

Oticon ♦ Delta

Finally...

a hearing device
that people
actually *want!*



oticon
PEOPLE FIRST

A revolutionary generation...

demands a revolutionary solution



People today are different

Individual style and personal expression are key words for today's users – the generation that refuses to be defined by their age group. You may be seeing more of them already – these new, often first time buyers who can be as young as age 50. While they hail from many different walks of life, they are a breed apart from your usual customer base. Not only are they *just doing it*, but they are *just fixing it too*.

Why? They have been exposed to an era of rapid change. Accustomed to adopting new trends, they are also the ones who set them. And because they are healthier and plan to live longer, they are used to the concept of improving themselves

along the way. With more financial means than ever before, taking care of themselves is one of their top priorities.

The good news is that this can go for their hearing as well. More than ever, people today do not want their hearing to compromise their lifestyle. But spoiled for choice by continuous innovation and buyer-centric consumerism, they have become discerning buyers with high expectations. Quite simply, *they want it all*.

Successfully fitting more of these people has been one of the strongest desires of hearing care professionals and manufacturers for years.

They hear, but can't understand

Generally, these people lead active lives – something they expect to be doing for a long time. Their hearing is typically good in the lower frequencies, however, their loss of discrimination in the higher frequencies impacts them when they need to understand the most, in noisy situations... at work, or doing the social things they like to do. Offering them a little clarity boost can make a big impact on their ability to stay connected with life.

Delta is a promise of change!

The ultimate combination of form and function. Delta is what today's users are looking for. Finally, you can help more of these demanding and creative users to fix their hearing.



Delta
Scale 1:1



Delta
Mother of Pearl

Changing perceptions...

The ultimate in discretion

Delta is nothing like a traditional hearing aid. The amplifier sits discreetly and comfortably behind the ear. The speaker is placed directly in the ear canal, and it is connected with a thin, invisible wire. When sitting on the ear, Delta is highly discreet.

A revolutionary new concept in design, Delta triggers some new perceptions about what it means to have a hearing loss. Delta's triangular shape signals "high tech", not old age – something that today's technology savvy consumers can relate to.

Quite simply... Delta is cool

Delta looks so good, and so different, that it gives people something else to think about besides their hearing loss. Delta is modern, just like them. With Delta, your customers can be as discreet as they want, or not!



Delta
Racing Green



Delta
Sunset Orange

starts with a groundbreaking new design



Being small is not enough. Delta blends in beautifully with skin and hair, but demands attention and admiration in the hand.



Delta
Wall Street

Gaining acceptance...

Amplifier
 Unique, triangular shape ensures optimal position for two, state-of-the-art microphones.

Speaker
 Placed in the ear canal to offer unmatched performance and comfort.

Dome
 Easy to replace for the user, and integrates wax protection.

Ear grip
 Holds the device onto the ear, and can be removed by the user.



Virtually invisible!



Delta
 Champagne Beige

requires a whole new approach

Visual discretion is only the first step in gaining acceptance. The next step is ensuring that the solution is comfortable in all environments, so that the user forgets about it once it's on the ear.

Clear, comfortable sound quality

Delta combines the best of two worlds. The speaker in the ear canal ensures a flat natural frequency response. The amplifier behind the ear is the optimal position for a set of high-quality directional microphones.

Delta delivers the amplified signal with a clear and superior sound quality without any tube resonance. Utilising an open fitting, where the surrounding sounds are mixed with the amplified sound, ensures a comfortable experience that meets their expectations.

Open dome or bass dome

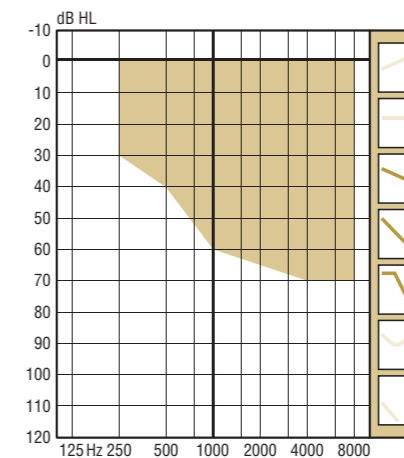
Delta's speaker is positioned in the ear with a dome, which contains wax protection and is easily replaced by the user when needed. The

domes are available in two versions – the Open Dome is preferred for maximum comfort and no occlusion.

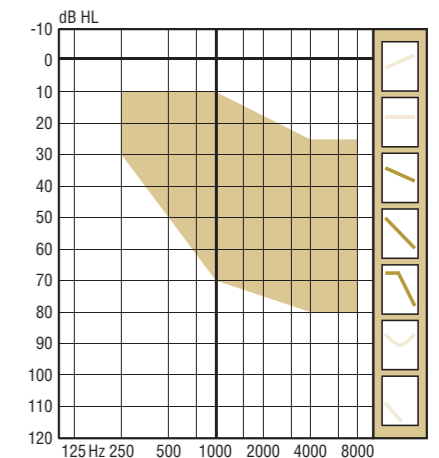
For some users, a bit more loudness or lower frequency gain is needed. Delta is designed to meet these needs with a semi-closed Bass Dome. Changing the dome is straightforward. The device can be easily re-prescribed via the fitting software.

Hassle free and trouble free

When it comes to daily use, Delta is all about being hassle free and trouble free. Light, discreet and fully automatic, users can forget about Delta once it is in place. Designed and tested for extreme reliability, all they need to do is put it on, turn it on and enjoy.



Open Dome fitting range



Bass Dome fitting range

The promise of change...

has never been more of a reality



Delta
High-tech Silver



Delta
Charcoal Grey



Delta
Diamond Black



Delta
Chocolate Brown



Delta
Champagne Beige



Delta
Mother of Pearl



Delta
Deep Purple



Delta
Cabernet Red



Delta
Racing Green



Delta
Green Chameleon



Delta
Shy Violet



Delta
Samoa Blue



Delta
Wildlife



Delta
Midnight Blue



Delta
Sunset Orange



Delta
Wall Street



Delta
Check

A fresh approach to colours

Delta is available in a number of never-seen-before colours. With its high class appearance, Delta looks more like a modern consumer product than a medical prosthesis – Delta is not your grandparents' hearing aid. And Delta's wide

variety of cool colours ensures that you can always suit your customers' individual style and preferences. You can easily replace Delta's shell colours in a matter of minutes with a small, easy to use tool.

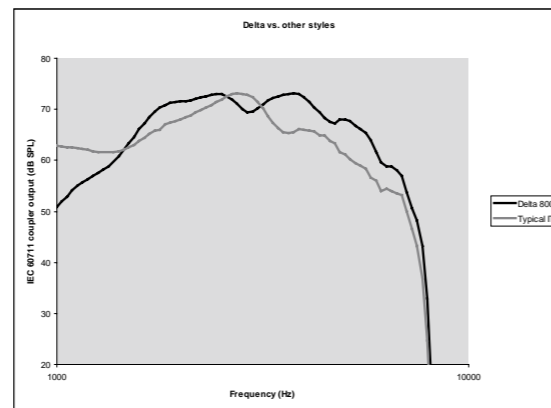


Exploding barriers...

Delta includes the most advanced technology available today to deliver improved understanding in noisy surroundings.

Superior high-frequency performance

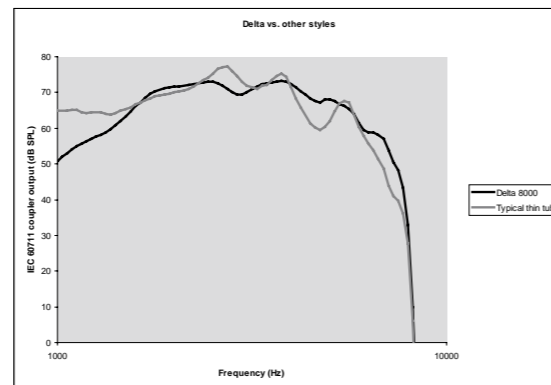
Benefiting from the speaker placement in the ear-canal, Delta offers unprecedented high-frequency performance. This means that Delta offers more useful gain, exactly where it's needed. A number of speech information cues, particularly from consonants such as "s" "f" or "th", concentrate their energy in the very high frequencies, above 5000 kHz. Delta's audiological concept optimizes the ability to amplify high frequencies, making Delta the ultimate "consonant hunter". The result is superior speech understanding in all situations.



Clarity – audiology with a different starting point

In traditional hearing aids, the amplification strategy is designed to compensate for a hearing loss. The strategy for Delta, however, is entirely different, because it is based on the use of residual hearing and the addition of high-frequency amplification to improve speech understanding in noisy surroundings.

By strengthening the existing capabilities, the Clarity approach offers improved understanding without increasing overall loudness or introducing unwanted side effects.



requires breakthrough performance



Multiband adaptive directionality enabled by Artificial Intelligence

For ever changing sound environments, Delta incorporates the most advanced directionality system in the world – multiband adaptive directionality. The system is able to cancel out up to three noise sources from different directions and focus on the important speech signals.

Delta's AI-enabled system constantly works to deliver the best possible combination of sound quality, speech understanding and comfort in all situations. By automatically and seamlessly changing between the omni-directional and directional mode, Delta delivers a full sound picture in all situations while focusing on essential speech information when it is present.

Noise management to further enhance comfort

In situations where there is no speech present, the advanced TriState noise management system enhances the user's comfort by attenuating unwanted noise, thereby reducing fatigue and annoyance. By working in synergy with the directional system, Delta delivers a transparent and comfortable experience in all situations.



Delta
Deep Purple



Delta
Racing Green



Delta
Shy Violet



Delta
Chocolate Brown

Delta offers...

maximum flexibility



Delta
Check



Delta
Champagne Beige

Delta is available in two price versions: Delta 8000 and Delta 6000. Both solutions feature Delta's ground-breaking design and comfortable sound quality, and both ensure a high level of user benefits.

Delta 8000 integrates the most advanced technology available. Delta 8000 delivers nothing but the best and has all the benefits your new users expect.

Delta 6000 offers advanced design, sound quality and comfort, and a number of attractive features such as automatic directionality and advanced noise management.

Delta 8000

The best solution for speech in noise and ease of listening

- Extended bandwidth up to 8000 Hz
- Artificial Intelligence-enabled automatics
- Memory functionality
- Multiband adaptive directionality
- TriState noise management
- Automatic and manual adaptation manager
- Maximum fitting flexibility with 7 channels (Bass Dome) or 6 channels (Open Dome)

Delta 6000

Advanced technology, to attract more new users

- Bandwidth up to 6000 Hz
- Artificial Intelligence-enabled automatics
- Automatic directional system
- Advanced noise management
- Manual adaptation manager
- High fitting flexibility with 6 channels (Bass Dome) or 5 channels (Open Dome)

We all have a little something that gives us an edge



Christening



A night at the opera



Wedding



Ball room dancing



Any mood



Business meeting



Engagement



Birthday lunch



Anniversary party



Charity fundraiser



Racing Green



Party, class reunion



Saturday shopping



Salsa class



Bowling



Today's users are all different from one another. But regardless of their age or pursuits, they have one thing in common besides their hearing loss – their state of mind. From their hobbies to their work, to the way they express their individual style, they are all seeking that little something that gives them an edge. With the right kind of triggers, hearing as good as they look and feel can be their next new trend.

Tapping into the emotional triggers of this trendsetting "group of individuals" means creating some fresh, new associations with what it means to have a hearing loss. Delta is a promise of change to harness the energy of this large group of people. Together, we can make Delta a revolutionary experience!

**A new market is waiting!
Are you ready?**



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 people with hearing loss first in our development of new hearing care solutions.