

# Oticon opens up a world of power

with life-changing technology



Oticon Xceed  
A radical new approach  
to super - and ultra  
power hearing aids

# More power. More access to speech.

“

With Oticon Xceed **I can go to dinner parties and follow conversations** without the speech drowning in background noise.”

Michael, Oticon Xceed user

“

With Oticon Xceed **the sound is so clear and detailed** that I no longer have to rely fully on lip reading.”

Steen, Oticon Xceed user



## The world's most powerful hearing aid

Oticon Xceed is tailored to the needs of your power clients based on extensive research, insights from hearing care professionals and decades of experience developing technology for power users.

- Powered by Velox 5™, our most advanced and powerful platform ever
- Industry leading output and gain: 146 dB SPL MPO and 87 dB full-on gain
- OpenSound Navigator™ and OpenSound Optimizer™ give 360° access to speech all day
- 2.4 GHz Bluetooth® low energy for wireless connectivity
- DSE dedicated prescriptive fitting rationale for maximum audibility

## Introducing the open sound experience for power users

For your super and ultra power clients, every speech cue counts. They rely on their hearing aids to help them get through each and every day. Oticon Xceed brings a radical new approach to hearing care for people with severe-to-profound hearing loss. Thanks to OpenSound Navigator and OpenSound Optimizer, they can benefit from the open sound experience for the very first time with less noise and less effort than before. Oticon Xceed gives more access to speech throughout the day with a 360° soundscape and consistent amplification without significant gain reductions.

These testimonials represent the opinion of the concerned individuals only and may not be representative of the experience of others. The concerned individuals have not been paid for their participation, but were offered to keep the hearing aids free of charge after the trial period. The testimonials may not be indicative of the future performance or success of any other individuals.



## Traditional technology

**Closes down sound and does not give access to all speakers.**

In noisy listening environments where sound sources are many, the limitations of traditional power hearing aid technology has led to the use of narrow directionality to make speech coming from the front clear. All other sounds - speech and noise alike - are reduced, leaving the user with a narrow, artificial listening experience and loss of overall loudness.

Power instruments are often more restrictive and close down sounds earlier in noisy settings to improve the signal-to-noise ratio.

So power clients who need the most help at family dinners, work meetings and in other daily scenarios are often limited to hearing just the speaker in front of them. This makes it harder to follow conversations with multiple speakers and often stresses the brain more.



# OpenSound Navigator gives 360° access to speech

## New technology

**Oticon Xceed gives power users 360° access to speech, with less disturbing noise and less listening effort.**

The groundbreaking OpenSound Navigator works ultra- fast. It constantly analyses, prioritises and preserves speech from all directions while significantly reducing noise - even in between words.

By integrating noise reduction as part of the amplification system in Oticon Xceed, the speech cues become much clearer.

Since OpenSound Navigator provides 360° access to relevant speakers and clearer speech with more details, it is easier for the brain to decide who and what to listen to, and to follow conversations with several people in noisy environments.

### Empower your clients with OpenSound Booster

When needed, power users can add extra noise reduction support from the OpenSound Navigator by using the OpenSound Booster. The OpenSound Booster can be activated in Oticon ON App. It applies a Very High Setting of the OpenSound Navigator, regardless of the pre-defined setting.

## OpenSound Navigator

- Three steps in a split second



### 1: Analyse

Scans the full 360° sound environment more than 100 times per second to identify noise and separate it from speech.



### 2: Balance

Rapidly reduces the levels of loud noise coming from specific directions, while preserving speech.



### 3: Noise removal

Rapidly attenuates remaining diffuse noise, even between individual words, making speech signals clear and detailed.

# OpenSound Optimizer delivers optimal gain and prevents feedback from happening

The high amplification in a power hearing aid causes a very high risk of feedback.\* In order to compensate for the slow traditional feedback systems and manage feedback risks, hearing care professionals have been forced to make compromises.\*\* The innovative and multi-patented OpenSound Optimizer significantly changes all of this by proactively preventing feedback from happening.

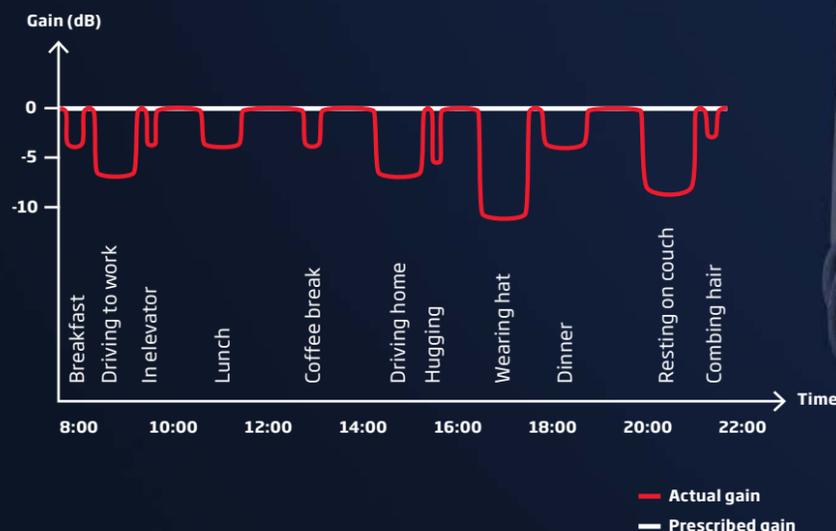
## Old world

**Traditional anti-feedback systems can leave power users under fit and manipulate the speech signal due to unstable amplification caused by feedback risks.**

Because these systems are too slow to react, they utilise gain reduction and other measures to keep the hearing aid stable. This results in compromised audibility, sound quality and speech intelligibility.

In fact, traditional anti-feedback technology reduces gain by up to 10 dB in as much as 50% of the day. This causes discomfort when feedback arises and compromises your client's ability to naturally focus on surrounding sounds.

Traditional hearing aids - examples



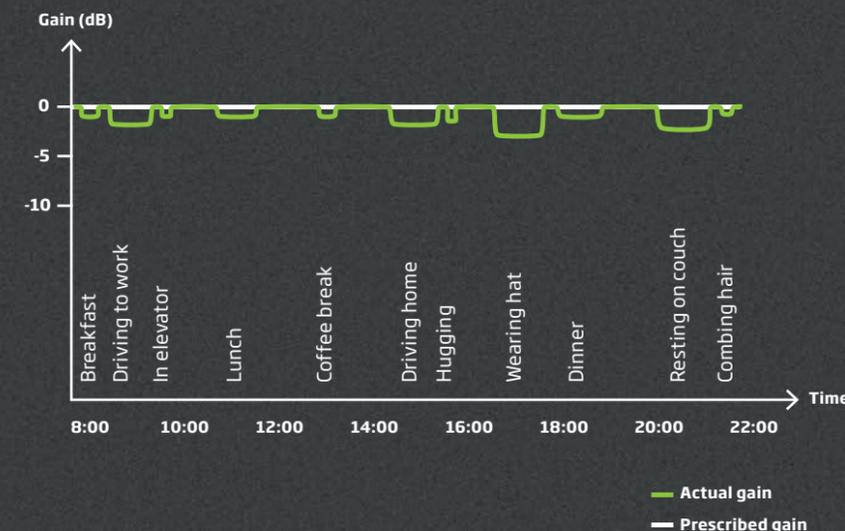
## New world

**OpenSound Optimizer prevents feedback from occurring and dramatically reduces the gain reductions during the day. Oticon Xceed provides optimal gain in a more comfortable and stable way.**

OpenSound Optimizer analyses the incoming sound at an astonishing 56,000 times/second and significantly reduces feedback before it even happens. The result is more consistent access to speech throughout the day minimizing the many daily gain reduction.

Without the high risk of feedback, Oticon Xceed empowers you to deliver optimal gain\*\*\* to power users. In fact, you can fit clients with a 6 dB more stable gain.\*\* This additional gain provides more headroom for fitting and thereby provide the brain with up to 20 % more speech cues.\*

Oticon Xceed - examples

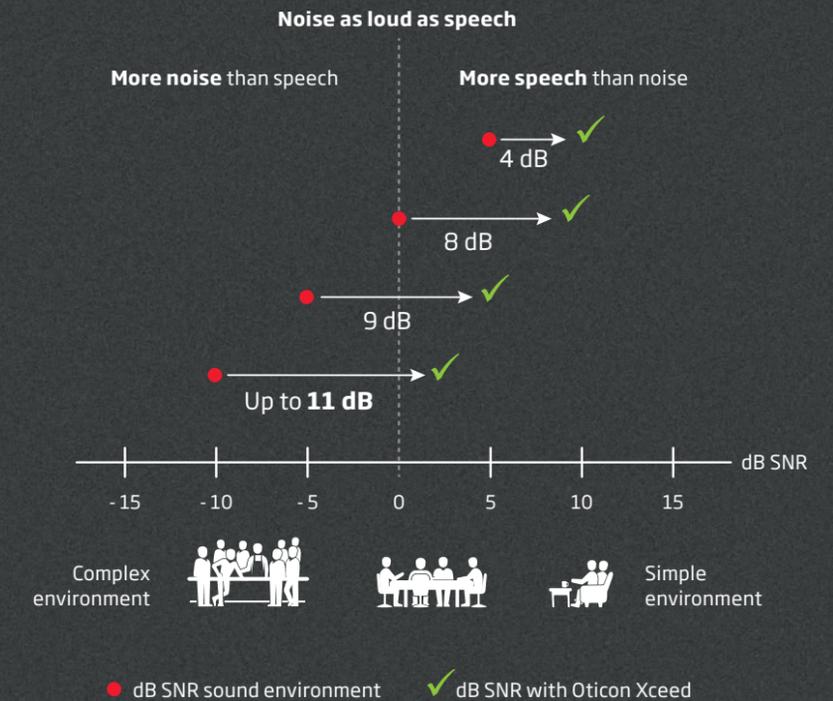


# Proven to provide **higher speech clarity with less effort**



## Better access to speech with up to 11 dB improvement in signal-to-noise ratio

Oticon Xceed gives more access to clearer speech in all listening situations. As an example, the more challenging the listening environment becomes, the more noise reduction the hearing aid will provide. In complex listening environments, where power users are challenged the most, Oticon Xceed delivers the maximum effect and provides up to 11 dB improvement in signal-to-noise ratio.\*



For the first time ever in the industry, a power hearing aid is proven to open up and give access to more speech, while reducing the listening effort that power users struggle with in most situations every day.

### Powering up a wide range of BrainHearing benefits

Oticon Xceed features BrainHearing™ technology that is designed to deliver what the brain needs to make sense of sound. With OpenSound Optimizer and OpenSound Navigator, Oticon Xceed takes BrainHearing benefits for power users to new heights.

Results from an independent study show that Oticon Xceed improves speech clarity by 10%. Furthermore, Oticon Xceed positively impacts the listening effort, which is reduced by 10%, while short term recall is increased by 15%.\*\*

Oticon Xceed provides proven BrainHearing benefits with up to:

# 10%

**improvement in speech clarity**  
- allowing users to handle more noisy environments without compromising speech understanding\*\*\*

# 10%

**less listening effort**  
- reducing the perceived burden of listening in noisy environments without closing down sounds

# 15%

**better short term recall**  
- enabling users to recognise words easier and make sense of the conversation in noisy environments

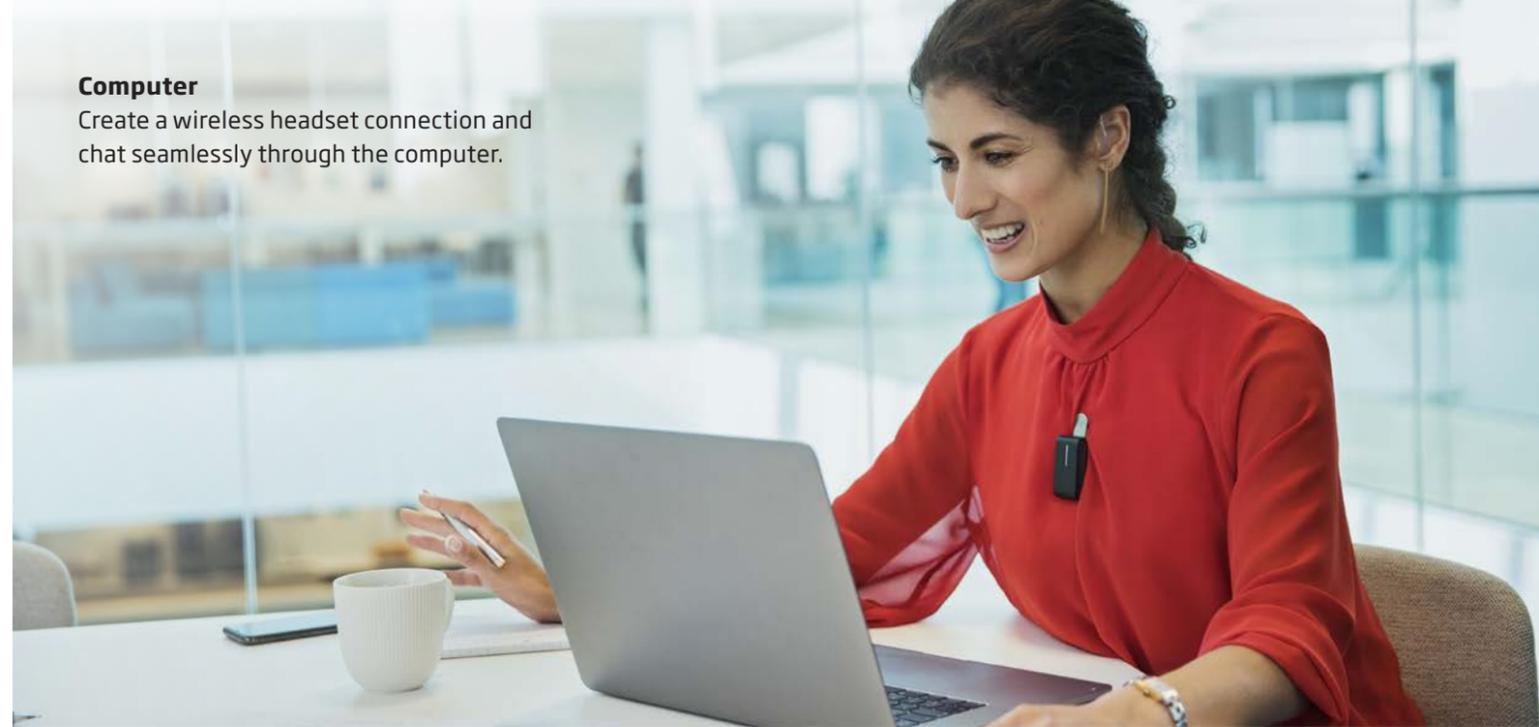
# Connect to everyday devices

For power users, it is often a challenge to hear sound signals clearly. This is why they are highly dependent on using accessories that can improve the signal-to-noise ratio and make everyday life easier.

Oticon Xceed allows your clients to open up to a connected world with our outstanding range of wireless accessories with 2.4 GHz Bluetooth® low energy technology.



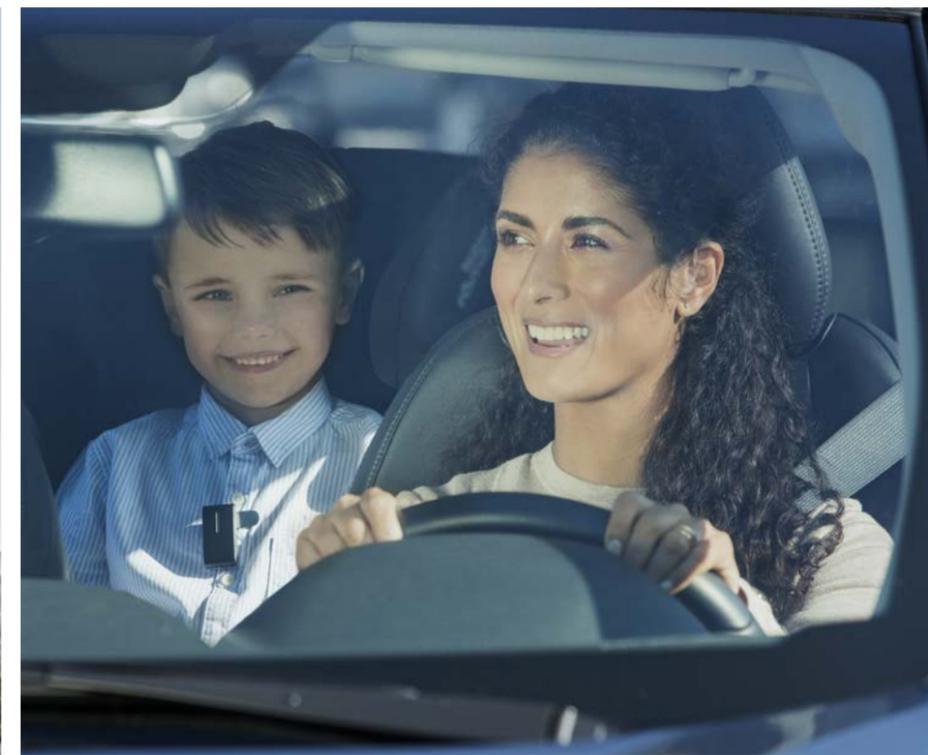
**TV streaming**  
Oticon's TV Adapter streams the sound from a TV directly to the user's hearing aids.



**Computer**  
Create a wireless headset connection and chat seamlessly through the computer.



**Connect to any modern smartphone**  
Oticon Xceed is Made for iPhone® and connects to any modern smartphone via ConnectClip. ConnectClip turns Oticon Xceed into a high quality, wireless headset that streams sound to both ears.



**ConnectClip - remote microphone**  
The remote microphone in ConnectClip enhances communication and is ideal in challenging environments with poor signal-to-noise ratio, such as in the car.



**Oticon ON App**  
Empowers users to control their hearing aids with the touch of their fingertips.

**The full connectivity range**  
Explore all Oticon wireless accessories including remote control, phone adapter, FM systems, internet connectivity possibilities and much more at [oticon.global/connectivity](https://oticon.global/connectivity).



Made for  
iPhone | iPad | iPod

Works with  
any modern  
smartphone

# The world's most powerful hearing aid

- with more fitting freedom



## Meet your clients' needs with a new level of fitting freedom

Power users rely on you to fit them with the best amplification in order to improve their quality of life. Oticon Xceed offers the highest full-on gain peak in the industry, a dedicated prescriptive fitting rationale (DSE) and new fitting options - without the limitations of directionality or feedback systems from traditional technology.

Create a personalised sound experience by adjusting the OpenSound Navigator settings, level of noise reduction, transition settings and much more. You can even fine-tune hearing aids remotely with the new Oticon RemoteCare App and the new functionalities in Oticon Genie 2.

### A wide range to choose from

The Oticon Xceed family is available in a super power (BTE SP) and an ultra power product (BTE UP), seven colours and three price points to meet individual needs and preferences. All in a new, modern design with push buttons for easy control. Designed to be robust and reliable with IP68-certification for water and dust resistance.

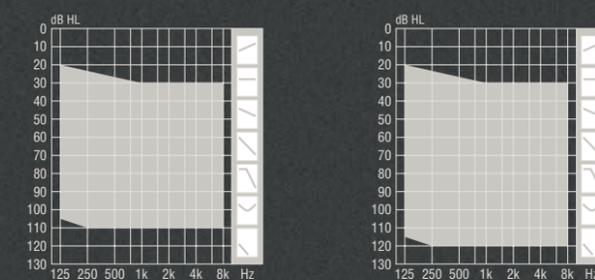


**C090** Chroma Beige    **C094** Terracotta    **C093** Chestnut Brown    **C063** Diamond Black    **C092** Steel Grey    **C091** Silver Grey    **C044** Silver



**BTE SP**    **BTE UP**

### DSE fitting ranges BTE SP and BTE UP



**110**

Hook, undamped

**120**

#### OSPL90 (peak)

Ear simulator 143 dB SPL  
2cc coupler 139 dB SPL

#### Full-on gain (peak)

Ear simulator 83 dB  
2cc coupler 79 dB

#### OSPL90 (peak)

Ear simulator 146 dB SPL  
2cc coupler 142 dB SPL

#### Full-on gain (peak)

Ear simulator 87 dB  
2cc coupler 83 dB

# This is Oticon power

A high performing power lineup with attractive styles and a wealth of features

With the launch of the groundbreaking Oticon Xceed, Oticon raises the bar for high quality power instruments. Oticon Xceed joins the Oticon Opn S family of power hearing aids with a BTE PP and a range of

miniRITEs with 105 speakers including a rechargeable style. Whatever needs your client may have, Oticon has got you fully covered.



**OpenSound Navigator™**  
Less effort. Remember more. Better hearing.



**OpenSound Optimizer™**  
Delivers optimal gain with greatly reduced risk of feedback.



**Speech Guard™ LX**  
Improves speech understanding in noisy environments, making it easier to follow and engage in conversation.



**Speech Rescue™ LX**  
Makes high frequency sounds more audible.



**YouMatic™ LX**  
Tailors OpenSound Navigator to individual needs and preferences.



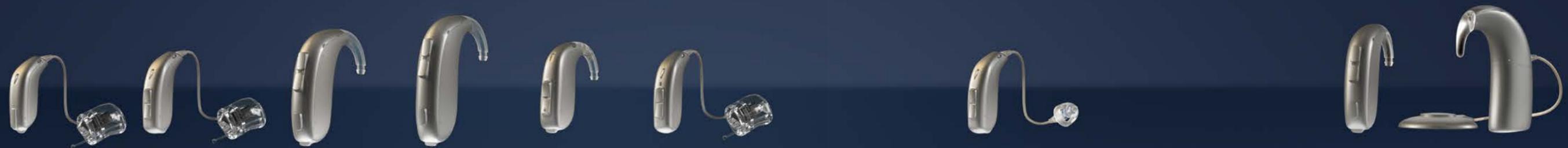
**Clear Dynamics**  
Better sound quality with less distortion in loud environments.



**Wind Noise Management**  
Improves access to speech in situations with wind noise.



**Tinnitus SoundSupport™**  
Relief sounds for tinnitus clients.



miniRITE

miniRITE T

BTE SP

BTE UP

BTE PP

miniRITE R

**Oticon CROS**

Give your clients with single-sided deafness a revolutionary sound experience in simple and complex environments. Introducing the world's first CROS/ BICROS hearing solution with OpenSound Navigator and TwinLink™ dual-streaming technology.

**Bimodal fitting**

All Oticon power hearing aids can be fitted together with any cochlear implant. The bimodal fitting tools are now available in Oticon Genie 2.

[oticon.global/xceed](https://oticon.global/xceed)