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Oticon ♦ Delta



Face it!

Everyone wants Delta.

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.



Now 4 out of 5 can have it.

New Expanded Fitting Range – **New** Price Option – **New** Delta Micro Mold

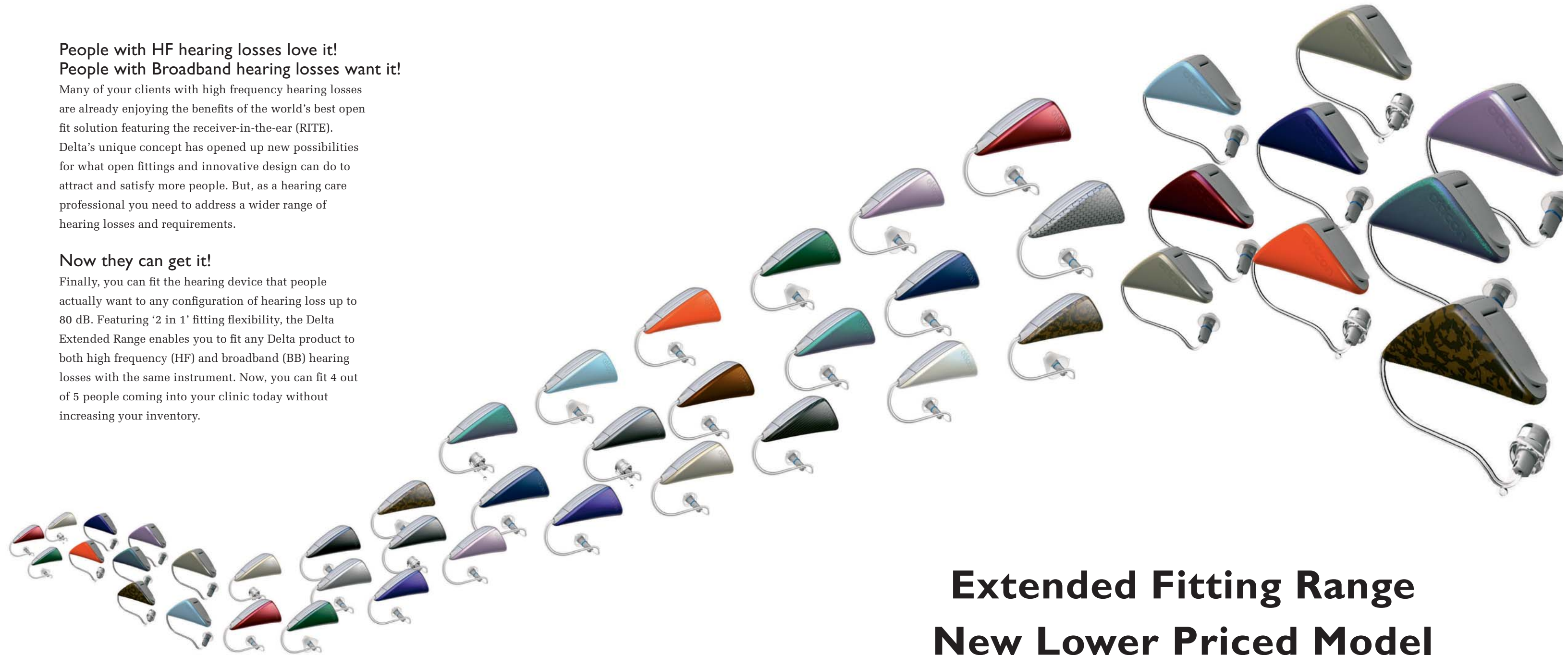
The Delta Success Wave Continues

**People with HF hearing losses love it!
People with Broadband hearing losses want it!**

Many of your clients with high frequency hearing losses are already enjoying the benefits of the world's best open fit solution featuring the receiver-in-the-ear (RITE). Delta's unique concept has opened up new possibilities for what open fittings and innovative design can do to attract and satisfy more people. But, as a hearing care professional you need to address a wider range of hearing losses and requirements.

Now they can get it!

Finally, you can fit the hearing device that people actually want to any configuration of hearing loss up to 80 dB. Featuring '2 in 1' fitting flexibility, the Delta Extended Range enables you to fit any Delta product to both high frequency (HF) and broadband (BB) hearing losses with the same instrument. Now, you can fit 4 out of 5 people coming into your clinic today without increasing your inventory.



**Extended Fitting Range
New Lower Priced Model
Custom Micro Mold Option**



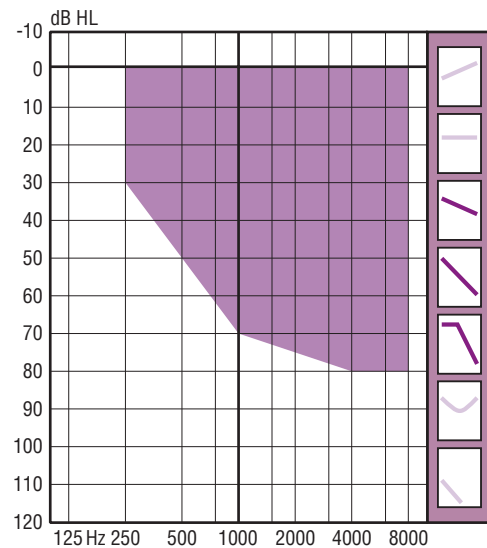
Give your clients a lifetime of Delta

Extended Fitting Range One instrument 2 distinct fitting strategies

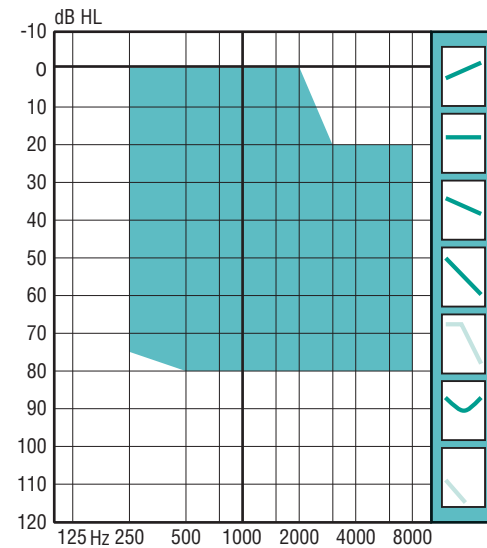
Clarity: High frequency and mild HL
The Clarity approach is designed to boost speech understanding in background noise.

Voice Aligned Compression: Broad Band HL
The VAC approach is designed to restore both loudness and clarity in all listening situations.

A Delta for virtually everyone.
All Delta products now come with the option of fitting them to two distinct groups of hearing losses.
HF & mild losses or broadband losses up to 80dB!



Delta fitting range using Clarity rationale



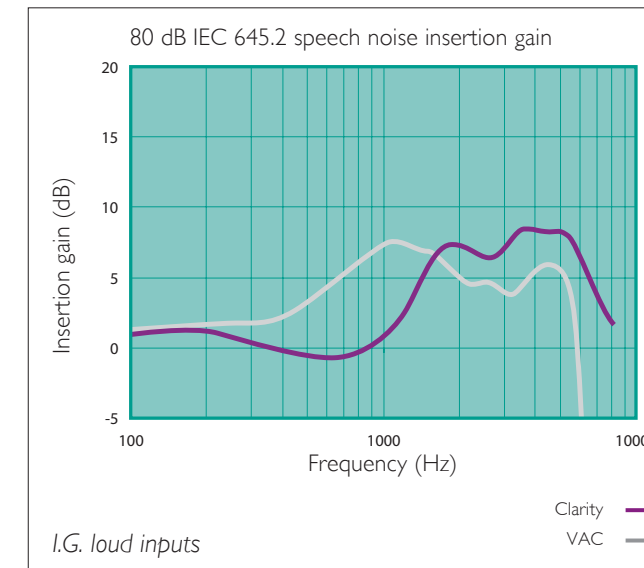
Delta fitting range using VAC rationale

Clarity - for high frequency and mild HL

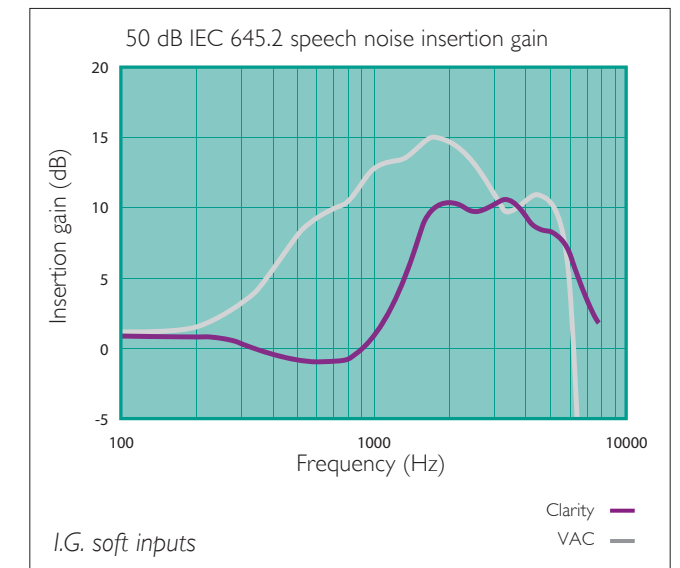
Delta's Clarity fitting strategy has already proven itself to be the right approach for users with high frequency hearing loss. These people already do well in most quiet situations. They do not have a sense that they are missing sounds until they are in background noise. What they need is help with important high frequency speech information in those difficult situations. The Clarity rationale provides that high frequency boost with minimal use of compression in order to improve the sharpness of speech. When in quiet, the mild gain and open fitting gives a sense of transparency. However, when the going gets tough, the clarity boost kicks in.

Voice Aligned Compression - for broad band HL

People with broadband losses have an entirely different set of needs: they are missing sound in almost all situations. They need to have the full speech signal – from soft to loud, from low pitch to high pitch- returned to them. They need full flexibility to match their individual sound preference needs and they need directionality across the full range of the device. The Voice Aligned Compression (VAC) fitting approach in Delta provides a broadband speech signal, individually crafted to restore a natural sense of loudness for all input levels. This approach allows you to fit Delta to people with greater hearing loss in the low and mid frequencies and those experienced users who are expecting a fuller sound quality.



These curves show the insertion gain differences between VAC and Clarity for both loud and soft inputs. The VAC amplification strategy provides more gain across the frequency range, whereas Clarity focuses on the higher frequencies, particularly in loud environments.



3 Different Ear Piece Options



Delta Micro Mold

Custom made acrylic mold, attractive and discreet; the Micro Mold is a great choice for hearing losses that require higher levels of gain.

- Can be easily snapped onto the receiver unit
- Easy to handle, clean and insert
- Includes double wax protection
- Available in clear and beige



Delta Plus Dome

For losses requiring moderate gain, the Plus dome allows an instant fit, can provide more low frequency gain and improved feedback suppression over the Open dome.

- One size fits all
- Includes double wax protection
- Can be easily replaced by the user



Delta Open Dome

Complete transparency, total occlusion relief and a choice of 3 sizes make the Open dome the first choice for Mild to moderate HF losses

- Available in three sizes
- Includes double wax protection
- Can easily be replaced by the user



When cost is the issue, Delta has a new lower priced model.

Delta 4000

- Artificial Intelligence
- Automatic Directionality
- Speech Weighted Noise Management
- Dynamic Feedback Cancellation
- Up to 5 Channels
- Adaptation Manager



Delta 4000

By stocking just one new amplifier (Delta 4000), you can also satisfy your more price sensitive clients with either HF or BB hearing losses.

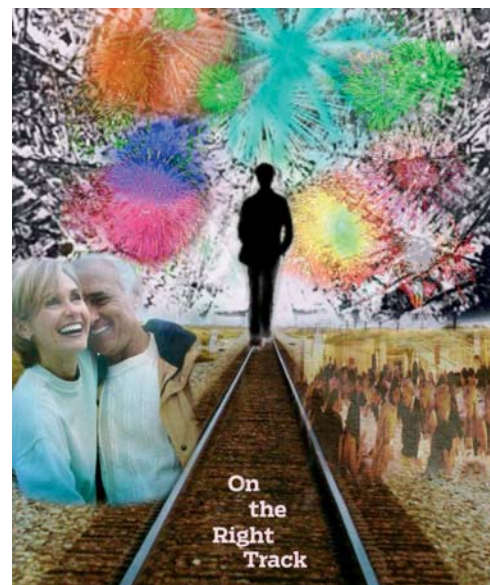
Delta takes the stigma out of hearing care

An unfortunate truth is that approximately 80% of people with hearing loss simply do not want to wear a hearing aid.

Delta was designed to tackle the number one challenge facing our industry – the strongly negative perception of hearing aids. Prior to launching Delta, Oticon commissioned the renowned consumer research company Olsen Zaltman and Assoc. to investigate the deep rooted psychological factors which lie behind this stigma. This knowledge has been incorporated into all aspects of the Delta concept in order to change this perception. Firstly, Delta looks nothing like a traditional hearing aid. Secondly, Delta was equipped with the most advanced sound processing available in order to remove the negative side effects of traditional hearing aid fittings.

Finally, Delta's marketing and product support materials do not use any of the terminology and visual images associated with traditional hearing devices. In short, every aspect of Delta was designed to change people's preconceived notions about hearing care.

The results are undeniable. Many people who would otherwise not even try a traditional hearing aid are now happily wearing Delta.



Delta marketing and visuals were based on adapting the findings of deep level psychological feelings of people with hearing loss who would not wear hearing aids. Olsen Zaltman test subjects illustrate their feelings about untreated hearing loss (left) and the relief experienced when wearing Delta (right).

This study was based on the research of Harvard Marketing Professor Gerald Zaltman.

Look who's singing the praises of Delta



Famous as a rock musician throughout the 80's and 90's, Huey Lewis epitomizes today's Delta wearer. An active and successful "50 something", Huey has problems hearing. However, like the vast majority of people his age, he would simply not consider wearing hearing aids – until he tried Delta. Now Huey is seldom found without his Delta's behind his years.

For people like Huey Lewis, hearing may be everything, but appearances are also extremely important.

As a Delta spokesperson, Huey Lewis speaks to people of all ages who have issues with their hearing. Oticon has produced an excellent collection of Huey Lewis marketing and display materials to help you attract a new generation of first time users to your practice.

*Huey Lewis
Musician, Singer, Actor.
Proud Delta wearer*



Delta
Midnight Blue

The results are in! Clients don't *like* Delta... They **LOVE** Delta



We insert a user satisfaction card with every Delta we sell. The results from the first 1000 of these show us that Delta is a great success with people of all ages and is particularly attractive to first time users.

How much do you like your Delta's?



Response breakdown
Very little 1%
Little 0%
Average 7%
Good 28%
Very much 64%

Overall Average 4.5

How much better can you hear with Delta?

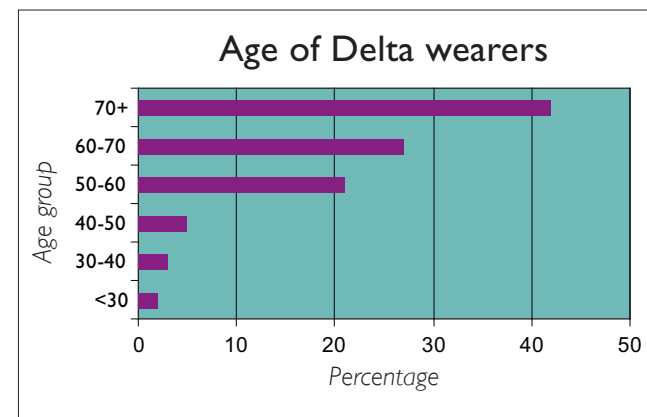


Response breakdown
Very little 0.5%
Little 1.5%
Average 11%
Good 38%
Very much 49%

Overall Average 4.3

Delta age range

Delta's appeal is truly ageless. As with all hearing devices, the majority of users are 70+. However, important inroads are being made into the crucial 50 - 60 year age group.



Delta attracts new users

72% of Delta users are first time hearing device wearers. This proves that Delta is reaching a whole new group of clients that had previously been reluctant to do anything to improve their hearing.



Engaging clients in a whole new way



Changing the shape of hearing care

Regardless of age, today's users are growing old in a different way. Striking their emotional chords means creating some fresh, new associations with what it means to have a hearing loss.

Buying a Delta can be a fun and engaging experience that will increase commitment and ownership. Clients can choose the color that suits their individual style as part of an experience that is more like buying a modern, high tech product rather than a medical prosthesis.

Same day, instant fit

With Delta, many of your clients can leave your clinic immediately with a cosmetic and comfortable solution. The Delta Warehouse comes fully equipped to meet a wide variety of client needs ranging from type and size of dome, length of receiver unit, and your client's choice of shell color. Changing shells is simple and can be done in a matter of minutes with a small, easy-to-use tool.

It's a shame it's so invisible

When they see it, they love it!

Delta looks nothing like a traditional hearing aid. The tiny amplifier sits discreetly and comfortably behind the ear. The receiver is placed directly in the ear canal and connected by an ultra thin wire. When sitting on the ear, Delta is virtually invisible! But when shown in the hand, it is virtually irresistible!

With Delta, your clients can get the most cosmetic solution regardless of their hearing loss. Attractive, invisible and modern, Delta is often mistaken for a hi-tech telecommunications device rather than a hearing device.



Delta
Shy Violet



Delta
Samoa Blue



Delta
Chocolate Brown



Delta
Midnight Blue



Delta
Cabernet Red



Delta
Charcoal Grey



Delta
Sunset Orange



Delta
Mother of Pearl



Delta
Deep Purple



Delta
High-tech Silver



Delta
Wildlife



Delta
Champagne Beige



Delta
Green Chameleon



Delta
Wall Street



Delta
Check



Delta
Diamond Black



Delta
Racing Green

Gaining acceptance begins with **RITE**

Fashion meets performance

Thousands of people across the USA are already enjoying the benefits of the world's most attractive hearing solution. Delta's unique concept has opened up new possibilities for what innovative design can do to attract and satisfy more people.

With RITE, Delta can combine the best of two worlds: a flat natural frequency response and an optimal position for a set of high-quality directional microphones – the single most important technology for improving speech understanding in noise.

With Delta, your clients can finally get the style and discretion they desire, the comfort they require and the performance they expect.



reddot design award



Award Winning Design

Delta's unique style is earning accolades usually reserved only for the most elite consumer electronics. Delta has already won the *red dot design award* as well as *Best of Innovations* honors at the 2007 International Consumer Electronics Show (CES).



Amplifier
Unique, triangular shape allows optimal 9 mm spacing for two directional microphones.

Dome
Easy to replace for the user, and integrates wax protection.

Speaker
Placed in the ear canal to offer unmatched performance and comfort.

Ear grip
Holds the device onto the ear, and can be removed by the user.

Virtually invisible!



Delta Micro Mold



Delta Plus Dome



Delta Open Dome

A cosmetic solution for everyone

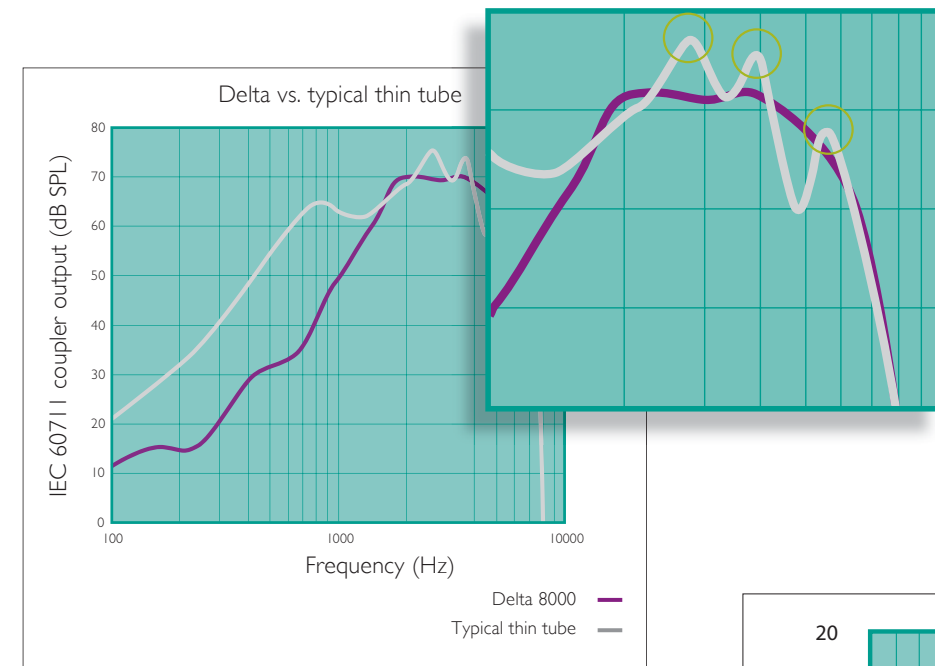
Regardless of their hearing loss, Delta can offer your client the most attractive solution possible. The Open and Plus domes offer complete discretion with the

convenience of an instant fit. For more severe losses, the new Micro Mold sets a new standard for aesthetics in custom ear mold solutions.

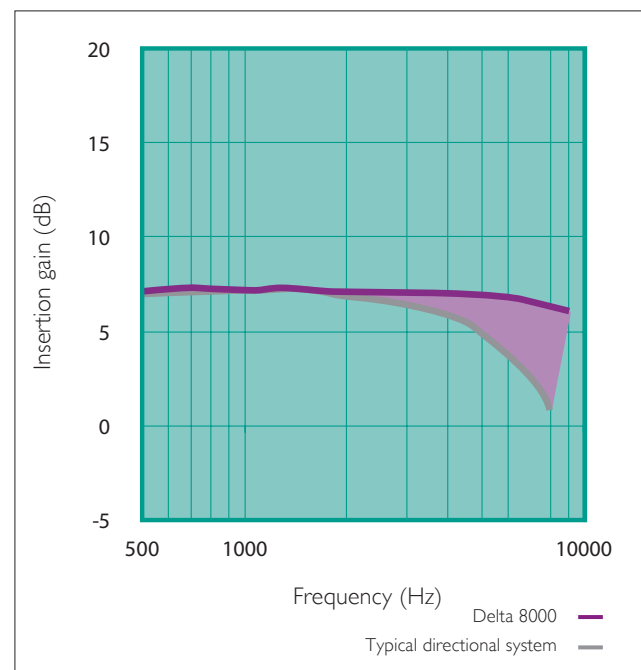
The ultimate in form and function

Clear, comfortable sound quality

Delta delivers a smoother, less distorted sound than thin tube BTE solutions because it avoids the problem of tube resonance.



Frequency response from Delta compared with a typical "thin tube" solution showing the improved sound quality by placing the receiver in the ear canal. The typical tube resonance occurring at 2500, 3500 and 4500Hz is avoided, thereby improving sound quality.



Directionality where it's needed

This graph of the Directionality Index by frequency shows the preservation of high frequency directionality in Delta (obtained by a microphone port spacing of 9mm) against a standard directional system.

Superior directionality

The triangular shape of Delta enables a 9mm inter-microphone spacing to be achieved in a horizontal plane for greater directional efficiency. This gives Delta far superior directionality in the 2K to 8KHz region.

There are also many situations where hearing instruments should not be in directional mode. Delta uses an automatic, multiband adaptive directional system to continuously select the sound processing that gives the best speech to noise ratio for any listening situation, and is capable of reducing several competing noise sources simultaneously.

Noise Management

Working in synergy with the directional system is Delta's 'always active' noise management system. In noisy situations, Delta applies narrow band noise reduction in order to improve listener comfort. In the presence of speech in noise, Delta 8000 uses its patented VoiceFinder™ technology to ensure that noise reduction is optimally applied to speech sensitive frequency bands. In short, Delta delivers the comfort of a narrow band noise reduction system without reducing speech intelligibility.

Artificial Intelligence

The key to making Delta's noise reduction, compression and directional systems work together in harmony is Delta's unique Artificial Intelligence enabled system. This system is programmed to continuously optimize the Voice to Noise ratio of Delta so that it instantly and seamlessly changes Delta's settings. In this way, Delta delivers the best possible combination of sound quality, speech understanding and comfort in all situations.



Delta
Green Chameleon



Delta
Deep Purple



Delta
Midnight Blue



Introducing the New Delta Family



Delta 8000



Delta 6000



Delta 4000

NEW

Delta now fits:

- New users
-
- Experienced users
-
- Mild losses
-
- Moderate losses
-
- All configurations of hearing loss up to 80 dB
-
- 3 price ranges

... and can be equipped with:



Micro Mold



Plus Dome



Open Dome



Delta 4000 New lower priced model

Good all around performance that does not require people to sacrifice on style because of price.

- **Artificial Intelligence**
- **2 Distinct fitting rationales**
Clarity and VAC
- **Up to 5 channels**
- **Automatic directionality**
For good speech understanding in noise.
- **Speech Weighted Noise Management**
Reduces unwanted noise.
- **Dynamic Feedback Cancellation**
Eliminates feedback, by precise phase cancellation, for a more natural and comfortable listening experience.
- **Adaptation Manager**
Allows you to adjust gain gradually to make client adaptation easier.



Delta 6000 Mid priced value

Advanced features for more value conscious clients who still desire high end performance.

- **Artificial Intelligence**
- **2 Distinct fitting rationales**
Clarity and VAC
- **Up to 7 channels**
- **Automatic adaptive directionality**
For excellent speech understanding in noise.
- **Speech Weighted Noise Management**
Reduces unwanted noise.
- **Identities (3)**
Ensures good responsiveness of Delta's automatics in order to accommodate individual cognitive skills and lifestyle.
- **Dynamic Feedback Cancellation**
Eliminates feedback, by precise phase cancellation, for a more natural and comfortable listening experience.
- **Adaptation Manager**
Allows you to adjust gain gradually to make client adaptation easier.



Delta 8000 The ultimate open solution

Enhanced bandwidth and the most advanced technology for the best speech in noise and ease of listening.

- **Artificial Intelligence**
- **2 Distinct fitting rationales**
Clarity and VAC
- **Up to 8 channels**
- **Multiband adaptive directional system**
Able to cancel out multiple noise sources for the ultimate speech in noise performance.
- **TriState Noise Management (with VoiceFinder™)**
The most robust detection of speech vs. noise for maximum comfort.
- **Identities (5)**
The optimal way to ensure the appropriate responsiveness of Delta's automatics.
- **Memory and Envirogram**
Provides deeper insight into your client's real-life acoustic environment for the ultimate in customization.
- **Dynamic Feedback Cancellation**
Eliminates feedback, by precise phase cancellation, for a more natural and comfortable listening experience.
- **Automatic Adaptation Manager**
Automatically adjusts gain in small increments, over a period of time, to make the initial client experience as smooth and gentle as possible.
- **Bandwidth**
Enhanced bandwidth ensures excellent sound quality and access to the important higher frequency sounds for greater speech understanding.