

Oticon ♦ Syncro



EXPERIENCE THE DIFFERENCE

**oticon**  
PEOPLE FIRST



# EXPERIENCE

## the Syncro Difference



*Within Syncro's tiny  
lightweight shell is the  
World's most advanced  
hearing system*

Syncro is the new and exciting hearing solution that is changing the lives of people all around the world who want to enjoy better and clearer hearing.

Syncro marks 100 years of groundbreaking research and development. It is the most important milestone in Oticon's history of helping those with hearing difficulty.

Syncro contains a series of unique features and exclusive applications of digital hearing technology that are working in synergy to achieve maximum performance.

When you try Syncro, you will experience an improvement in your hearing in a wide variety of different situations ensuring that you experience clearer hearing ... wherever you are!



*Effortless communication depends on being in full harmony and synchrony with your surroundings. That's what Syncro achieves and that's why it is called Syncro.*




# EXPERIENCE

life with better hearing





The everyday situations that we all experience present very real challenges for anyone with a hearing difficulty. It is for these situations that Syncro has been designed. You will notice and enjoy the difference.

 Experience the Difference

## – ENJOY A FULL AND ACTIVE LIFE



What could be nicer than a meal at your favourite restaurant together with good friends or family? However, the restaurant presents a difficult listening situation because there is continuous background noise.

Syncro puts the pleasure back into eating out! By detecting all the sounds coming from different directions and adjusting to the noise level in the restaurant, Syncro adapts automatically and imperceptibly so you can join in the conversation around the table. With Syncro you can enjoy the experience whether it's a quiet lunch or a dinner party with music and dancing.



*Thanks to its unique ability to enhance speech in background noise, Syncro puts the pleasure back into going out.*



## – ENJOY THOSE SPECIAL OCCASIONS



When families gather everyone is anxious to catch up with everyone else and to share their news.

Syncro identifies the different sounds and continuously adapts to the situation. When Syncro detects soft sounds, such as conversation or a child's voice, the sound is automatically increased to make it clear and understandable. Yet loud sounds are never too loud. Thousands of calculations and changes are being made every second to make the operation of Syncro more 'automatic' and natural than any other hearing aid.

With Syncro, you can join in the conversation and always take an active part in the important family occasions.

 Experience the Difference

## – ENJOY THE TV



Watching television and keeping up to date with world events can, once again, be enjoyable and relaxing. With Syncro there is no need to have the TV volume increased because you can now listen to it at a level everybody enjoys.

Syncro detects soft sounds and increases them to make the TV or conversation clear and understandable. This not only improves your ability to hear at a distance, it also increases your awareness of ambient sounds in general. Yet, loud sounds are never too loud because Syncro immediately adapts to your listening situation so smoothly you won't even notice.



*Syncro can't improve what is on TV - but it will improve your enjoyment!*



 Experience the Difference

## – ENJOY THE MUSIC IN YOUR LIFE



The acoustic characteristics of music are completely different from those of speech. Syncro is equipped with a dedicated music setting to improve your listening enjoyment.

This unique feature brings you the delicacy and sensitivity of Vivaldi and the full emotional power of Beethoven whether listening at home or in the concert hall.

 Experience the Difference

## – ENJOY NATURAL SOUND

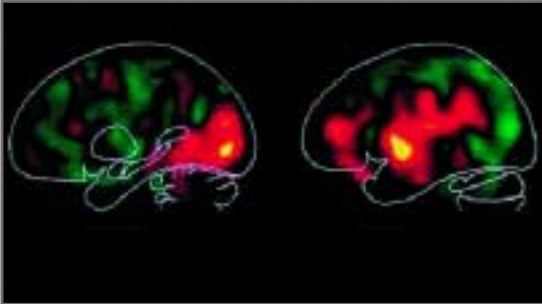


With Syncro you can follow conversation or get a hug without worrying about the problem of whistling. Syncro continuously monitors the quality of the sound you are hearing and immediately removes whistling or ringing in the hearing instrument before it is even heard. This is especially useful when using the telephone.

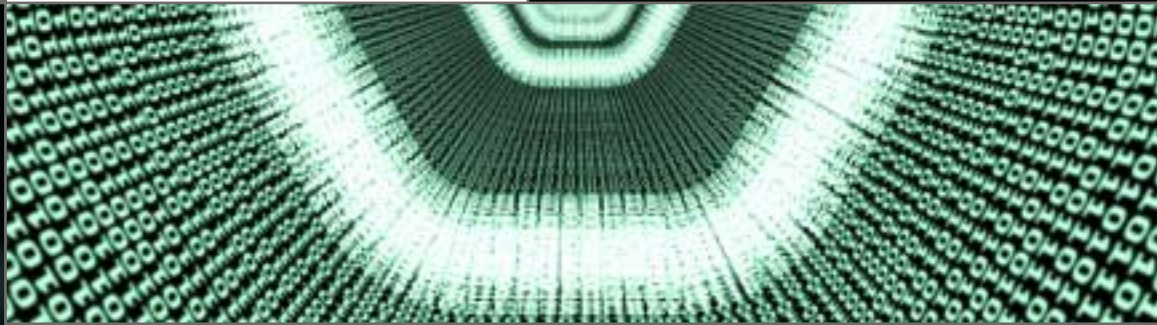
Syncro features the OpenEar Acoustics™ system developed by Oticon that maximizes the characteristics of normal hearing. Special design and construction techniques allow as much natural sound as possible to reach the ear directly. This system provides an open-ear feeling and a more natural perception of your own voice.



*Syncro is so natural and comfortable, that soon all you will notice is your improved hearing.*



Syncro uses artificial intelligence to multi-task like the human brain.





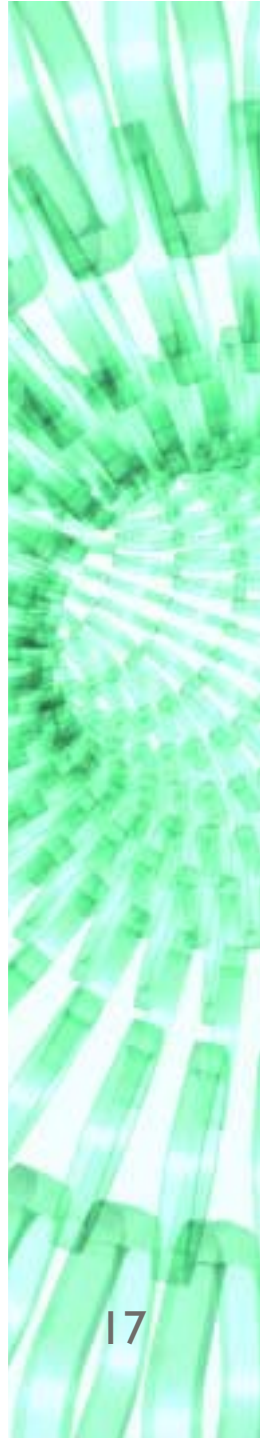
– uses artificial intelligence

Our brain has the unique ability to focus on the human voice and to filter any unwanted sounds. Therefore, we are able to hear what we want even in difficult listening situations. This natural ability is reduced or even lost when our hearing sensitivity deteriorates.

It is, of course, not possible to fully mimic the human auditory system. However, the ability to filter and prioritize what we want to hear has been our inspiration when developing Syncro.

Similar to the brain, Syncro automatically and selectively prioritizes voices and filters unwanted sounds. To achieve this, Syncro is the first hearing system capable of using artificial intelligence.

*On the following pages you will find a description of the basic technological principles behind the key features of Syncro.*





## – Intelligent and Intuitive



Syncro intuitively and automatically adapts to changing listening conditions, to ensure that voices come through clearly.

Just like radar, Syncro constantly scans the environment. Using several detectors it continuously analyzes, your sound environment, makes decisions and reacts intelligently. Unlike conventional digital hearing instruments, Syncro bases its decisions on meticulous real-time comparisons of possible actual outcomes.

This ensures that voices are always prioritized regardless of the complexity of the listening environment. This intelligent system is called Voice Priority Processing.



# DIRECTIONAL MICROPHONES

– put speech in the spotlight

Directional microphones are proven to be the most effective way of making speech intelligible in noisy situations. With the new directional microphone system in Syncro, you can enjoy better speech recognition in more situations than ever before.

Syncro incorporates the most advanced digital features ever applied to a hearing system. Syncro can actively suppress multiple distracting noise sources at the same time - even when they move around or change direction.

This special "search and destroy" feature is achieved through the use of a highly developed and intelligent directional microphone system.





# NOISE REDUCTION

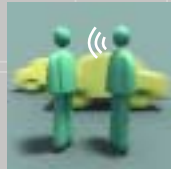
– Listening comfort all day, every day

*Speech in quiet*



Syncro takes a new approach to handling the annoyance and discomfort created by noise in everyday situations.

*Speech in noise*



By combining the award-winning voice-activated technology - VoiceFinder™ - with a unique noise reduction system, Syncro provides comfortable listening in noisy situations while preserving speech understanding.

*Noise only*



Using its advanced, intelligent detectors, Syncro is able to determine the nature of the specific listening situation. Depending on whether noise or a combination of speech and noise is present, Syncro's digital technology enhances the voice signal and, only when appropriate, reduces background noises. This happens smoothly and automatically to ensure that you will be able to communicate comfortably even in the most difficult listening situations.



# VOICE PROCESSING

## – Natural and individualized sound



The performance of Syncro is personalized to your lifestyle. A series of personal settings, determined by your needs and wishes, are incorporated when adapting Syncro for your individual use.

Syncro's miniature but extremely powerful processor delivers superior and natural sound quality. Using more than 4 million active components, Syncro calculates the optimal combination of thousands of settings to ensure that you get the right amplification at the right time.

This is complemented by the innovative OpenEar Acoustics™ system that uses a special anti-feedback algorithm to provide a comfortable mix of natural and amplified sounds. The result is a richer sound than previously experienced.



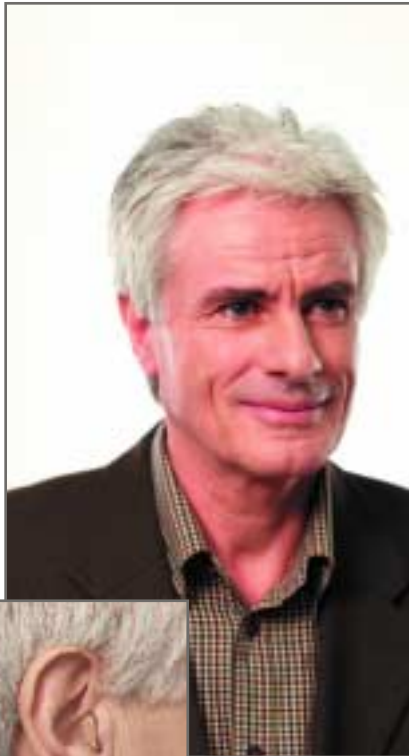
# CUSTOMIZE YOUR EXPERIENCE

– a Syncro for Every Need

Syncro is available in a complete range of styles and designs so you may choose the instrument that fit your exact needs. Let your Hearing Care Professional help you find the Syncro that is right for you.

All Syncro instruments function automatically. Syncro is equipped with up to four independent listening programs that are easily accessed with a push-button. You could have a special setting for church, a particular restaurant or when at the cinema. There is even an optional volume control on selected styles. Again, your Hearing Care Professional will advise you.





*Syncro Completely  
in the Canal*



*Syncro Behind-  
the-Ear*

By choosing Syncro you can maintain an active lifestyle and be assured that your hearing aid will deliver superior performance every moment of the day.

Syncro is produced by Oticon, an acknowledged world leader in hearing care. Oticon pioneered the development of digital hearing aids and has established an enviable position across the globe as a supplier of reliable, user-friendly and effective hearing solutions.

During 2004 Oticon celebrates its 100th birthday. Over the years Oticon has received many prestigious awards. Most recently Oticon was awarded European Company of the Year. Previous winners include such leading companies as BMW and Nokia.

1904 **100** 2004  
- a century of hearing care

# 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.