

OTICON | **Xceed**

Introducing the world's **most powerful hearing aid**

For people with severe-to-profound
hearing loss



oticon
PEOPLE FIRST

Open up your world with life-changing technology



Having a severe-to-profound hearing loss makes it extremely challenging when you are with a group of friends, family members or colleagues. Maybe you feel left out of the conversation because you are only able to talk to the person in front of you and need to rely on guessing and lip reading. If several people are talking, it becomes even harder to make sense of the conversation, and as a result, you become tired.

DID YOU KNOW? _____

You hear with your brain, not your ears. Your ears capture sounds so your brain can identify them, locate them, and decide which ones to listen to.



Hear more speech with less effort

The new unique technology in Oticon Xceed supports you in these situations by giving you more access to speech than ever before. Oticon Xceed is proven to give you better speech clarity with less listening effort in noisy environments, compared to our previous generations of powerful hearing aids.*

Oticon hearing aids feature BrainHearing™ technology, which helps your brain understand and process sounds more easily.

With Oticon Xceed you get:

- ✓ 360° access to speech with less effort
- ✓ Outstanding clear sound with more details
- ✓ Prevention of annoying howling sounds
- ✓ Easy wireless connectivity to many devices



Oticon Xceed gives you a **360° sound experience**

Traditional technology

Traditional hearing aids cope with noise by restricting sounds and focusing on one single sound source at a time. For example, you hear the person who is straight in front of you while other room sounds are suppressed.

That was effective to a point. But it resulted in a completely unnatural way to experience your environment. Background sounds add richness, texture, and include important speech details. When they are suppressed, your brain finds it difficult to follow the conversation and you can become tired.**

** Hornsby et al, 2016



New Oticon Xceed technology

Oticon Xceed is the only power hearing aid on the market that gives an open sound experience. It provides you with 360° access to speech and relevant sounds, while the advanced noise reduction system helps reduce your listening effort.*

Opening up to the world around you supports how your brain naturally works and makes it easier for you to understand what is being said. So now you can be part of conversations even with several people and recall more of what was said.*

A radical new approach to handling feedback



Feedback is an annoying whistle or static noise that usually occurs when something or someone comes close to your hearing aid. Like when you hug your child, put your phone to your ear or even sit in a high-backed seat. Previously, hearing aids have typically handled feedback problems by simply turning down the amplification, thereby compromising speech understanding.

The groundbreaking technology in Oticon Xceed handles feedback in a whole new way and prevents it from even happening. Now you can enjoy a clear, stable speech signal throughout the day where whistling is significantly reduced.*** All contributing to a better sound quality and improved speech understanding.

*** For prescribed fittings, according to best practice.



BrainHearing™

Fast enough to support the brain

Because you hear with your brain, hearing aids need to be fast enough to keep up with the brain.

BrainHearing technology in Oticon Xceed scans your surroundings 100 times per second. This gives you constant access to 360° sounds to support the way your brain naturally makes sense of sound.

Oticon Xceed gives you proven BrainHearing benefits:*

- Better speech clarity
- Reduced listening effort
- Helps you recall more of what was just said

Connect to your everyday life

Oticon Xceed connects wirelessly to any modern smartphone and gives you access to our wide range of accessories with direct streaming of stereo sound to both ears.



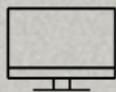
Made for

 iPhone | iPad | iPod



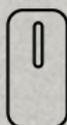
Connect to any modern smartphone

Oticon Xceed is Made for iPhone® and connects to any modern smartphone via ConnectClip.



Stream sound directly from your TV

You get sound from your TV directly into your hearing devices, using the Oticon TV Adapter.



ConnectClip

A discreet microphone accessory that connects wirelessly to Oticon Xceed.



Music in high-quality stereo sound

Your hearing aids become high-quality, wireless headphones, so you can stream music directly from iPhone, iPad®, or iPod touch®. For any other modern smartphone or Bluetooth®- enabled device, you stream using the wireless ConnectClip.



Oticon ON App

Empowers you to control your hearing aids with the touch of your fingertips.

- Boost your hearing when you need it most using the new booster function
- Take greater control of your hearing habits with HearingFitness™

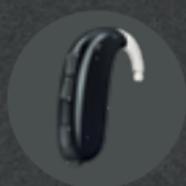


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Talk to your hearing care professional about what Oticon Xceed can do for you

We know that your hearing aid is a trusted companion. Now and again technology takes a giant step forward and offers new improvements and benefits that push the limits for what a hearing aid can do to your quality of life. Oticon Xceed is one of those moments.



To find out what Oticon Xceed can do for you, talk to your hearing care professional today or go to **[oticon.com/xceed](https://www.oticon.com/xceed)**



BTE SP

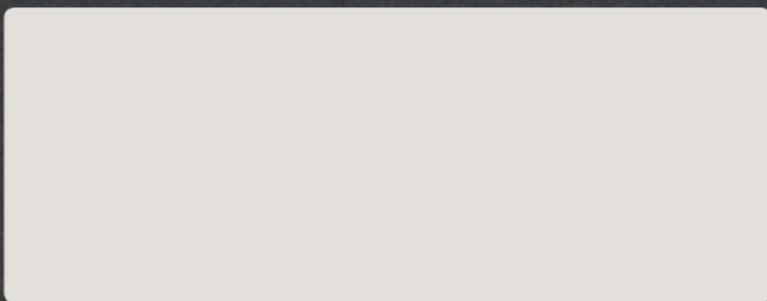


BTE UP

Oticon Xceed is available in seven different colors and two styles, BTE SP and BTE UP, to meet your individual needs and preferences. The new modern design with two sets of push buttons makes it easy for you to control volume and programs. It is designed to be robust and reliable with IP68-certification for water and dust resistance.



Contact your local hearing care professional:



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