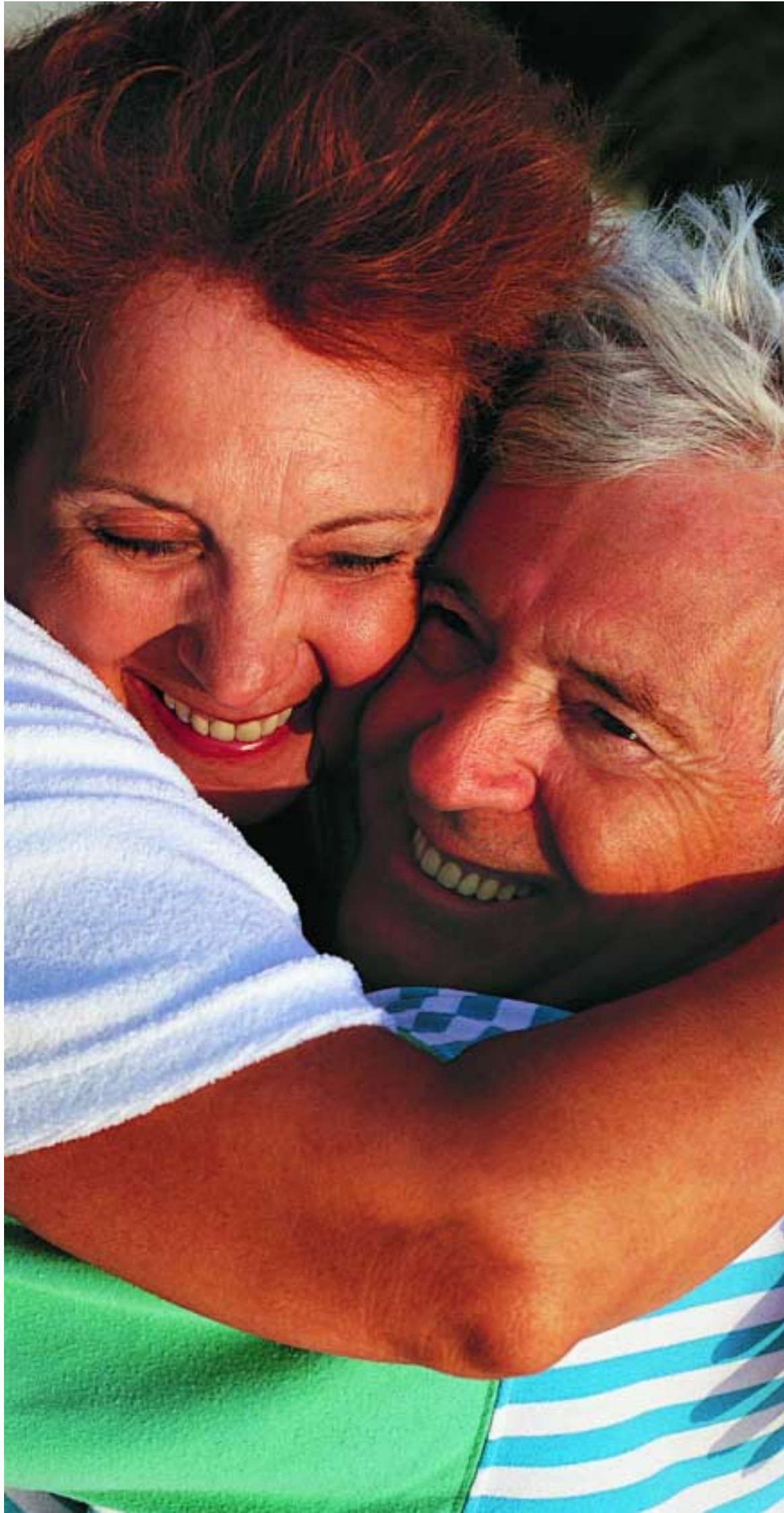


AtlasPlus



Discover a **new** dimension
in **mid-priced** digital
hearing care

oticon
PEOPLE FIRST



Atlas Plus

Introducing Atlas Plus - the most **advanced** product in the mid-price segment

Atlas Plus is the first hearing aid in its class to use precise digital phase cancellation to eliminate sudden whistling caused by feedback. This prevents one of the most common sources of frustration for hearing aid users and their relatives.

The Atlas Plus range includes advanced digital features previously only available in high-end solutions. Atlas Plus breaks a new frontier and delivers more value to users and hearing care professionals.

The dynamic feedback system used in Atlas Plus represents state of the art in digital hearing care technology today. It works effectively without reducing gain and even improves the general sound quality when feedback is not present.

With Atlas Plus you can offer a new set of benefits combined with the well-known Atlas qualities: instant user acceptance, high value and great fitting flexibility.

That's why Atlas Plus is the next dimension in mid-priced digital hearing care.



*With Atlas Plus
you can say
goodbye to
feedback.*



Get a hug without feedback



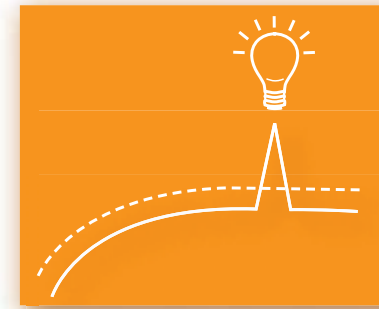
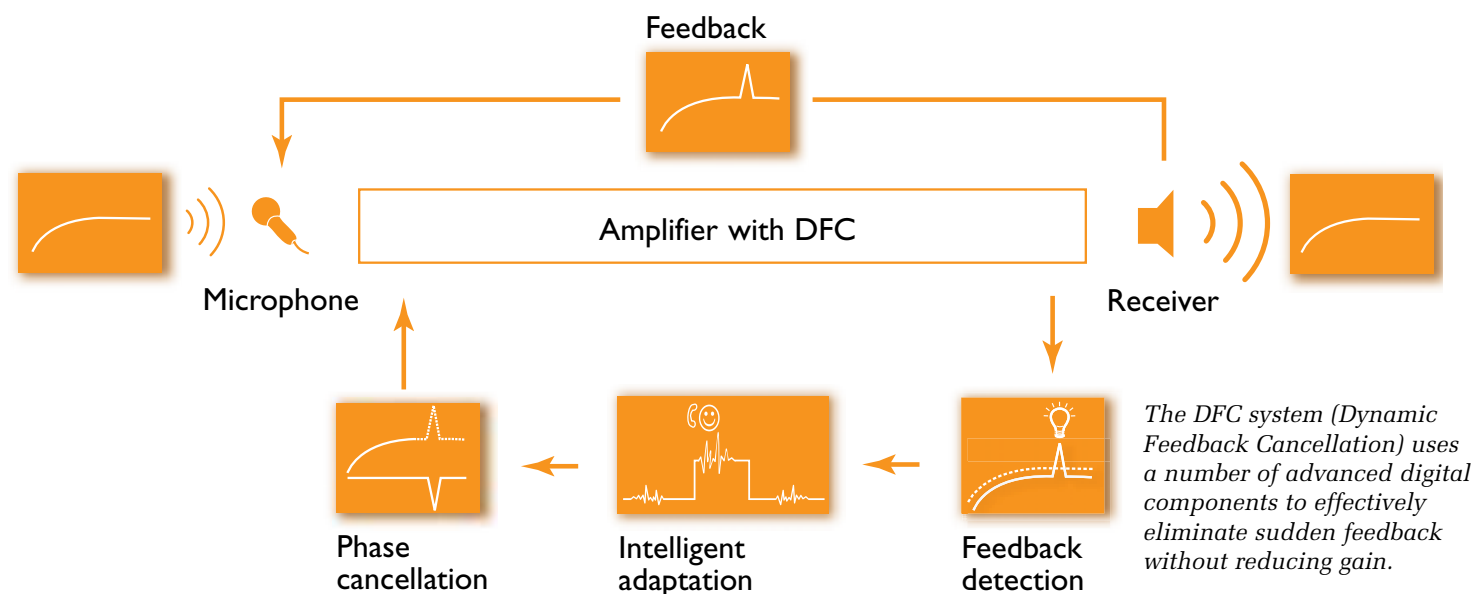
Whenever hearing aid users get a hug, answer the phone or move the hand close to the ear they risk feedback-induced whistling. Atlas Plus effectively eliminates feedback without reducing gain and ensures full audibility and great sound quality.

Atlas Plus integrates the highly advanced digital DFC system (Dynamic Feedback Cancellation) from Oticon, which represents state-of-the-art in today's digital hearing care technology.

DFC uses a number of advanced digital components:

- a mathematical algorithm to **detect feedback** quickly and reliably.
- **intelligent adaptation** to ensure good overall sound quality and quick reaction to rapid changes in the environment.
- **phase cancellation** to eliminate feedback without reducing gain.

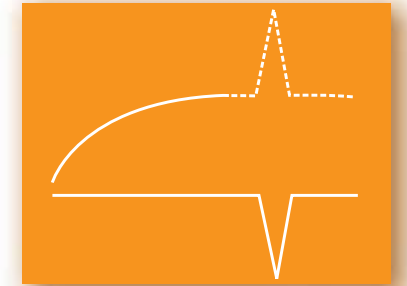
The system works so effectively that it typically cancels out feedback even before it is heard as whistling.



The feedback detection in DFC will detect even small changes in the acoustic signal and determine if they are caused by feedback.



DFC uses two reaction modes. It reacts slowly to small, slow alterations such as the ear mould or custom instrument changing position. This ensures good everyday sound quality. For larger, sudden changes such as answering or terminating a phone call DFC switches to fast mode and reacts in a matter of milliseconds.



The principle of phase cancellation is to introduce a mirrored signal to cancel out the feedback.

Fast and reliable detection

The DFC system applies advanced digital signal processing to constantly monitor and analyze the input and output signals of the hearing aid. The detection system will determine if changes in the signal are caused by feedback. The detection algorithm is extremely fast and highly reliable, typically able to detect feedback before it develops into uncomfortable whistling. With Atlas Plus feedback is eliminated before the hearing aid user notices it.

Great sound quality in every situation

The DFC in Atlas Plus uses intelligent dual-mode adaptation to deliver excellent overall sound quality and rapid reaction to sudden feedback. It reacts fast to sudden and large changes and slowly to smaller changes in the environment.

The slow mode is the default setting, ensuring great sound quality in daily use and eliminating feedback caused by small changes in the position of ear mould or custom instrument.

The DFC system shifts to a fast mode to cope with a large or sudden acoustical change around the hearing aid. This may be when the user answers a phone, gets a hug or moves their hand close to the instrument. The fast mode reacts within milliseconds without disturbing the user.

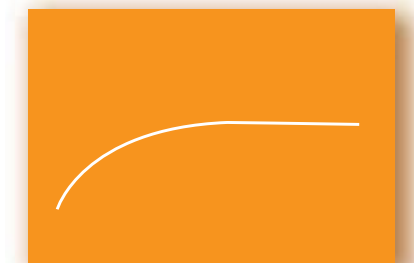
Intelligent adaptation means good sound quality and effective feedback cancellation - without any sacrifices.



Atlas Plus preserves the full sound picture in all situations.

Feedback elimination with no loss of audibility

Phase cancellation is the only true way to eliminate feedback without affecting audibility. When feedback is detected DFC uses digital phase cancellation to effectively remove the unwanted whistling sound. Unlike traditional feedback management, which reduces gain to eliminate feedback, phase cancellation works without reducing gain. This helps to maintain the desired sound picture even when the feedback is being cancelled.



DFC ensures clear sound and full audibility without disturbing feedback.

Increased user benefit in all situations

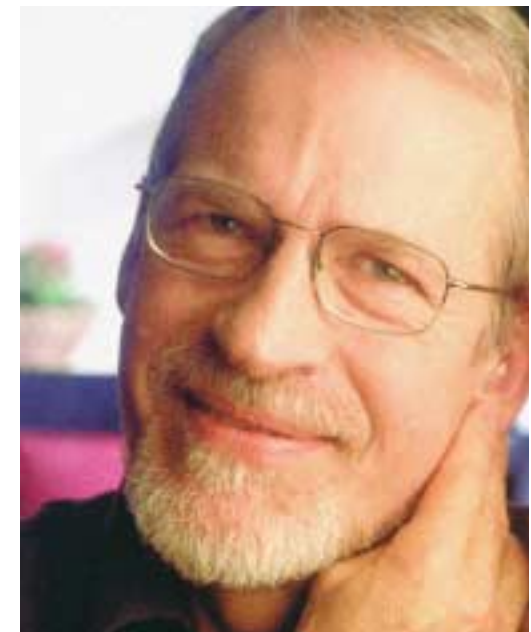
Better sound quality - even when feedback is not present

The advanced DFC system in Atlas Plus increases the headroom in the hearing aid, improves feedback margin and creates a more stable system. Even when feedback is not heard as whistling the user may be able to perceive "ringing" which is heard as noise or bad sound quality. The DFC can also eliminate this unpleasant phenomenon, resulting in better sound quality in all situations.



Two lifestyle programs - including standby - at the touch of a button

Atlas Plus has two programs including a new Standby feature. The second program is a custom program which can be programmed to match the user's individual needs. The second program can also be set to a new standby function so if the user wants to temporarily silence the instruments while in use, the standby function will reduce the gain and quiet them completely. Two beeps indicate to the user that the second program is activated.



*Atlas Plus offers a new
standby function that
effectively silences the
hearing aid at the push
of a button*



AtlasPlus

Adding value to the successful **Atlas** family



It's an **Oticon**

All Oticon solutions benefit from 100 years of experience with hearing care. With Oticon you get access to a full range of digital products and every instrument offers superior user value. From premium solutions such as Adapto right through to Gaia, Atlas Plus, Atlas and GO, Oticon instruments fit any client's needs.



Since its introduction Atlas has become one of the most successful products concepts ever. Atlas promises happy users with a minimum of fine-tuning. Two channels and four bands, Adaptation Manager and the NAL-NL1 rationale deliver a comfortable initial setting.

The Atlas solutions provide great user value: they are cosmetically attractive, easy to use and highly reliable. The product range covers all styles from CIC to BTE Power and includes all essential options such as volume control, telecoil and directional microphones. All options are fully programmable and can be disabled in the programming software.



The new Atlas Plus builds on this heritage and adds a new dimension to the value that you can find in a mid-price solution.












AtlasPlus

Fast and easy fitting software

Genie covers all your needs

Atlas Plus is fitted with the PC-based Genie platform. Easy and intuitive to work with, Genie is designed to meet the highest demands for a user-friendly and effective tool. It is the perfect companion in your daily work. Genie includes a comprehensive fine-tuning guide with sounds and pictures to facilitate the fitting. Atlas Plus can also be fitted with the stand-alone EasyFit handheld programmer.



	Type	Battery size	Options	Max. dB HL
	CIC	10		70
	ITC	312		70
	ITE	312	Telecoil Volume Control	75
	ITE Dir	10/312	Telecoil	80
	ITE Power (312)	312	Telecoil (Standard VC)	85
	ITE Power (13)	13	Telecoil (Standard VC)	90
	BTE	13	Volume Control (Standard telecoil)	90
	BTE Dir	13	(Standard telecoil)	90
	BTE Power	13	(Standard VC and telecoil)	100



People first



We believe that it takes more than technology and audiology to create the best hearing instruments. That's why we put the individual needs and wishes of hearing impaired people first in our development of new hearing care solutions.