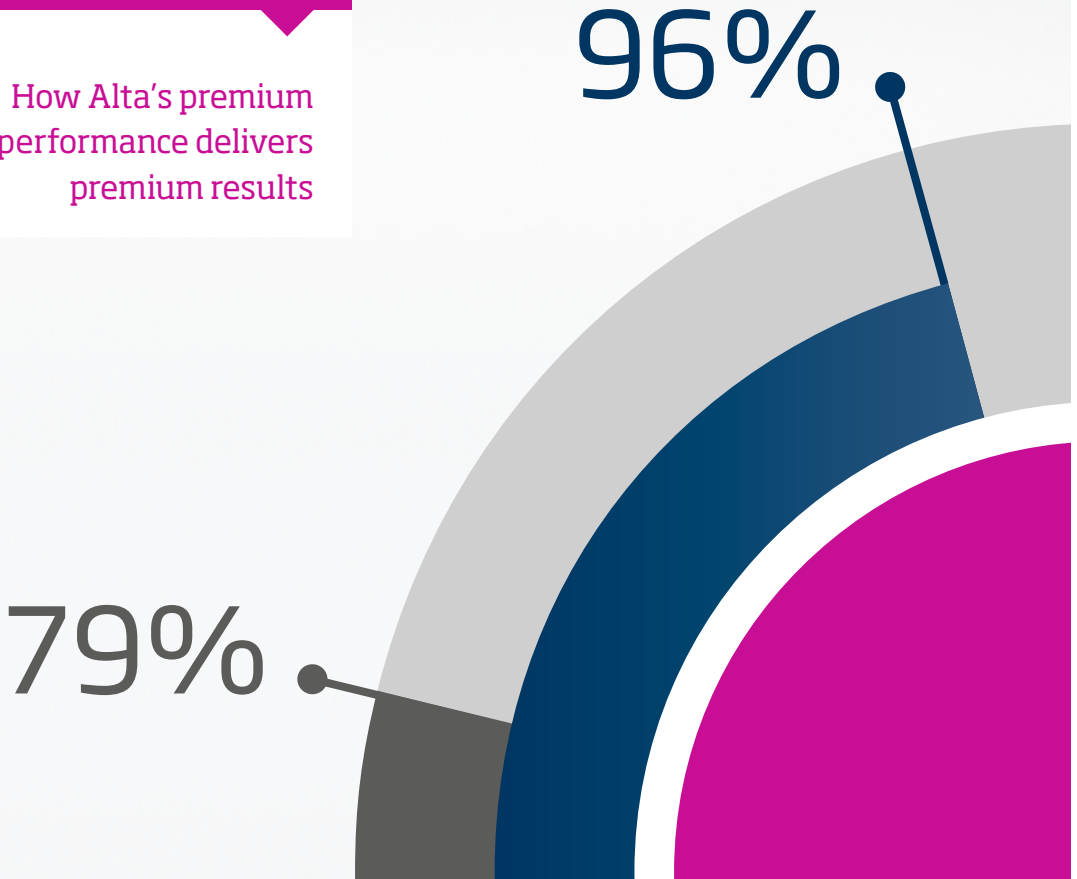


**Game-changing
satisfaction** in action

How Alta's premium
performance delivers
premium results



1

IMPROVED
PERFORMANCE
IN DIFFICULT
SITUATIONS

3

IMPROVED
PERSONALISATION
TO BETTER MEET
HEARING NEEDS AND
SOUND PREFERENCES

2

REDUCED
LISTENING EFFORT
IMPROVING THE
ABILITY TO
PERFORM ALL DAY

From a **unique** approach comes **premium satisfaction**



Oticon Alta is proven to deliver more satisfaction to you and your clients

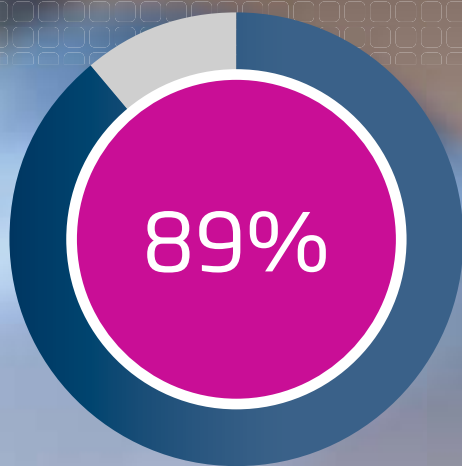
When designing our latest premium hearing solution Oticon Alta, we believed that, with its breakthrough technologies, we had created a hearing solution like no other. Now, results from an international survey allow us to confirm that Alta has surpassed expectations and proven to increase client and hearing care professional satisfaction alike.

Central to Alta's success is Oticon's unique, three-dimensional approach to hearing care. This forms an integral part of our solution development and has now been proven to deliver improved performance, reduced listening effort and improved personalisation.

Carried out in five countries, the survey asked 149 end-users and 177 hearing care professionals about their experiences with Alta. The results clearly demonstrate the game-changing satisfaction we set out to achieve and prove beyond doubt that, in order to vastly improve client satisfaction and further strengthen your business, Alta represents a fantastic opportunity.

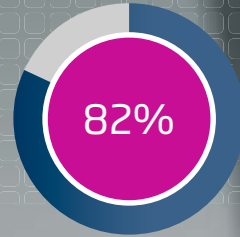
Survey responses were provided on a 7-point scale, from highly dissatisfied to highly satisfied. Percentages in this brochure are the sum of respondents who indicated that they were very satisfied, somewhat satisfied and satisfied with the parameter in question.

Alta makes **satisfaction** easy

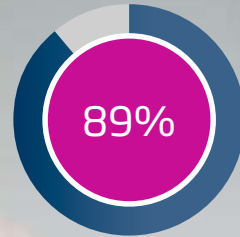


**It's very easy
to satisfy clients**

Achieving client satisfaction can be a huge challenge, but Alta is proven to make it easy. Thanks to personalised performance that includes exceptional sound quality and improved speech understanding in noise, an impressive majority of hearing care professionals believe Alta delivers satisfaction across the board - with 89% stating that it is very easy to satisfy clients.



**It's easy to explain
the benefits**



**And it comes highly
recommended**

Personalisation is a critical factor in achieving client satisfaction. All-new sound demos engage your clients in the shaping of their solution by enabling you to factor in more of their personal needs and preferences for sounds. This is just one of the reasons why 89% of hearing care professionals would recommend Alta to you.

“Some people prefer a clearer sound, a softer sound or a warmer sound... Alta has a superb **natural sound quality**, which I love.”

Janine Roebuck, Opera singer, London, UK

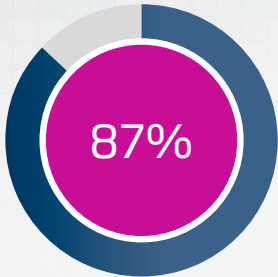
Game-changing benefits, life-changing empowerment

Your ability to tailor Alta exclusively to suit your clients' hearing needs and preferences for sound translates to improved satisfaction and life-changing empowerment. Opera singer Janine Roebuck is just one of the many satisfied Alta users we spoke to, but her account speaks volumes for the benefits your clients could also enjoy.

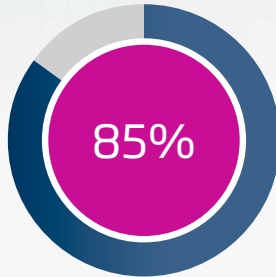
Survey results support Alta's relevance to both new and experienced instrument users, revealing that 87% were very satisfied with Alta's overall performance and 75% satisfied with Alta's performance in noisy situations. They also highlighted that 92% of respondents wore two hearing instruments, and are consequently enjoying Alta's unique binaural benefits.



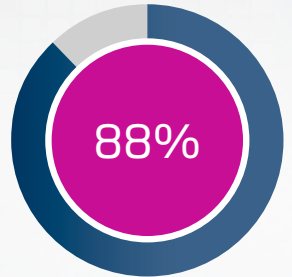
95%
of respondents are satisfied
with Alta's benefits



**IMPROVED
PERFORMANCE**



**REDUCED
LISTENING
EFFORT**



**IMPROVED
PERSONALISATION**

ALTA



PREMIUM

Alta users feel the difference. **In every dimension**

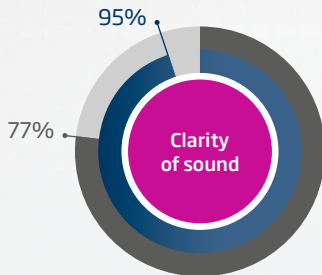
How Alta measures up to the three dimensions of modern hearing care

Alta is the first instrument that is based on our unique three-dimensional approach to hearing care. It has literally changed what is possible, by aspiring to deliver improved performance, reduced listening effort and improved personalisation.

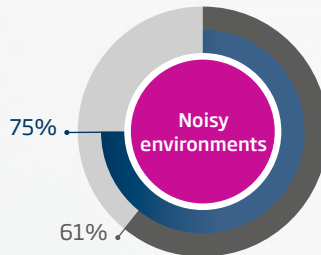
Survey results clearly show that Alta delivers exceptionally well on all three dimensions: 87% of users agree that Alta makes it easier for them to

participate in conversation, 85% state that listening with Alta is less effortful and 88% find the personalisation process during fitting relevant and engaging. Altogether, this translates to greater satisfaction and life-changing empowerment for your clients.

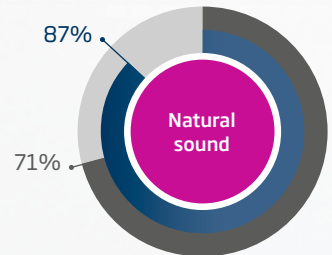
Alta satisfies beyond compare



Alta users are more satisfied with the clarity of sound



... more satisfied with their instruments in noisy environments



... and more satisfied with their solution's natural sound

Compared with MarkeTrak's latest findings of hearing instrument user satisfaction, Alta comes out a clear winner

Sergei Kochkin's MarkeTrak has become the hearing industry's 'go-to' reference for almost anything we wish to know about the hearing solution market. And this is why we chose to use some of the same questions used in his latest survey, MarkeTrak VIII, for the Alta survey. This has allowed us to compare Alta against industry benchmarks.

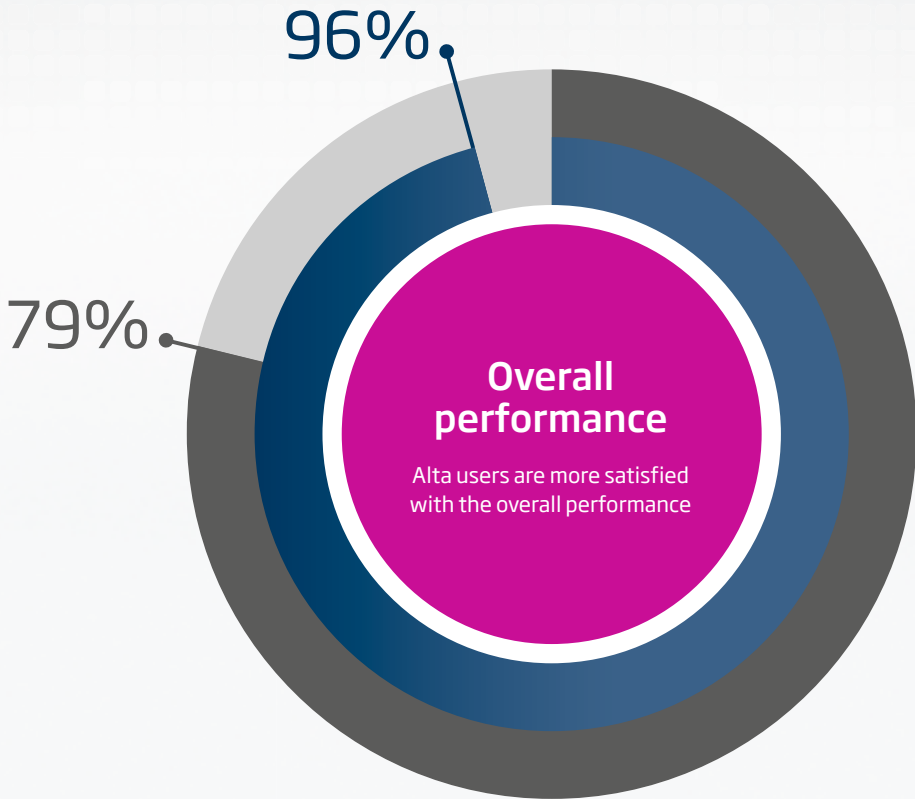
Exceeding our expectations, premium Alta shows itself to excel in various areas, clearly coming first for raising satisfaction with respect to sound clarity,

performance in noisy environments and richness of sound. The 17% difference in performance satisfaction compared to that of MarkeTrak VIII simply speaks for itself.

Sources:

Kochkin, S., 2010, MarkeTrak VIII: Consumer satisfaction with hearing aids is slowly increasing. Hearing Journal. Vol. 63, No. 1, 19-27.

Alta International Satisfaction Study



- Alta
- Marke Trak VIII

Why not **experience** Alta's proven, game-changing **satisfaction** yourself?

People First

People First is our promise
to empower people
to communicate freely,
interact naturally and
participate actively