

Atlas

Discover a **New** World
of **Digital** Hearing



oticon
PEOPLE FIRST

Digital hearing for the **whole** world



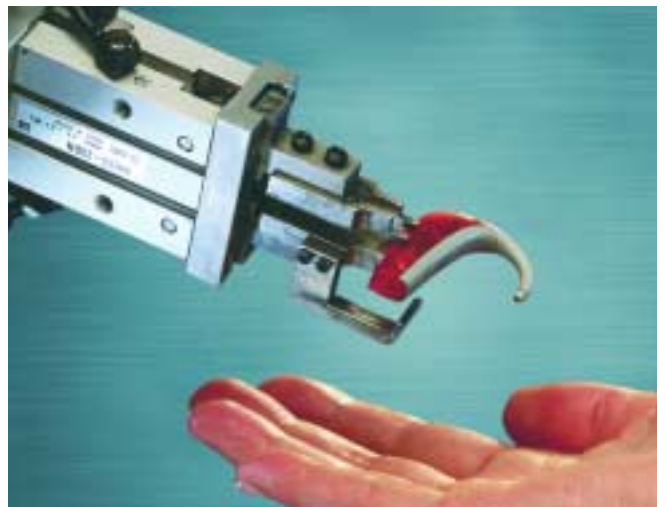
Discover a new world of digital hearing

Built to deliver **value**

Reduce the cost not the quality

Since 1997 engineers at Oticon have worked to develop hearing instruments designed for industrial manufacture – by robots. The highly successful Ergo and Swift instruments are based on this process and their performance and reliability are legendary. With Atlas, we have taken the lessons learned from these products and introduced a new 100% digital amplifier. The result is a highly reliable and affordable digital hearing instrument.

*Atlas is designed for
robotic manufacture.
A process which increases
reliability and reduces cost*



Outstanding



A wide range of styles and options means real freedom of choice for the user

Atlas has **all** you need



Atlas offers the digital features needed to deliver quick customer acceptance and ensure a good allround solution.

Great sound

Atlas is fully automatic and non-linear with clear and comfortable digital sound quality. The compression scheme is carefully designed to offer comfort and good overall benefit.

Easy to use

Atlas offers great ergonomics in both custom and BTE instruments. Integrated on/off in the battery drawer and an easy-to-operate push-button deliver easy and trouble-free everyday use.

Extreme reliability

All Atlas instruments are designed for extreme reliability ensuring that wearers get maximum benefit from their hearing instruments day in and day out.

Straightforward

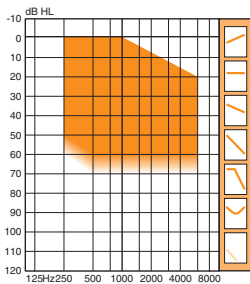
The best **fitting system** in the world



*The new Genie
platform is easy
to learn and quick
to operate*



*Atlas can also be
programmed with the
flexible EasyFit platform*



Virtually invisible

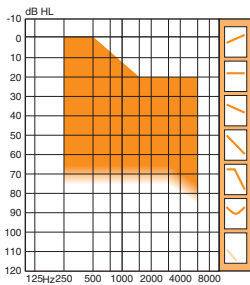
Smallest possible solution for best cosmetic appearance

Gain, dB: 45/35

MPO, dB SPL: 114/104



CIC



Cosmetically attractive

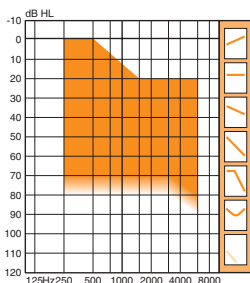
Good-looking, fully automatic solution

Gain, dB: 50/40

MPO, dB SPL: 120/110



ITC



Easy to handle

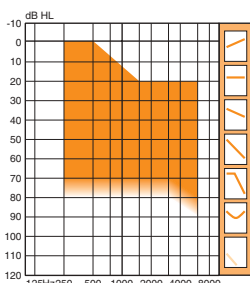
Custom style with optional volume control and optional telecoil

Gain, dB: 55/46

MPO, dB SPL: 120/110



ITE



Best performance in noise

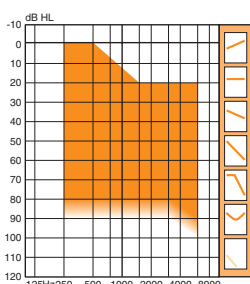
Custom style with directional microphones and optional telecoil

Gain, dB: 52/43

MPO, dB SPL: 120/110



ITE Direct



Most powerful custom solution

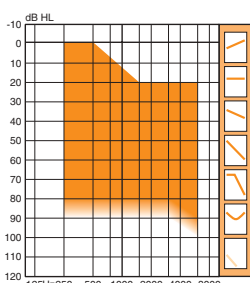
Standard volume control (manual override) and optional telecoil

Gain, dB: 65/55

MPO, dB SPL: 133/124



ITE Power



Highly reliable and easy to handle

Cosmetically attractive behind-the-ear with unmatched reliability and easy use

Gain, dB: 66/59

MPO, dB SPL: 125/119



BTE

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.