



Instant Satisfaction

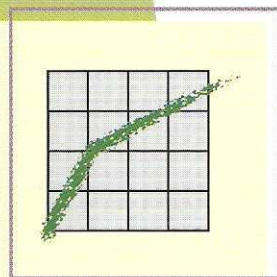
- for You and Your Clients

oticon

The NEW Generation PrimoFocus



**Stay ahead
of the
competition**



**New non-linear
instruments**



**Fast fitting
procedure**



**Two fitting methods
- like having an
autopilot**



Stay Ahead - with the New Generation of Pri

Flexibility - Your Key to Success

Trends indicate that hearing care professionals are moving more and more towards automatic programmable instruments. Satisfying the huge potential of candidates for advanced non-linear instruments requires highly flexible devices which are quick and easy and to fit - and which provide comfortable sound.

With the OtiSet fitting software, the new generation of PrimoFocus can be simply, yet precisely tailored to the individual hearing loss. This applies to both the two-channel PrimoFocus CIC and the multiple memory mini-BTE, PrimoFocus Pro2.

Immediate User Acceptance

Many users - especially during their first fittings - will be particularly sensitive to loud sounds. A door slamming, a crowded restaurant, or a busy street can easily cause an immediate rejection.

In traditional instruments, people's natural reaction is to turn the volume down. This makes the world sound comfortable again - but at the expense of good perception of conversational speech.

PrimoFocus does it differently. Its compression system is designed to ensure comfort even in very loud and noisy environments without sacrificing audibility: Above the kneepoint, gentle compression is applied to ensure that sounds don't become too loud. This makes volume control obsolete for PrimoFocus.

Ultimate Loudness Protection

Most WDRC hearing instruments fix the gain for softer inputs and increase gain for louder inputs as the kneepoint varies. But PrimoFocus implements a different approach: one which takes into account that users never want loud sounds to become too loud.

**PrimoFocus - the smart way of
combining good audibility
with high comfort**

moFocus

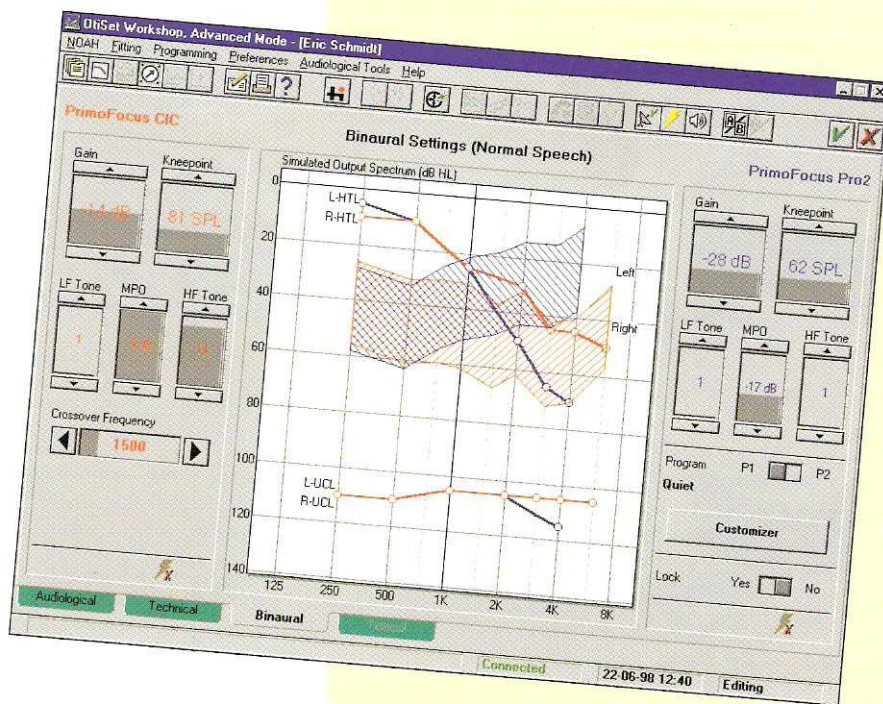
Overall gain is set first - to keep moderate-to-loud sounds at a comfortable level. Once that important goal is met, the softer sounds can be brought into the dynamic range without affecting the initial gain setting for louder inputs.

The lower the kneepoint setting, the better is the gain for the important signals in softly spoken speech.



Comfort

This makes PrimoFocus achieve its goal of providing good audibility over a wide range of inputs while ensuring comfort in a broad range of environments.



Faster Fitting with OtiSet

The key to fitting PrimoFocus via OtiSet is simplicity. And the benefit of simplicity is that you won't have to use too much time learning to set and program these high-performance products.

- Use the Prescriptive Fitting Method - and all controls and programs are set automatically.
- Or - depending on your working routine - use the optional Adaptive Fitting Method for an even more customised fitting.

The **Prescriptive Fitting Method** uses NAL-R or your favorite rationale to shape the overall gain and frequency response. The Kneepoint and MPO controls are set to ensure comfortable acceptance of moderate to louder sounds, while maintaining enough gain for softer sounds to ensure good speech understanding.

The **Adaptive Fitting Method** uses a few simple dialogue boxes to guide you through the fitting. Using this interactive technique, the Kneepoint and Gain controls are adjusted on-line according to client response. All other controls are set automatically.

Instant Fitting with OtiSet

CIC

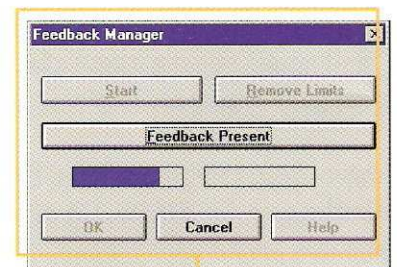
Probably the Most Flexible CIC on the Market

Small size - Maximum Performance

Around 10% of all instruments fitted today are CIC's - and this market is steadily increasing.

The small, two-channel PrimoFocus CIC - with six advanced, highly flexible fitting controls - offers maximum performance in non-linear instruments. Combine this with the fitting philosophy behind OtiSet, plus new audiological fitting tools, and you probably have the most flexible CIC solution on the market.

New Feedback Manager



New tools in OtiSet

Until now, two of the most common complaints when fitting CIC's has been the user's perception of own voice, and feedback. So in addition to the Prescribed and Adaptive Fitting methods, two new audiological tools are available:

Regardless of which fitting method you use, the **Feedback Manager** provides a step-by-step, automatic elimination of feedback right across the frequency range.

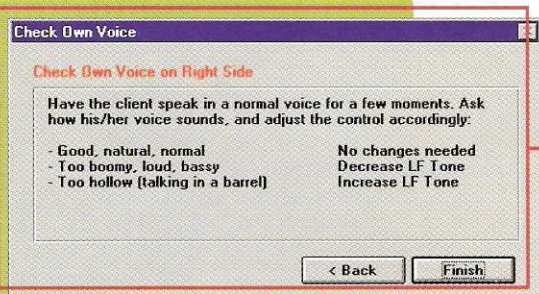
The '**Check Own Voice**' procedure in the Adaptive Fitting method is an on-screen "wizard" which automatically guides you through an evaluation of the user's response on perception of own voice - offering instant corrections where required.



Adjustable crossover frequency between the two channels



Comfortable and easy to use



New "Check Own Voice" procedure in OtiSet



Small Size - Maximum Flexibility

- With a smart design that's virtually invisible, the CIC is the most cosmetic solution in the PrimoFocus family.
- The OtiSet fitting software provides a quick and easy fitting.
- PrimoFocus is a flexible, cost-effective, high quality solution.

PrimoFocus User Benefits

Most users want a hearing aid to look as discreet as possible. In addition to being almost invisible, the PrimoFocus CIC provides many other benefits:

- increased audibility due to significant improvement of the high frequency gain
- extended fitting range due to higher output
- reduction in the occlusion effect
- more natural sound localisation
- reduced wind noise
- easy to use
- high comfort

With benefits such as these, you can confidently recommend PrimoFocus to the majority of your clients.

PrimoFocus CIC
- no compromise
- just smaller

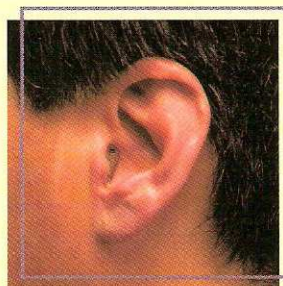
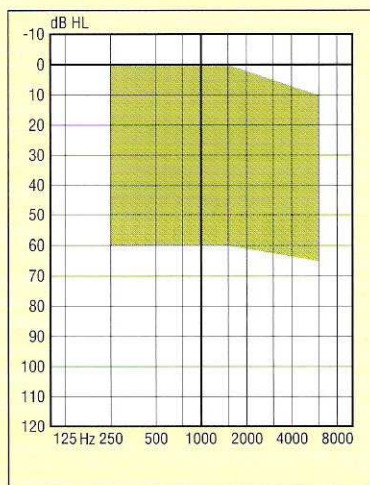
Product facts:



Extreme Flexibility

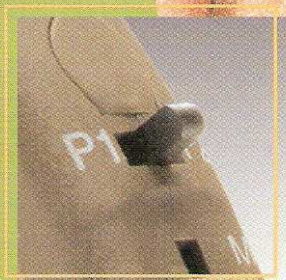
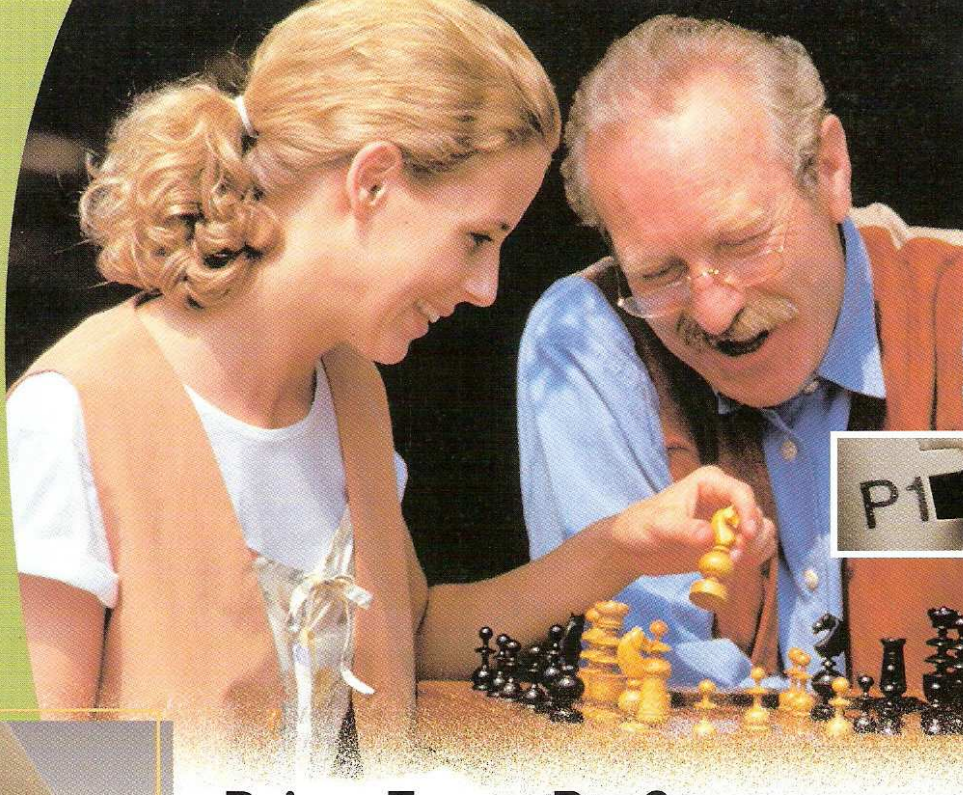
- CIC
- Digitally Programmable
- Two channels, non-linear WDRC
- Six on-screen fitter controls:
 - Gain (pre-set)
 - Kneepoint
 - LF Tone
 - HF Tone
 - MPO
 - Crossover Frequency

Fitting Range:

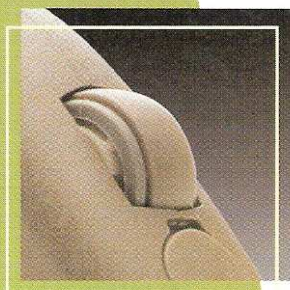


Virtually invisible

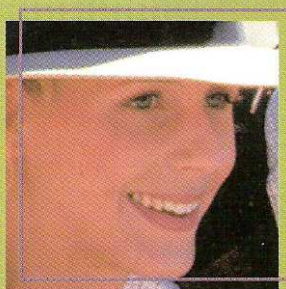
PrimoFocus CIC



Two lifestyle programs for higher satisfaction



The digital volume control



The focus is on comfort

PrimoFocus Pro2 - Two Programs - Two Lifestyles

Increased Flexibility for Your Clients

For hearing care professionals flexibility is crucial. PrimoFocus Pro2 is automatic, meeting user needs with six very flexible fitting controls. Whatever their lifestyle, the PrimoFocus Pro2 provides a high level of comfort, and optimises listening conditions in different environments.

Two Programs - Two Lifestyles

The PrimoFocus Pro2 gives the wearer the freedom to switch between two lifestyle programs. As an added benefit, it is equipped with a digital volume control that can be locked if necessary via OtiSet.

OtiSet's audiological tools provide easy programming of the two memories.

Combine this with non-linear amplification for optimal frequency shaping, and you can match the device very precisely to the individual hearing profile.

Quick Fitting Tools

The default **Prescriptive Fitting Method** automatically sets all controls and programs. Alternatively, the **Adaptive Fitting Method** offers two unique tools for customising fittings:

- **New Program Selector:** For the clients you know well, choose between six predefined programs, and OtiSet automatically makes adjustments.
- **New Lifestyle Program:** This simple questionnaire quickly guides you towards a more accurate setting of the two programs based on user input.

**PrimoFocus Pro2
- Flexible
for the future**

Lifestyle Program
Listening Situation
One-on-one conversation in quiet listening situations. For ex. during dinner at home or while watching TV.
Listening to speech while other people are talking. For ex. in a busy shop, crowded restaurant or at a party.
Listening to speech while in environmental noise. For ex. in a car with the windows rolled down, or while walking along a busy street.
Listening to music.
Listening over the telephone.

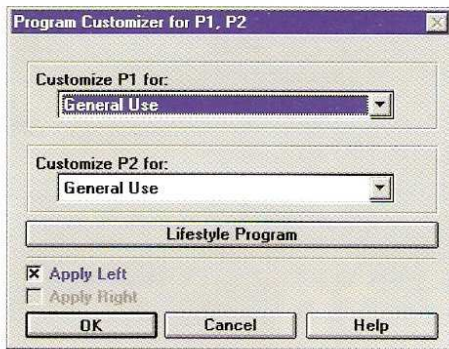
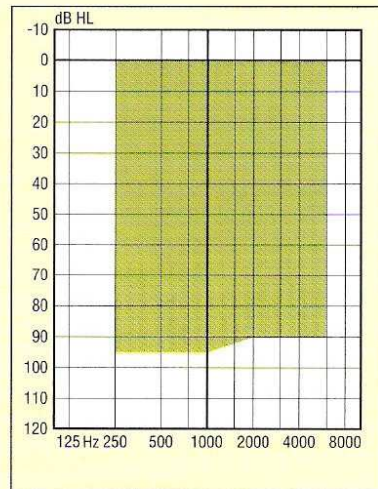


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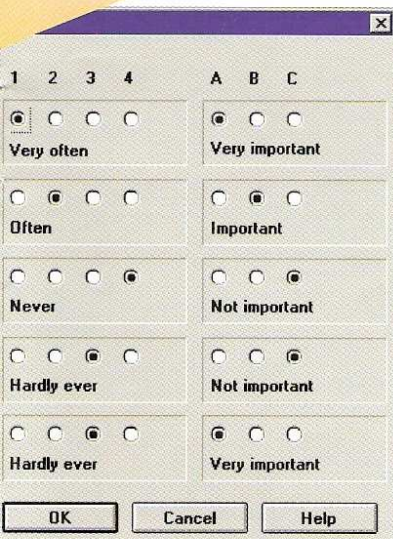


- Mini BTE
- Digitally Programmable
- Single channel, non-linear WDRC
- Two lifestyle programs
- Six on-screen fitter controls
 - Gain (pre-set)
 - Kneepoint
 - LF Tone
 - HF Tone
 - MPO
 - Volume Control Lock

Fitting range:



You have a choice between 6 predefined lifestyle programs, or an even more client involving questionnaire.



User Controls

- Digital Volume Control
- M-T-O
- DAI
- Available in a variety of Hair Tone colours
- Available in OtiKids fun colours (incl. black)
- LifeStyle Program Switch

PrimoFocus Pro2



The Human Link

Oticon's Human Link Programme is a unique audiological concept. It combines the most advanced hearing instrument technology in the world with the needs of the hearing impaired.

The Human Link is a complete process for quality hearing care. It involves designing new generations of products. Applying new methods for setting relevant auditory rehabilitation goals. And following up on how they are achieved.

It is also a program for sharing knowledge with hearing care professionals throughout the world.

The Human Link philosophy is applied in PrimoFocus through the Adaptive Fitting method - where interaction with the client ensures optimal fitting results.



PrimoFocus

- Instant Satisfaction for You and Your Clients