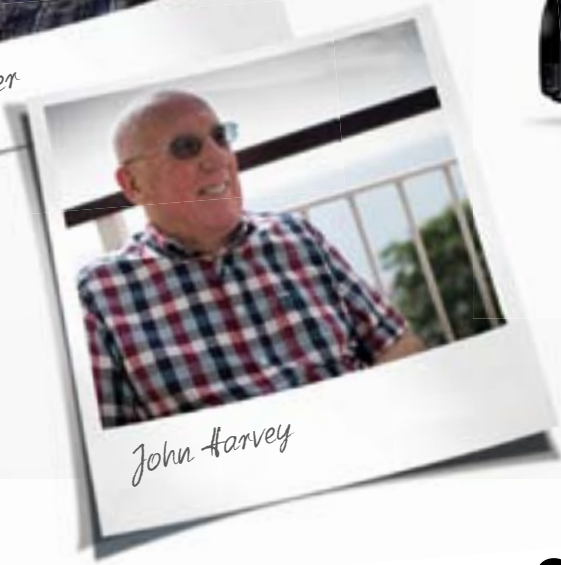


Share their  
**success** with  
**Oticon Alta**



# Users love Oticon ALTA

## Their words, not ours.

Being able to fully participate in conversations. Enjoying a wide range of sounds again. Reaching the end of day with energy to spare. Or the simple pleasure of no one needing to know you're even wearing a hearing instrument? We wanted to know what users of Oticon Alta value most about their new high-end hearing instruments.

That is why we recently conducted a survey to find out how Alta performs in real-life situations. The survey included both new and experienced users. Here are some of the most important results.



*"We had a birthday party and I was thinking, well, I'm probably not going to pick up half the conversation. I followed the conversation, I hadn't missed out on anything... I kind of forgot I had hearing aids, which was really nice."*

**Peter Valler**  
Surrey, UK

## Conversations are easier with ALTA



Few things are as enjoyable as a chat with friends, family or colleagues. 87% of experienced hearing instrument users agreed that Alta makes it easier to participate in conversations than with their previous solution.

## Hearing is less effort with Alta



A hearing loss is tiring because your brain has to work harder to make sense of the reduced range of sounds it receives. Thanks to its powerful sound processing chip, 85% of experienced users agreed that hearing is less effort with Alta.

Made for the **life**  
**you** live



*"You can programme Alta - it's like a palette of colors. I think it's really wonderful that a hearing aid manufacturer has taken the time to personalise fittings: to really ask the customer what they want."*

**Janine Roebuck**  
London, UK

#### **Personalisation is more effective with Alta**

88%

Being able to closely match your personal hearing preferences is crucial to achieving the best possible hearing solution. 88% of experienced hearing instrument users were satisfied with Alta's fitting process.



#### **Overall performance is improved with Alta**

97%

Hearing instruments use highly advanced sound processing technology. But in the end, it comes down to how the people who use them perceive their overall performance. 97% of experienced users were satisfied with Alta's overall performance.

#### **Overall benefits are enhanced with Alta**

96%

Alta's outstanding sound quality, personalisation, ease of hearing and range of accessories meant that 96% of users declared themselves satisfied with the overall benefits of Alta.



## Discover Oticon Alta for yourself



### Talk to your hearing care professional today

To ensure that you enjoy maximum benefit from these advanced hearing instruments, Alta is only available through hearing care professionals.

Using the latest counselling tools to determine how you prefer to hear, they can then use our advanced fitting software to achieve an ideal fit. They can also offer follow-up support to fine-tune your Alta hearing instruments as you get used to using them.



Choose the Alta model that  
perfectly suits you



*"From the moment I put them on, I haven't looked back. Communication is obviously enhanced. Everything I hear today is fresh, sharper... Most people I meet are amazed that I have a hearing aid."*

**John Harvey**  
Devon, UK

To find your nearest Oticon Alta stockist, please go to [www.oticon.com](http://www.oticon.com) and click on **find hearing centre**.

## People First

People First is our promise  
to empower people  
to communicate freely,  
interact naturally and  
participate actively