

# Oticon expands Opn – the world’s first internet connected hearing aid, to deliver enhanced Power Options and New Performance Levels

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Copenhagen, Denmark, 02 February 2017 – Oticon (<http://www.oticon.co.uk>), industry leader in advanced audiology and hearing aid technology, has announced new additions to its award-winning Opn hearing aid.

Unveiled as the world’s first internet connected hearing aid capable of connecting directly to a range of smart devices, the Opn family now features three performance levels to give consumers even more flexibility accessing Oticon’s paradigm-shifting open sound experience.

Built on the ultra-fast and precise Velox™ platform, an expanded fitting range of up to 105 dB HL means that people with severe-to-profound hearing losses can now experience Opn’s benefits. This includes access to multiple speakers even in complex and noisy listening environments, rapid noise reduction and speech clarity and a personalised listening experience.

“The expanded Opn family takes our BrainHearing™ technology to the next level with a unique combination of technologies that work together to expertly manage multiple speech and noise sources,” says Søren Nielsen, President, Oticon A/S. “By giving the brain access to important sounds in noisy environments, Opn reduces listening effort and frees up mental energy.”\*

## The World’s First Internet Connected Hearing Aid

Each of the hearing aids is capable of connecting to a wide range of smart devices through the Oticon ON App, allowing users to control Opn from their smartphone and connect to other internet-enabled devices. Users create “recipes” using the IFTTT.com service to interact with smart technologies such as smart doorbells that alert them when someone is at the door or to schedule low battery alerts, medicine reminders, weather reports and calendar appointments.

Opn also offers a wide range of connectivity possibilities to communication and entertainment devices and services. Wireless, streamer-free connectivity turns Opn into a stereo headset, streaming sound and music from smartphones, TV, laptops and more.

“The response of hearing care professionals and their patients to the introduction of Opn has been overwhelmingly positive,” adds Nielsen. “Now, with Opn’s enhanced performance levels and new power options, we empower hearing care professionals to give even more consumers access to Oticon’s groundbreaking open sound experience.”

For more information about Oticon and the expanded Oticon Opn family visit [Oticon.global/Opn](http://Oticon.global/Opn)

\*Only Oticon Opn 1 has the full effect of OpenSound Navigator.

## About Oticon

Oticon is one of the most innovative hearing device manufacturers with more than 110 years of experience putting the needs of people with hearing loss first. Oticon has spearheaded a number of technological breakthroughs which have made a significant difference for people with hearing loss. Oticon’s “brain

first” audiological focus recognizes that speech understanding and comprehension are cognitive processes that happen in the brain. Oticon’s innovative BrainHearing™ technology is helping to provide better hearing with less effort by giving the brain the clearest, purest sound signals to decode. Oticon designs and manufactures hearing solutions for adults and specialized pediatric instruments. People First is Oticon’s strongest and most valued commitment to empower people to communicate freely, interact naturally and participate actively. For more information visit [www.oticon.global](http://www.oticon.global) (<http://www.oticon.global/>)

Contact:

Sarah Chard

The PR Room Ltd

Tel: 0845 094 2902

Mail: [sarah.chard@theprroom.co.uk](mailto:sarah.chard@theprroom.co.uk)