

New evidence proves:

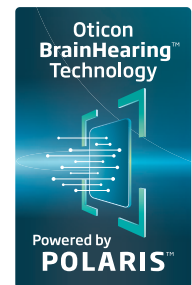
Oticon More™ reduces sustained listening effort by an astounding 30%



Advanced testing shows how Oticon More helps the brain work properly

We measured the changes in people's pupil sizes while assessing their ability to respond over a sustained timeframe - in order to determine their real-world listening effort.

The results show that sustained listening effort is dramatically reduced **at the same time as the brain gets access to more sound!**

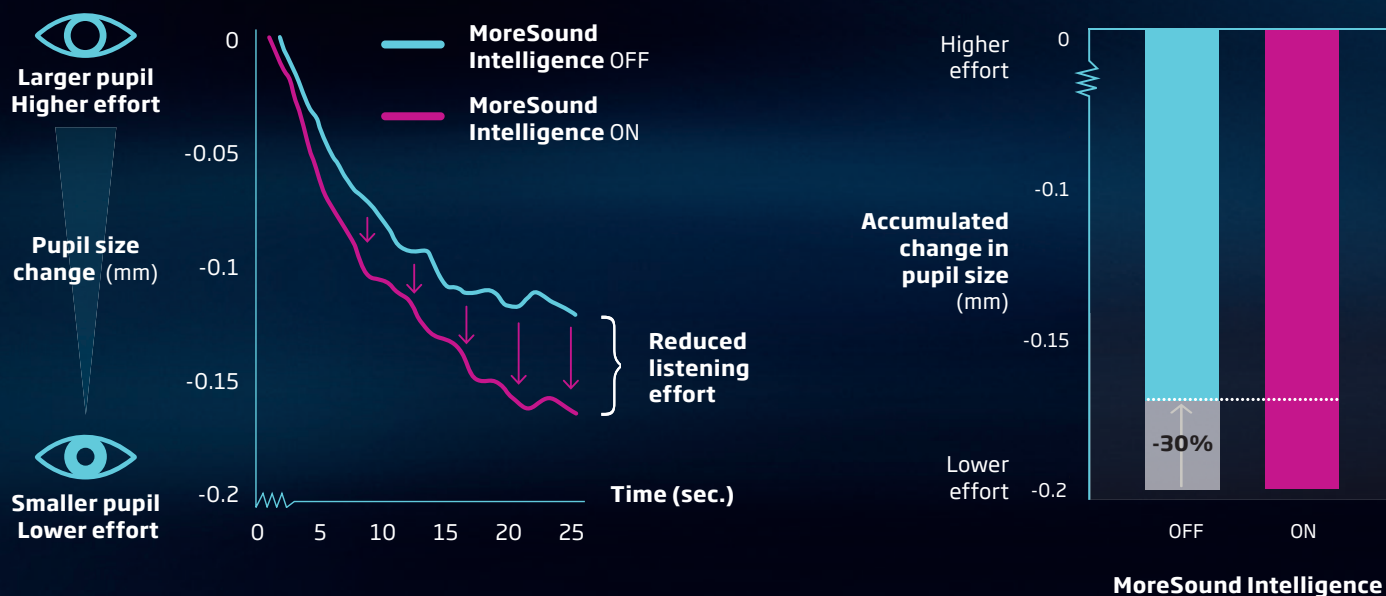


Key facts

- **MoreSound Intelligence™** in Oticon More is proven to reduce sustained listening effort in realistic situations by an astounding 30%, as shown by changes in pupil size*
- We used an advanced version of our **pupillometry test** methodology, which measures the changes in a person's pupil size to determine listening effort
- We have already proven that Oticon More can help provide more information to the brain. In fact, it **delivers 60% clearer sound to the brain****



MoreSound Intelligence™ gives the brain access to the full sound scene with clear contrast and balance.



Longer-duration testing is more true to real life

Rather than only trying to identify words, our advanced new pupillometry test methodology gives the participants more complex tasks to solve. It assesses the participants' effort while listening, and assesses their ability to reflect and respond over a longer timeframe. By studying the listening effort needed to follow conversations and respond to them over a sustained period, the testing is highly faithful to real-life situations.

For people with hearing loss, it's critical to remain active and social. But in the real world, participating socially takes energy and effort. Many different sounds come from different directions, delivering a lot of sound information to the brain. Orienting the brain in the complex sound scene and then focusing on the important sounds can take a lot of listening effort.

Fortunately, we have already proven that Oticon More can help provide more information to the brain. In fact, it delivers 60% clearer sound to the brain.** And now, MoreSound Intelligence in Oticon More is proven to reduce sustained listening effort in realistic situations by an astounding 30%, as shown by changes in pupil size.*

Helping the brain work properly reduces effort

The new evidence shows that Oticon More dramatically reduces sustained listening effort at the same time as it gives the brain access to more sound. This combination is astounding because it's the opposite of what conventional technology achieves, and it's counterintuitive: how can giving more sound to the brain help it work in a better way, and not simply overload it?

The answer to this paradox lies in the fundamentally new approach to sound processing in Oticon More. It's an approach that believes the best way to support the natural hearing system is to give the brain access to the full sound scene. This is what the brain needs to work naturally, so the brain consequently requires less effort to hear, understand, and participate socially.

* Murmu Nielsen, R. & Ng, E. 2021. Reducing sustained listening effort: Oticon More new evidence. Oticon Whitepaper.

** Santurette, S., Ng, E., Juul Jensen, J., Man, B.K.L. 2020. Oticon More™ clinical evidence - A glimpse into new BrainHearing™ benefits. Oticon Whitepaper.