

OTICON | Own SI

# Made for you



**oticon**  
life-changing technology

# Bringing sound back to your life



## **Better hearing** makes every moment count

Are you missing out on the sounds that make your days bright? These sounds help shape our lives – creating amazing moments and making our days memorable.

Taking the next step and getting help for your hearing loss will let you jump into conversations. You'll be able to share the laughter and immerse yourself in every moment with the people you love.

We understand that everyone has unique needs and expectations when it comes to hearing aids. That's why we've created a solution just for you.



## Introducing **Oticon Own SI™**

Oticon Own SI gives you the ultimate balance of discreet design, superior sound, and all-day comfort in any situation. Built with our latest BrainHearing™ technology to support your brain's natural way of working – because you hear with your brain, not just your ears.





# Why choose Oticon Own SI?



## **Made for great conversations**

Be a part of the conversation with more focus and control – thanks to exceptional speech clarity.



## **Made for all-day comfort**

With a customized fit to your individual ear shape, you may even forget you're wearing hearing aids.





### **Made to be discreet**

Our smallest hearing aid ever fits discreetly within your ear, and provides added comfort when wearing hats, glasses, or other headgear.



### **Made to go the distance**

Experience a custom design that sits securely in your ear all-day long and has the highest rating available for water and dust resistance.



### **Made to support your brain**

Made for the everyday world of sounds – with the latest technology that supports your brain's natural sound processing.



### **Made to benefit your loved ones**

Deciding to do something about your hearing loss will also benefit your loved ones. You'll notice the closeness and connection of every shared experience – and so will they.

# The power of small

Oticon Own SI is our most discreet hearing aid. But that doesn't mean you need to compromise on comfort, sound clarity, and detail.

## Hear clearly in every moment

You need to be able to hear clearly every minute of the day. That's why we have designed Oticon Own SI to work more like the brain because it learned through experience. Our second generation Deep Neural Network is a form of artificial intelligence which was trained with 12 million real-life sound scenes to ensure you get a more natural listening experience.

## More comfort. Fewer distractions.

Experience a whole new level of comfort and focus. Oticon Own SI takes care of sudden sounds – such as a slamming door – so you can remain focused on a task or conversation.



# Made to fit your **style and lifestyle**

Oticon Own SI is available in our two smallest sizes and eight colors to suit your personal style. Talk to your hearing care professional to find the right solution – made just for you.



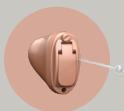
## **Oticon Own SI IIC**

Our smallest, most discreet in-the-ear style. Truly invisible in 9 out of 10 ears.\*



## **Oticon Own SI CIC**

A discreet in-the-ear style with an optional push button for volume and program control.



C0001  
Beige



C0002  
Light Brown



C0003  
Medium Brown



C0004  
Dark Brown



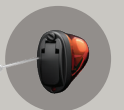
C0005  
Black



Transparent



Transparent  
Blue



Transparent  
Red

\*Applies to IIC style. Rumley et al. (2022). Oticon Own evidence. Oticon Whitepaper

Contact your local hearing care professional:

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## **Your hearing matters**

To find out what Oticon Own SI can do for you,  
talk to your hearing care professional today.

Scan the code below to learn more about how  
Oticon Own SI is made for you.



**oticon.com/ownsi**



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