Oticon Unveils HearingFitness, the World's First Hearing Health Fitness Tracker, at CES 2018

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Hearing aid provider Oticon to launch a new hearing fitness app which provides users of Oticon's life changing Opn™ hearing aids with health improving benefits, including battling hearing loss related dementia

Copenhagen, Denmark, January 9, 2018 – Introducing the world's first hearing fitness tracking technology to explore the full potential of advanced analytics. The new HearingFitness™ app from leading hearing aid provider, Oticon (http://www.oticon.global/), launches at the 2018 Consumer Electronics Show (CES) in Las Vegas from January 9-12, 2018. #Hearingkeepsyoufit

The Oticon HearingFitness™ app is designed to help people with hearing loss understand how their behavior and hearing health habits can influence how effective their treatment is and the impact it has on their overall health and well-being. The HearingFitness™ app is used in conjunction with Oticon Opn™ (http://www.oticon.global/professionals/opn) hearing aids, the world's first internet-connected hearing aid and winner of two CES Innovations Awards in 2017 .

Noisy environments pose the biggest challenge for people with hearing loss. Keeping up with conversations in restaurants, bars, around the dinner table or at meetings can be difficult and exhausting. Utilising a combination of data from the hearing aid and big data from lifestyle and healthcare data sources, the HearingFitness™ app helps Opn™ users optimise their hearing aid use to fulfil their hearing potential in different situations.

By encouraging increased hearing aid use, the HearingFitness™ app helps those with hearing loss benefit from the many positive health improvements that come from wearing hearing aids. Wearing Opn™ hearing aids to treat a hearing impairment lets users once again enjoy sound and social interaction, both of which stimulate the brain and ultimately helps reduce the common side effects associated with untreated hearing loss, such as fatigue, withdrawal and stress. Treating hearing loss effectively in mid-life by wearing aids even reduces the risk of early on-set dementia. In a recent study authored by the Lancet (http://www.thelancet.com/) commissions on Dementia Prevention, Intervention, and Care , hearing loss was listed as the largest modifiable risk factor contributing to Dementia.

At its outdoor inspired Booth, No. 43949 in the Sands Expo at CES, Oticon will offer interactive displays and hands-on demonstrations of Opn's new HearingFitness™ app. Visitors can also experience Opn™ hearing aids which feature Oticon's pioneering BrainHearing™ technology (https://www.oticon.global/hearing/brainhearing) to help those with hearing loss tackle everyday noisy situations. While tutorials on the use of the IFTTT network with the world's first internet-connected hearing aids will demonstrate how to create 'smart' IoT recipes for connected-technology.

Oticon audiologists and hearing technology specialists will be on hand to discuss how the world's first hearing tracking technology will help people with hearing loss lead healthier lives, including: Product Manager, Michael Porsbo, a major contributor to the conception and fruition of the world's first IoT hearing aid, Opn™.

“The HearingFitness™ app is designed to provide Opn™ hearing aid users with advice and encouragement on ways to use their hearing aid more, hear better, and ultimately stay healthy,” says Michael Porsbo. “The first of its kind, this new app provides data-driven hearing care to empower a digital generation of hearing aid users with insights to enable them to keep their mental faculties sharp and therefore optimize their health.”

Innovation Awards Winner

The Oticon HearingFitness™ app has been awarded a CES 2018 Innovation Award in the Software and Mobile Apps category. This award is further recognition of Oticon’s commitment to evolving life-enhancing technology for people with hearing loss, and praise indeed for the latest feature to be introduced to the already technologically advanced Opn™ hearing aid solution.

-ENDS-

To arrange to meet with key Oticon personnel during your visit to CES 2018, please contact Michelle Cross, michelle.cross@theprroom.co.uk

About Oticon

500 million people worldwide suffer from hearing loss. The majority are over the age of 50 while eight percent are under the age of 18. It is Oticon's ambition that our customers - hearing clinics throughout the world - prefer to use our products for people with impaired hearing. Through passion, dedication and professional expertise, Oticon develops 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 in 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/)

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