Oticon delivers winning combination with tinnitus support for Oticon Opn hearing aids

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World’s first internet connected hearing aid brings customisable tinnitus relief to millions of users

Copenhagen, Denmark, 27th June 2017: Oticon (http://www.oticon.co.uk/), industry leader in advanced audiology and hearing aid technology, has announced a significant upgrade to the Oticon Opn (https://www.oticon.com/solutions/opn/) family, the world’s first internet connected hearing aid.

We know that approximately 80 per cent of those with hearing loss also suffer from tinnitus, and 80 per cent of those with tinnitus also have some form of hearing loss . By combining Opn’s cutting edge audiological benefits with tinnitus relief, Oticon has delivered another winning combination. Opn users can now benefit from a built-in sound generator – Tinnitus SoundSupportTM – a feature that can be controlled through the Opn hearing aids and the Oticon ON app.

“We want to help change the perception that when people have tinnitus there’s nothing they can do,” said Gitte Maj Schrøder, Product Manager at Oticon. “With these new improvements to Opn, millions of people around the world who have to live with tinnitus now have the opportunity to find relief from what can often be an extremely debilitating condition.”

Tinnitus can be a ringing, buzzing, hissing or roaring sound, and can be temporary or permanent. It can be caused by many things, but may also appear for no apparent reason. The impact of tinnitus can vary with stress and anxiety and it can impact sleep and general well-being. Many sufferers choose to simply live with their condition assuming that nothing can be done.

Tinnitus SoundSupportTM delivers proven sound therapy directly through the hearing aid through the use of a sound that can move the focus away from tinnitus and make it more manageable in daily life. Users can choose from four broadband sound options, three ocean-like sounds and the ability to customise these sounds to their particular needs. Relief sounds levels can be adjusted on the hearing aid itself or by using the Oticon ON smartphone app.

“The exact nature and impact of tinnitus varies, so by offering such a broad range of sound and customisation options we’re helping users to find a profile that works best for them,” said Gitte Maj Schrøder. “This combines seamlessly with the cutting-edge audiological benefits of Opn, including ultra-fast sound processing, reduced listening effort and now a selection of relief sounds to help reduce perception of tinnitus. When you add the ability to connect directly to smartphones and smart devices, we’re confident that we’ve delivered a quite extraordinary hearing care solution for today’s market.”

Existing Opn users can have their hearing aids updated with Tinnitus SoundSupportTM via a firmware update, and are advised to contact their hearing care professional for more information.
For more on Oticon, Oticon Opn and Tinnitus SoundSupportTM, visit Oticon.global/opn (http://www.oticon.com/).

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ABOUT OTICON

500 million people worldwide suffer from hearing loss. It is Oticon's ambition that our customers – hearing clinics throughout the world – prefer to use our products for people with impaired hearing. The majority of people with hearing loss are over the age of 50, with 8 percent under the age of 18. Based on passion, dedication and professional expertise, Oticon designs and manufactures hearing aids for both adults and children. Oticon supports every kind of hearing loss from mild to severe and we pride ourselves on developing some of the most innovative hearing aids on the market. Headquartered out of Denmark, we are a global company and part of William Demant Holding Group with more than 12,000 employees and revenues of over DKK 12 billion. www.oticon.global (http://www.oticon.global/)

Learn more about the Oticon Opn at http://www.oticon.global/solutions/opn/

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