



Oticon Acto Hits the Mid-Market Sweet Spot with Binaural Synchronization, Wireless Connectivity and Outstanding Flexibility

SOMERSET, October 25 - A new hearing solution from Oticon gives hearing care professionals an all together better way to meet the growing expectations and preferences of users who demand superior performance in a mid-range hearing solution. New Oticon Acto is the first mid-priced hearing instrument to offer people with mild to severe hearing loss an array of features previously available only in premium hearing instruments.

Powered by Oticon's most advanced RISE 2 processing platform, Acto's binaural synchronization provides stability and balance in even the most dynamic sound environments. Wireless connectivity aligns directionality and noise reduction in both ears for consistent, clear sound reception and seamless access to today's must-have entertainment and communication devices. The new hearing instrument's innovative RITE speaker system features three power levels that provides built-in flexibility and anticipates the need for future fitting options. To ensure that hearing care professionals can cater to users' individual needs and cosmetic preferences, Acto is available in a broad range of styles, including a stylish miniRITE design.

"Acto is designed to give users a full package of state-of-the-art sound technologies and features in a mid-priced hearing instrument," states Oticon President Peer Lauritsen. "Our goal is to provide an all together better hearing solution that is client-centric, extremely flexible and enables hearing care professionals to satisfy client needs and preferences. With Acto, we aim to deliver on our *People First* promise to empower people with hearing loss to communicate freely, interact naturally and participate actively in all that life has to offer."

Acto integrates a variety of state-of-the-art sound technologies and features to optimize comfort, clarity and understanding. Multi-band Adaptive Directionality, TriState Noise Management and Binaural DecisionMaker 2 combine with the RISE 2 signal processing platform, advanced binaural automatics and 8kHz bandwidth for an all together better option for more people with mild to severe hearing loss.

With Acto's embedded wireless connectivity capabilities, users can switch seamlessly between entertainment and communication devices using the Streamer remote control device. With the

Streamer, Acto can be used as a hands-free headset for cell phones and MP3 players with excellent clarity and audibility. The addition of the ConnectLine system enables users to channel sound directly from the TV, landline telephone or music player with just the touch of a button.

To optimize successful client outcomes, Acto features in-situ audiometry for flexible threshold verification and fitting, configurable controls in Genie and individual sound source characteristics adjustments. Oticon's unique eCAPS counseling software tool provides hearing care professionals with additional tools to ensure maximum client satisfaction.

The Acto family includes a variety of sleek, modern styles including an exceptionally small and lightweight miniRITE that fits comfortably behind the ear. Despite its discreet size, the organically shaped miniRITE offers the industry's most advanced wireless capabilities and fits up to 110dB HL with the flexible RITE speaker system offering three power levels.

For more information about Oticon Acto and access to Oticon's ongoing business support, visit oticonusa.com.