

You are in for a life-changing experience

Chances are, if you are reading this you are looking to upgrade your existing hearing aids or contemplating buying them for the first time. Either way, you are taking action to improve your hearing.

A hearing loss is like any other important health-related issue: the sooner it is treated, the better the outcome.

Treating hearing loss is proven to have a positive impact on quality of life. In addition to helping you *hear* better, it can help you *feel* better.

A great hearing solution is one that will give you clear speech understanding, ensure you don't feel tired at the end of the day and deliver sound that sounds natural to you.

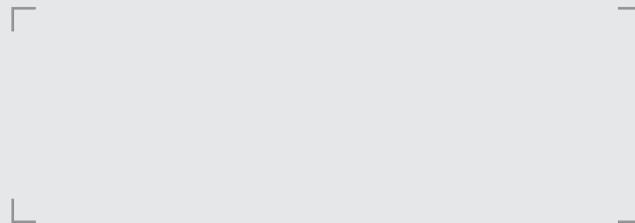
Many people describe their first experience with hearing aids as life-changing.

People First

People First is our promise to empower people to communicate freely, interact naturally and participate actively

Go for the best

Contact your local hearing care professional:



 [youtube.com/OticonPeopleFirst](https://www.youtube.com/OticonPeopleFirst)

 [facebook.com/OticonPeopleFirst](https://www.facebook.com/OticonPeopleFirst)

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It's **your brain** that hears.
Not your ears.



The ears receive sounds and send them to the brain that translates the sounds into meaning. You don't hear with the ears, you hear with the brain. When you have a hearing loss, your ears have difficulty picking up sounds and your brain tries to fill in the gaps.

I will not be at home before 9 p.m.

Even with your brain working hard, it can be incredibly difficult, not to mention exhausting, to keep up with and participate in what is going on around you.

The New Big Thing - BrainHearing™ technology can help the brain make sense of sound

Oticon hearing aids feature BrainHearing technology, designed to support your brain and help it make sense of sound, with less effort. For you, this means keeping up with fast-flowing conversation between friends, family and colleagues will be easier and more enjoyable.

The partnership between your ears, brain and hearing aids is fundamental to Oticon and is unrivaled in the hearing care industry.

Your best decision. **Ever.**

Oticon Alta2 are premium hearing aids that offer more opportunities for personalisation than ever before. Alta2 includes every one of Oticon's BrainHearing technologies: Speech Guard E, Spatial Sound, Free Focus and YouMatic. These work together to offer you the best sound quality available and access to the widest range of sound and speech details. Soft Speech Booster in Alta2 gives you a better understanding of soft speech and subtle sounds.

So, whether in noisy environments or in quiet, private moments, Alta2 gives you the best opportunity to participate in the ping-pong of conversation with the least amount of effort.

Once you try Alta2, you will hear why we recommend Alta2 to those who want the very best.

Superb speech recognition
Speech Guard E protects speech clarity and details to easily let your brain comprehend what is being said - even in noisy environments.

SPEECH PROTECTION

Super fast location of sound sources
Spatial Sound supports your brain's natural ability to sense where sounds are coming from, which helps you know where to focus attention and do things like safely crossing the road.

SOUND DIRECTION



Zoom in on what's important
With Free Focus, Alta2 hearing aids will zoom in on the sounds you want to hear, even as you move from walking to entering a meeting or social gathering. While you focus on speech, you will still receive valuable background sound information so you can switch focus if needed.

FOCUS

Optimised to your personal preferences
Ordinary hearing aids assume the same settings work for everyone. But no two people want to hear sounds the same way. This is because our brains interpret sounds differently. YouMatic can be tailored to your personal listening preferences to give you the most satisfying and natural listening experience.

PERSONALISED

Do you experience tinnitus?

Many people experience tinnitus as a ringing or buzzing in their head. Alta2 Pro Ti hearing aids feature customisable sound stimuli, including soothing ocean sounds. By adding sound, the contrast between the tinnitus and the environment may make tinnitus less noticeable.

Ask your Hearing Care Professional about tinnitus control capabilities.

Getting more out of your hearing aids

Using ConnectLine with your hearing aids turns them into a wireless headset so you receive an undisturbed signal directly in your ears. This will make everyday activities like watching TV, listening to music or talking on the phone a lot easier.

