

Oticon ♦ ConnectLine

New Oticon ConnectLine™ Plug-and-Play Wireless Solutions Expand Bluetooth Possibilities for People with Hearing Loss

SOMERSET, NJ April 1 -- With the introduction of RISE, the hearing industry's most advanced microchip platform, Oticon pioneered a new dimension in hearing care: wireless connectivity for people with hearing loss. For the first time, wireless access to cell phones opened a world of possibilities for hearing device users. But there were limitations when it came to streaming sound from TVs and existing landline phones.

To address this challenge, Oticon, Inc. today launched Oticon ConnectLine™, a new system of innovative connectivity solutions designed to enable a simple, high fidelity connection to any TV or landline phone. ConnectLine is the only system that connects wirelessly and seamlessly to TV and landline phones enabling effortless transitions between functions with just the push of a button on the hearing instruments' companion device, Streamer. The new "plug and play" ConnectLine TV Adaptor and ConnectLine Phone Adaptor complement and optimize the wireless capabilities of Oticon's premium RISE-based Dual and Epoq hearing solutions.

"With the ConnectLine solutions, we expand the RISE commitment by introducing more and better connectivity solutions that allow for more natural personal communication and more freedom," states Oticon President Peer Lauritsen.

The small and attractive ConnectLine TV Adaptor connects to the audio output of any TV. It has a range of up to 30 feet and runs on its own power supply. Users enjoy high quality audio streaming binaurally through their hearing instruments – listening at their own preferred volume and without the latency delay experienced with off-the-shelf Bluetooth transmitters. There is no need to recharge the ConnectLine TV Adaptor and there are no additional gadgets or loop installations required. After an initial pairing with the Streamer device, the ConnectLine connects automatically whenever the Streamer is activated.

ConnectLine Phone Adaptor turns any landline phone into a cordless Bluetooth phone. The ConnectLine Phone Adaptor can be especially beneficial for seniors who want to continue using their current landline phone. Users simply press the phone

button on the Streamer to pick-up or end the call. The ConnectLine Phone Adaptor does not interfere with the ability of other household members to use the landline phone as usual. Users can connect to a landline or cell phone with the same Streamer. The Streamer pairs with up to eight devices.

“ConnectLine Adaptors deliver excellent sound quality and are easy to use. There are no dropped connections and no need to pair again,” notes Lauritsen. “Because the adaptors work on their own power supply, there is no need to recharge.”

Oticon provides both a ConnectLine online technical support pairing guide and live technical support. ConnectLine will be available in April. For more information about the ConnectLine wireless connectivity solutions, visit oticonusa.com.