

life-changing
technology

OTICON | Own SI

Made for you.
Made for
your patients.



oticon
life-changing technology

The discreetness patients want – the audiology they need



There is no one-size-fits-all solution when it comes to hearing care. Everyone has unique interests, hobbies, and lifestyles. Their personal motivations are what bring them to your clinic.

That is why we are introducing Oticon Own SI™ IIC and CIC, designed to meet the unique needs of your patients. These hearing aids combine discreet styles with our most advanced technology, optimized for single-microphone audiology on the powerful Sirius™ platform.

Made to support the way the brain works

At Oticon, we believe every patient deserves life-changing technology. That's why we develop hearing aids that support the brain – with BrainHearing™ technology in all our styles and technology levels. Our BrainHearing philosophy centers on providing the brain with access to all relevant sounds, even in complex environments. Because we know that the brain needs access to the full sound scene to process sounds in a natural way.*

*O'Sullivan, J., et al. (2019); Hausfeld, L., et al. (2018); Puvvada, K. C. and Simon, J. Z. (2017).

Oticon Own SI offers:



Next-generation DNN 2.0

Always-on processing for better sound quality, noise suppression, and speech clarity.



The latest BrainHearing benefits

Features our most advanced BrainHearing sound processing technologies to deliver even more proven benefits.



Durability for active lifestyles

Includes the highest rating available for water and dust resistance (IP68).



Our most discreet styles

Provides ultimate discreetness packed with premium features.



All-day comfort

Designed to fit each patient's unique ear anatomy precisely, delivering great comfort.

Powered by
SIRIUS™

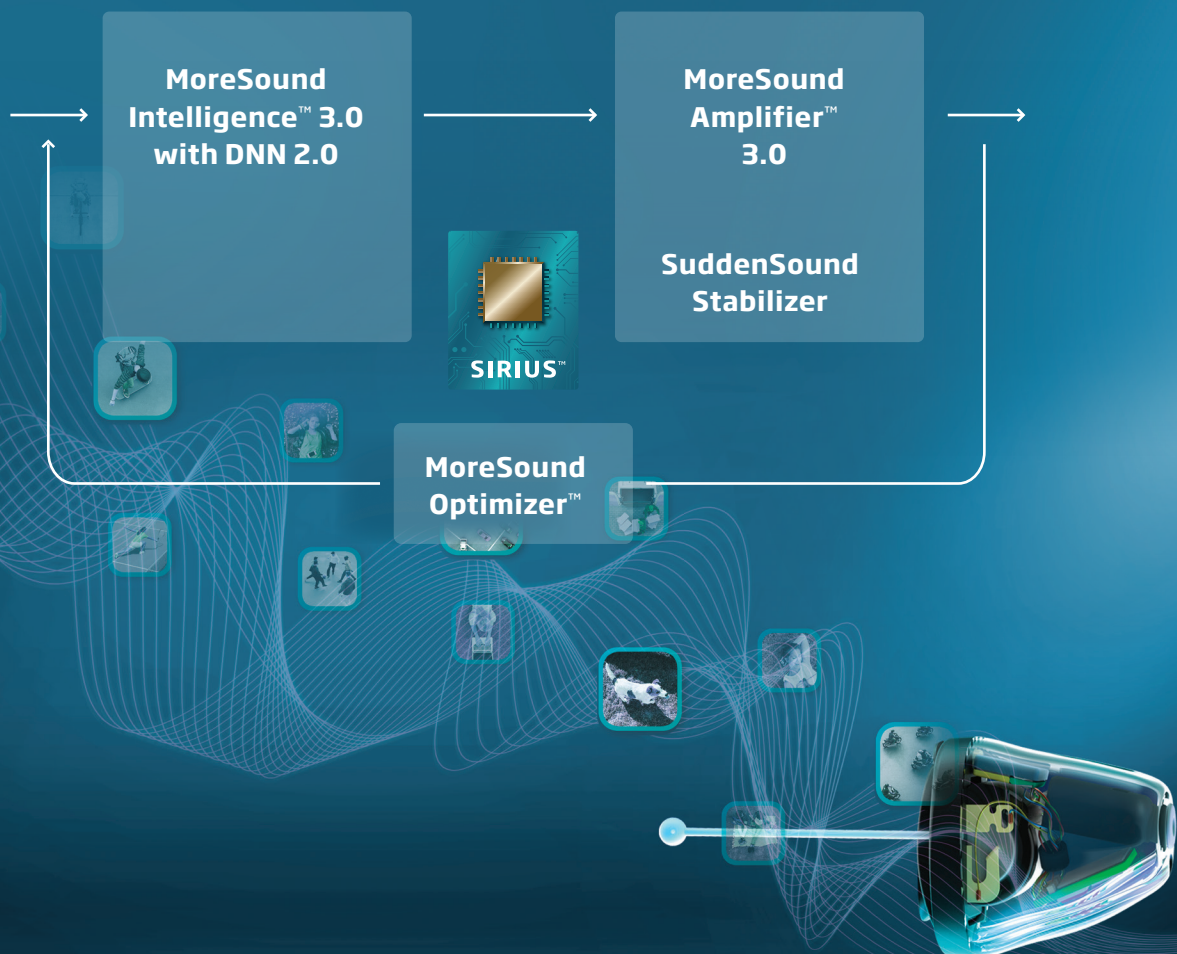
More advanced sound processing – more clarity and precision

Why DNN matters in custom

For single-microphone custom solutions, having an always-on DNN is especially important. Without the benefits of dual-microphone processing, the DNN is the ultimate enabler of better speech clarity and noise suppression in all the different sound environments that hearing aid users encounter in their day.

MoreSound Intelligence™ 3.0 includes Deep Neural Network (DNN) 2.0, our next-generation AI, making Oticon Own SI part of the only custom hearing aid family with an on-board DNN.

- **Fuller, cleaner, more precise sound**
With enhanced speech clarity from all around the user** and the ability to find and preserve even the softest speech components
- **Just like life, DNN 2.0 is always on**
Patients at every price point get the benefits – from noise attenuation to a more natural representation of all sounds – in all different environments, every minute of every day



Instant and precise balancing of sudden sounds



SuddenSound Stabilizer – now in custom

Sudden sounds – both loud and soft – occur thousands of times per day and demand a very different type of processing compared to other kinds of sounds. Oticon Own SI brings SuddenSound Stabilizer to custom hearing aids for the first time. It instantly detects and controls sudden sounds, making them audible but not uncomfortable or disruptive. This way, users can stay aware of what's going on around them, all while reducing listening effort.

What's more, an expanded frequency range provides a fuller sound scene with a richer representation of the environment.

7
out of
10

hearing aid users are challenged
daily by disruptive sounds***

9
out of
10

hearing care professionals have first-hand
experience with this challenge***

***Gade et al. (2023). Wind & Handling Stabilizer - Evidence and user benefits. Oticon Whitepaper.

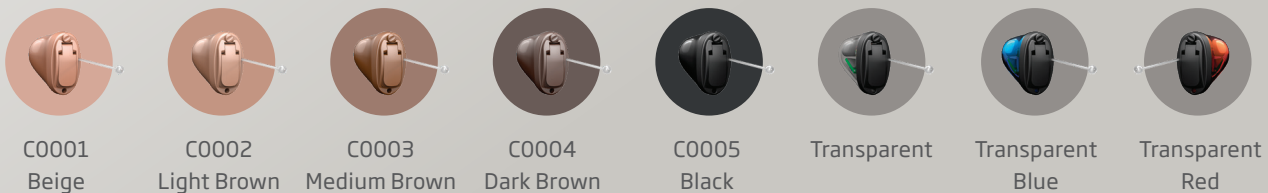
Part of a complete custom portfolio

The full Oticon custom portfolio provides options to meet the diverse needs of a wide range of patients. In addition to the **new Oticon Own SI IIC and CIC styles**, the Oticon Own™ family also includes ITC, ITE Half Shell, and ITE Full Shell styles on the Polaris™ platform – offering a wider fitting range plus Bluetooth® connectivity.



Made for every style and lifestyle

Oticon Own SI is available in our two smallest styles, with a choice of five faceplate colors, eight shell colors and four performance levels.



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To learn more about Oticon Own SI, visit oticon.com/hcp-ownsi or contact your Oticon account manager

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Oticon is part of the Demant Group.