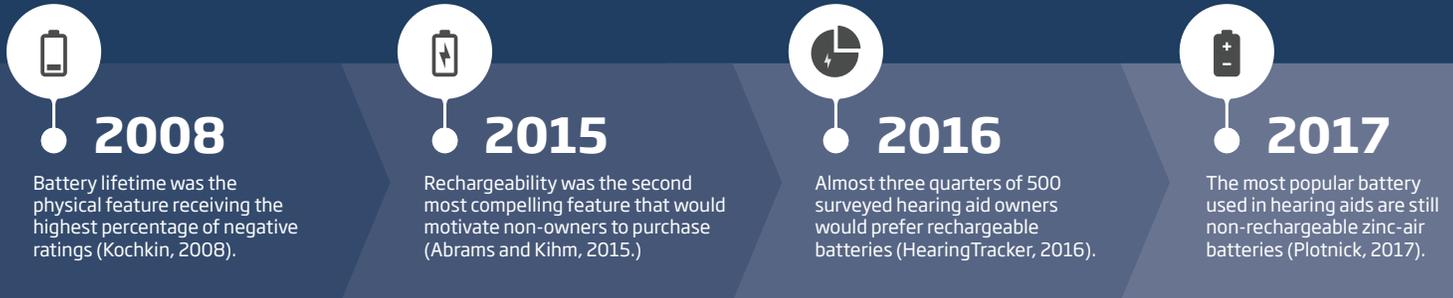


Oticon Opn™ – Solving the consumer demand for rechargeability without compromise

Consumers seeking hearing solutions rely on professional expertise for guidance in choosing the device that will work best for them and for the support they need to succeed. While some consumers are interested in learning more about the intricacies of digital signal processing, it's often more common for them to focus on practical aspects. For example, the short lifespan of traditional disposable batteries is often an unwelcome surprise to new users. Even to experienced users, disposable batteries are often perceived as expensive to purchase and a hassle to manipulate. With Opn miniRITE rechargeable option, Oticon has created a new opportunity for consumers.

The demand for disposable batteries is growing, yet the penetration is still low.



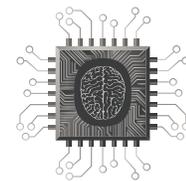
Oticon Opn miniRITE now has a rechargeable battery option

Oticon, in collaboration with ZPower, now offers a rechargeable, size 312 Silver Zinc (AgZn) battery option for Opn miniRITE. This creates a new opportunity for consumers to address their desire for rechargeability without compromise. There are no tradeoffs in the superior performance and benefits for the user when comparing the rechargeable AgZn to the disposable zinc air. Opn with rechargeable batteries will continue to provide to the user: a more natural soundscape with 20 % less listening effort, 20% more capacity to remember, and 30% better speech understanding in noise (Le Goff, 2016).

When fully charged, the Oticon Opn miniRITE will generally operate for up to 18 hours, including up to 4 hours of direct streaming. The effectiveness of this environmentally-friendly solution can be attributed to two key factors:

Velox™ signal processing

The Velox platform was developed by Oticon to be more sophisticated, efficient, and capable. Velox outperforms our previous hearing aid platforms, thereby supporting the advanced features that consumers want, need and expect. A low energy Bluetooth solution (2.4GHz) is used for direct streaming, thus maximizing streaming time for the user.



The groundbreaking Velox platform

AgZn rechargeable battery technology

There are several rechargeable options on the market today. Silver zinc (AgZn) technology was implemented in Opn, because it provides the optimal set of consumer benefits:

- Has greater capacity than equivalently sized rechargeable lithium-ion and NiMH batteries.
- Produced in a 312 size
- 100% non-toxic, recyclable and non-flammable
- Available for all price/technology levels of Opn miniRITE



Battery size required to deliver 53mWh in a 3.35 mm thick cell
Battery graphics not actual size

What does this mean to your patient?

Rather than changing batteries every few days (depending on use time, streaming time, and more), the user places the hearing aids in the charger overnight.

The hassle and expense of changing batteries and purchasing batteries is a thing of the past. As there is no need to open the battery drawer, and the challenge of manipulating tiny batteries is no longer an issue. Fortunately, if the consumer forgets to recharge the battery, a disposable zinc-air battery can be used!

Practical advantages

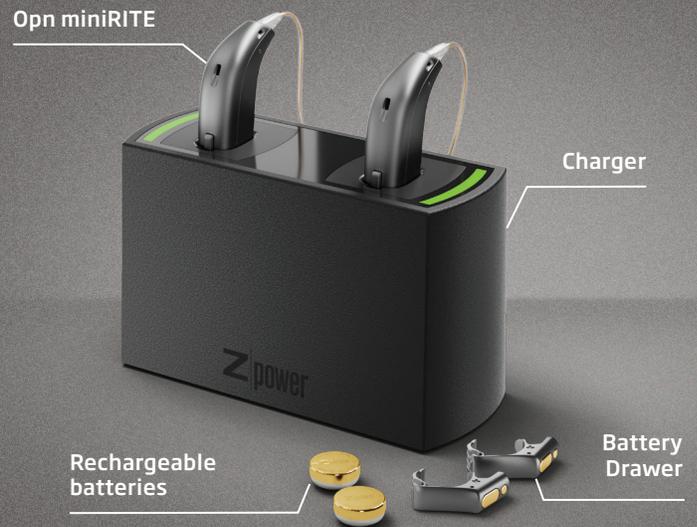
- Charging is easy.
- Rechargeable batteries provide all day power, including maximal direct streaming.
- No need to open the battery drawer.
- Easier for people with vision and dexterity difficulties.
- Can be retro-fitted for any Opn miniRITE.
- Can accommodate a disposable battery, if needed.

Performance advantages

The Oticon Opn miniRITE with AgZn rechargeable batteries offers the best in terms of ease of use and user satisfaction, without compromising performance. Thanks to the unparalleled efficiency of the Velox processing platform, the Opn miniRITE rechargeable solution preserves all benefits of BrainHearing™ technology with full access to Opn's substantial real-world features and benefits. Opn will continue to provide a more natural soundscape, many hours of wireless streaming and an environmentally friendly power supply.

Environmental advantages

- Currently 1.6 billion disposable zinc air batteries are sent to the landfill annually (Freeman, 2017).
- Disposable batteries are difficult to repurpose and a growing concern for future generations.
- Oticon Opn miniRITE rechargeable solution is an environmentally-friendly alternative, replacing approximately 150 zinc air batteries per user, per year.



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