

PRESS RELEASE

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Oticon Zeal™: The world's most discreet, complete hearing aid opens new opportunities

When it comes to living the life they want, hearing aid users should be able to do so without anything holding them back, or requiring them to compromise on functionality or discretion.

The completely new in-the-ear hearing aid style, Oticon Zeal, combines discreet design, comfort, cutting-edge connectivity, rechargeability, and ease of use with advanced features and second-generation AI sound processing, all in a previously unseen way.

Hearing every word, every laugh, and every moment that matters - this is what hearing aid users expect when it comes to sound quality. At the same time, they look for a discreet solution that fits seamlessly into their lives without drawing attention. New Oticon Zeal is the world's most discreet, complete hearing aid that meets these user needs in an unseen way. This groundbreaking in-the-ear hearing aid style combines discreetness, comfort, and ease of use with Oticon's premium sound quality, cutting-edge connectivity, and rechargeable all-day power¹, all in one solution.

Discreet design and personalisation

Oticon Zeal is designed to support people with hearing loss who like to live life to the fullest. No matter if they spend their time in quiet or noisy places, enjoy sports, or love music, the world's most discreet, complete hearing aid ensures that users get a solution that is personalised to their individual hearing needs. With the option of same-day fitting, users can walk out of the hearing care clinic with their personalised hearing solution the very same day.

Clear, rich, and beautifully balanced AI sound

To help hearing aid users enjoy clear conversations anywhere, Oticon Zeal is designed for the real world of sounds, even in the most challenging noisy environments. The second-generation AI technology is always on, supporting users every minute of every day. People no longer need to choose between discreet style and functionality – they can confidently embrace hearing aid technology that works as seamlessly as they live. Additionally, Oticon Zeal includes Oticon's BrainHearing™ technology, which supports the brain's natural sound processing. It gives users access to all relevant sounds around them, keeping them connected to the important sounds that matter in life.

Seamless connectivity to digital life

In today's world, reliable connectivity to technology is what really matters to users. They want to stay connected to their devices, their music, their people, and the places they care about. This connection gives them the freedom to enjoy the richness of their digital world, whether they are streaming calls, attending meetings, listening to music, or doing something else directly from their compatible phone, PC, or tablet.² With Oticon Zeal, users get a solution that is made to blend in effortlessly with their lifestyle and personalised to their exact needs. New Auracast™ technology also allows them to hear announcements or shows in public venues, opening up even more ways to connect wherever they go.³

Full control

The intuitive Oticon Companion app helps people get the most out of their hearing aids with the power to discreetly control and personalise their experience anywhere.

A full day of power¹ and quick charge in 15 minutes

Oticon Zeal delivers up to 20 hours of battery life and comes with a portable SmartCharger for multiple recharges on the go. The charging technology enables quick power-ups, providing 4 hours of use with

just 15 minutes of charging, or 8 hours of use with a 30-minute charge, for reliable performance whenever needed.

-ENDS-

About Oticon

More than 700 million people worldwide suffer from hearing loss. The majority are over the age of 50 while eight percent are under the age of 18. Oticon's vision is to create a world where people are no longer limited by hearing loss. A world where hearing aids fit seamlessly into life and help people realise their full potential, while avoiding the health consequences of hearing loss. Oticon develops and manufactures hearing aids for both adults and children and supports every kind of hearing loss from mild to profound and we pride ourselves on developing some of the most innovative hearing aids in the market. Headquartered in Denmark, we are a global company and part of Demant with more than 22,000 employees and revenues of around DKK 22 billion. Changing technology. Changing conventions. Changing lives. Oticon – Life-changing hearing technology. oticon.com.au

¹ Up to 20 hours of battery life. Expected use time for rechargeable battery depends on use pattern, active feature set, hearing loss, sound environment, battery age and use of wireless accessories.

² See which hearing aids and devices are compatible here: oticon.com.au/compatibility

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