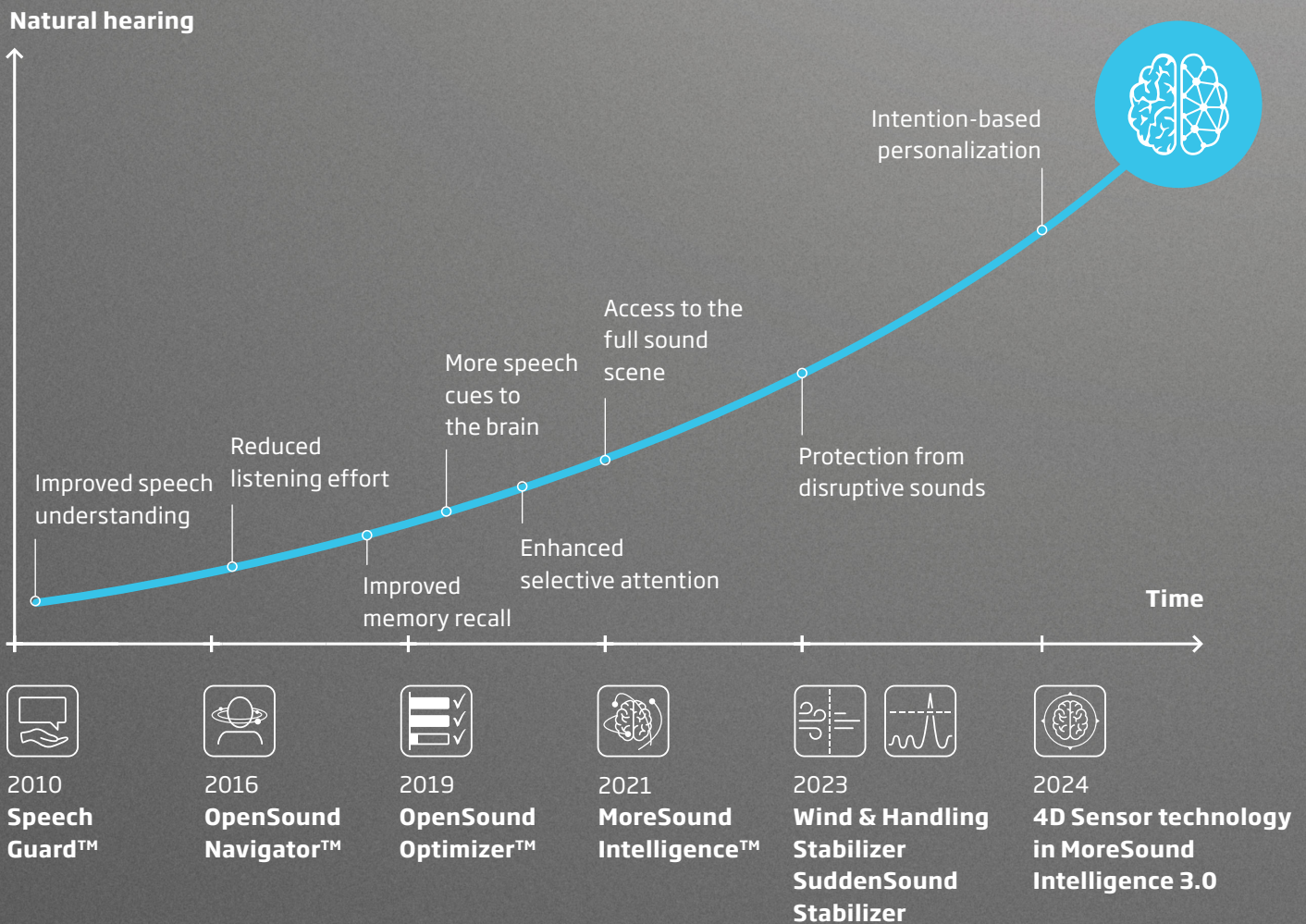
Sensors gather details of the 360° sound scene around the listener as it varies within listening environments and between environments



Sensor Driven  
**BrainHearing™**  
Technology

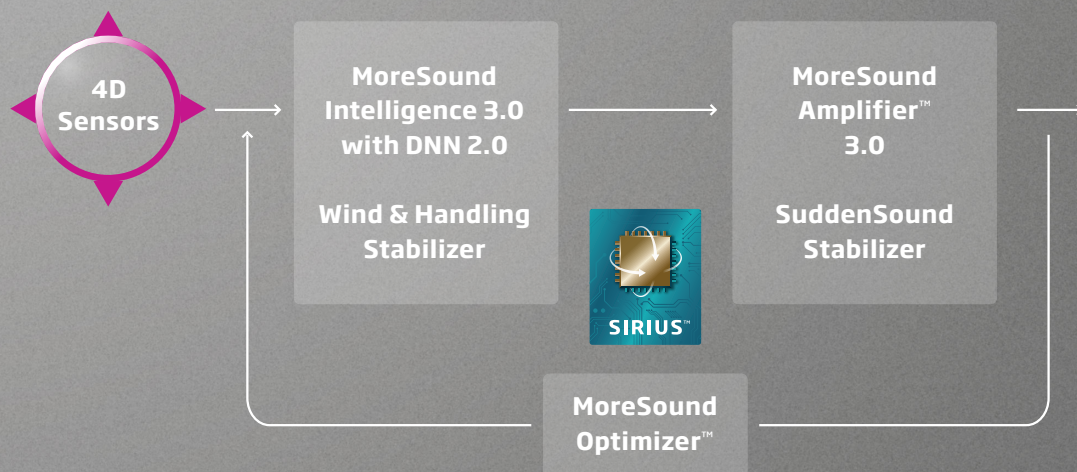
# Taking our **BrainHearing™** technologies to the next level

- **New BrainHearing insights\*** reveal that people's communication behavior reflects their listening needs and intentions via head and body movements
- **The world's first 4D Sensor technology** incorporates information from head and body movement, conversation activity and the acoustic environment to support effective communication in any situation
- This groundbreaking technology in Oticon Intent helps users move beyond just hearing and listening, **helping them to communicate and fully engage with life**
- 4D Sensor technology represents **the next leap forward in our BrainHearing technology**



\* Higgins et al. (2023). Head movement and its relation to hearing.

# New 4D Sensor technology fuels the sound processing in Oticon Intent



- With groundbreaking 4D sensors, it seamlessly adapts to the user's specific listening needs – even within the same environment
- With the brand new Deep Neural Network 2.0, MoreSound Intelligence 3.0 provides users the full sound scene in much higher clarity and balance

## Proven to help patients like never before

Several clinical studies show how Oticon Intent offers more benefits than ever

### It works

- Within one environment, Oticon Intent users experience adaptation of support spanning 5 dB output SNR, thanks to the 4D Sensor technology.\*
- 15% improvement in speech comprehension with 4D Sensor technology on vs off.\*\*

### It outperforms our previous best

- 35% more access to speech cues than Oticon Real™\*.
- Up to:
- 10% better sound quality.\*\*
  - 13% more nuance.\*\*
  - 10% higher listening comfort.\*\*

### It outperforms competition

- Oticon Intent provides superior speech clarity compared to top competitors.
- Oticon Intent gives users up to 22% more access to speech cues in complex everyday situations, and up to 45% more when the listening environment gets most challenging.†

### It reduces listening effort and listening stress

- Oticon Intent users experience a 31% reduction in sustained listening effort when following speech in a very complex listening environment.†
- Oticon Intent reduces listening stress – it delivers a 40% reduction compared to our best previous hearing aid even in the most stressful listening situations.†

†Vatti et al. (2024). Superior speech clarity and access to speech cues. Oticon Intent™ competitive benchmark. Oticon Research Brief.

‡Zapata-Rodríguez & Santurette (2024). Reducing sustained listening effort and listening stress with Oticon Intent™. New clinical evidence. Oticon Research Brief.

\*Brændgaard/Zapata-Rodríguez et al. (2024). 4D Sensor technology and Deep Neural Network 2.0 in Oticon Intent™. Technical review and evaluation. Oticon whitepaper.

\*\*Bianchi/Eskelund et al. (2024). Oticon Intent™ – Clinical evidence. BrainHearing™ benefits of the 4D Sensor technology. Oticon whitepaper.

# Packed with innovations to help your patients engage

**A sleek new design** makes Oticon Intent our smallest, most discreet rechargeable miniRITE style ever.



**Bluetooth® LE Audio** gives Oticon Intent future-proof, next-generation connectivity.

**Intelligent miniFit Detect** the world's first self-calibrating speaker gives up to 57% more precise gain.

**Improved rechargeability with more power** than ever and 33% shorter charging time.\*

\* Compared to Oticon Real™, full charge.

## A range of colors and performance levels to match each patient



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