

Oticon RITE Power

Power Done RITE!

Oticon Introduces Five Attractive RITE Power Additions to the Epoq and Vigo Families

People with severe hearing loss share the same desires for cosmetically appealing hearing solutions as other users – but often have to settle for large devices with minimal improvements over their existing aids. Now people who require higher amplification can experience superior performance, wireless connectivity, unmatched cosmetics and a range of price options in five new Oticon RITE Power hearing solutions. The new hearing devices are based on Oticon’s ultra-fast RISE platform that delivers extended bandwidth and significantly higher levels of processing power.

“Oticon RITE Power solutions offer many ‘firsts’ to the Power user,” states Oticon President Peer Lauritsen. “Based on the proven audiological technologies of Epoq and Vigo, the new power solutions provide an exciting combination of light and stylish design and high-end features including better sound quality, more discreet styles and an easy, straightforward fitting process.”



Lauritsen points out that Oticon RITE Power solutions are genuine RITE solutions offering custom molds or a comfortable power dome. He notes that the instant fits with power domes provide hearing care professionals with excellent options for demonstrations or trial periods.

Epoq RITE Power “Connects” Wirelessly



Like all Epoq versions, the new light, sleek Epoq RITE Power has high-speed wireless technology that intelligently synchronizes compression, automatics, noise reduction and directionality to preserve speech intelligibility in all listening situations. The binaural signal processing coordinates volume and program shifts

in two hearing devices, eliminating unwanted fluctuations in loudness and contributing to a more harmonious sound picture. Sound quality and speech understanding are further enhanced with the new solution's extended bandwidth.

The stylish Epoq RITE Power also allows power users to finally enjoy the benefits of mobile telephone, television, radio and MP3 players. With the addition of the Bluetooth Epoq Streamer companion device, Epoq RITE Power connects wirelessly to Bluetooth-enabled communication and entertainment devices including landline and mobile phones, radios, MP3 players, personal computers, laptops and televisions. With just the press of a button, sounds are transmitted from phones or other Bluetooth-enabled devices directly to both ears through the hearing instruments.

RITE Power

"The benefits of connectivity for a power user cannot be overemphasized. For many is it nothing short of life-changing," says Lauritsen. "Most of us cannot imagine a world cut off from easy communication via mobile phones or access to personnel communication or entertainment devices such as televisions, PCs, iPods or GPS systems. With the new Oticon RITE Power solutions, people who require high amplification can now join a part of modern life that up until now has been closed to them."

The Value of Vigo RITE Power

For power users looking for significant improvements over their current hearing devices at a lower price point, Vigo RITE Power provides an attractive combination of design, size, performance,



handling capabilities and value. With faster and more advanced signal processing for improved speech understanding and listening comfort, Vigo RITE Power gives even experienced users with hearing losses up to 100 dB an easy and seamless listening experience, a smoother adaptation period, fewer manual adjustments and easier handling.

Vigo RITE Power's DecisionMaker 2™ intelligently and automatically controls the instrument's premium sound processing system featuring: Multiband Adaptive Directionality, Tristate Noise Management with Voicefinder™, Automatic Adaption Manger, VC Learning and Dynamic Feedback Cancellation 2.

Power

Vigo RITE Power also features NAL-NL1 and DSL v5.0, well-known rationales that incorporate targets for power losses to enhance audibility of soft and loud sounds and to avoid saturating the hearing device.

All five lighter, sleeker RITE power versions operate on standard 312 batteries and are available full assortment of color choices featured in the rest of their family.

For more information about Epoq RITE Power and Vigo RITE Power visit oticonusa.com.