

OTICON | **Zircon**

life-changing  
**technology**

# Celebrate life all around

For the first time ever: Oticon Zircon 1 offers the open sound experience in the essential hearing aid category



Great sound quality  
from groundbreaking  
technology



**oticon**  
life-changing **technology**

# A competitive family designed for celebration

Life-changing technology in a comprehensive offering



## Ground-breaking technology in the essential category

With Oticon Zircon, we are introducing groundbreaking technology to the essential category for the first time - operating on the powerful Polaris™ platform.

Using OpenSound Navigator™, Oticon Zircon 1 builds on Oticon's BrainHearing™ philosophy to provide a comfortable open sound experience. People with hearing loss can experience 360° speech that's clear and balanced when socialising in noisy environments, and get close to other people without experiencing irritating feedback.\*

Oticon Zircon offers an extensive connectivity package to your clients, with direct streaming from compatible iPhone® and Android™ devices\*\*, and audio streaming from TVs, computers, and tablets.^

Available in five different colours across a range of miniBTE and miniRITE styles with disposable or rechargeable^^ batteries, Oticon Zircon can fit even more clients with life-changing technology. It's a competitive range of essential products that gives people with a hearing loss the chance to celebrate life.

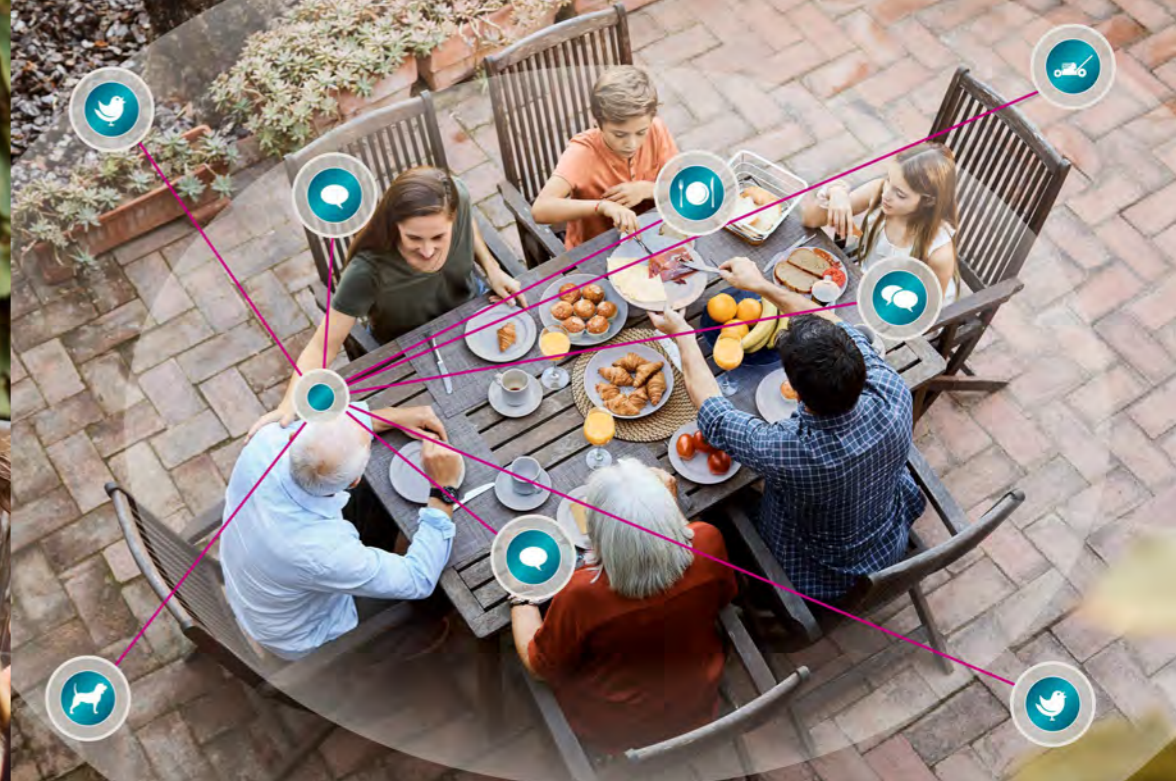
\* When fitted by a professional according to best practice guidelines.

\*\* Android devices need to support ASHA (Audio Streaming for Hearing Aids) to allow direct streaming to Oticon Zircon. Please visit [oticon.co.nz/compatibility](https://www.oticon.co.nz/compatibility) for more information.

^ Additional accessories may be required and do not form part of the hearing aid package.

^^ A charger is required for Oticon rechargeable hearing aids to function.





### OpenSound Navigator™

OpenSound Navigator treats sound sources individually and balances them, leaving the focus sound clear and background sounds audible but not distracting. This allows your client to comfortably locate and separate speech sources, focusing on what they find most important, while being aware of their surrounding sounds, like birds or a dog.

# The open sound experience to join in with life all around

Oticon Zircon 1 takes the essential hearing aid category into the new world of hearing care

With the introduction of our open sound experience to the essential category for the first time, Oticon Zircon 1 opens up the full and balanced sound scene to your clients.

In the past, hearing care treatment has worked by using directionality alone, shutting out background noise and focusing on direct speech. Not only is this frustrating for

someone with a hearing loss, it can make them feel disconnected from their surroundings.

That's why the advanced sound processing in Oticon Zircon 1 lets your client handle multiple, dynamic sounds from all directions and 360° speech that's clear and balanced even when in noisy situations.

This means your clients can engage with sounds, like a conversation happening either side of them, and still hear background noise, like the sound of birds singing or a passing car.

### Why does your client need sound from multiple sources?

Sound is important. In fact, after years of research into how the brain works, it's known that sound and speech from all sources are crucial in supporting the brain's natural way of working. This gives the brain the information it needs to make sense of its environment. Without this, it can be harder to focus, which leaves fewer mental resources for functions like remembering. If a hearing loss is left untreated, this can even lead to increased cognitive decline.\*

That's why Oticon Zircon 1 breaks from the tradition of directionality in hearing aids to deliver an open sound experience. By reducing noise and balancing sound, OpenSound Navigator delivers a clear signal to the brain, which supports brain health and provides great sound quality.

life-changing technology

\* Amieva, H., Ouvrard, C., Meillon, C., Rullier, L., & Dartigues, J. F. (2018). Death, Depression, Disability, and Dementia Associated With Self-reported Hearing Problems: A 25-Year Study. *J Gerontol A Biol Sci Med Sci*. 2018 Sep 11;73(10):1383-1389. Lin, F. R., & Ferrucci, L. (2012). Hearing loss and falls among older adults in the United States. *Arch Intern Med*. 2012 Feb 27;172(4):369-71. Lin, F. R. et al. (2011). Hearing loss and incident dementia. *Arch Neurol*. 2011 Feb;68(2):214-20.

# Groundbreaking features working in synergy

The technology behind  
the open sound experience



Oticon Zircon 1 is the first hearing aid in the essential category to feature OpenSound Navigator, Speech Guard™, and SuperShield. These groundbreaking features work in synergy to provide your client with an excellent listening experience.

## Combined features for one brilliant solution

The technology in Oticon Zircon 1 is greater than the sum of its parts, and this is how it works:

OpenSound Navigator provides a clean and clear signal from 360°, making it possible for Speech Guard to amplify all sounds, with a special focus on preserving speech cues.

At the same time, SuperShield prevents irritating feedback from occurring, so your client can access clear sound and distinct speech from any direction.



## Speech Guard

Speech Guard makes sure that speech is amplified in a way so that speech cues are preserved. This makes speech less distorted and improves speech understanding.



## SuperShield

SuperShield feedback management system ensures your client can get up close to other people without experiencing irritating feedback. SuperShield works with Feedback shield to analyse incoming sound levels, identify risk and quickly prevent whistling before it occurs.



# Connect with sounds all around

Your clients can enjoy the benefits of direct streaming and exceptional music quality with a thorough connectivity package\*\*



## Bring the joy of music back to your clients

The outstanding music program that solves the ultimate sound quality challenge can now be offered to your clients using Oticon Zircon. Oticon MyMusic is tailor-made to deliver excellent music performance, with music-oriented signal processing strategies such as an optimised compression scheme.

This processing captures the complex dynamics of music much better than trying to apply ordinary speech processing strategies to music.



## Oticon's range of supporting technologies



### ConnectClip

Use ConnectClip as a remote microphone, as a remote control, or to turn the hearing aids into a wireless headset. ConnectClip enables streaming from compatible Bluetooth devices and enables comfortable hands-free calls



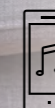
### TV Adapter

Use a TV Adapter to stream sound from the TV directly to Oticon Zircon hearing aids



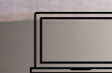
### Remote Control

Adjust volume, switch program, or mute the hearing aids with the touch of a button



### Music

Stream high-quality audio directly from compatible iPhone, iPad, iPod touch and Android\* devices, or from any other compatible Bluetooth device via ConnectClip



### Computer

Use the hearing aids as a wireless headset for video calls or audio streaming via ConnectClip



### EduMic

Use EduMic as a remote microphone or to stream audio from computers, tablets, and more

## Oticon ON

### Easy and discreet control over the hearing aids

The Oticon ON app lets users personalise their listening experience via the streaming equalizer. It also allows them to adjust volume, switch programs, control other connectivity products, or locate their hearing aid if they lose it - all from the palm of their hand. Oticon ON is frequently updated with new features to help your clients make the most out of their hearing aids.



## Oticon RemoteCare

### Convenient online appointments with your clients

With Oticon RemoteCare, you can connect with your clients remotely to conduct follow-up appointments and routine adjustments. Clients can access great care from the comfort of their own homes and you can optimise your day without sacrificing quality.



## Direct streaming from compatible iPhone® and Android™ devices

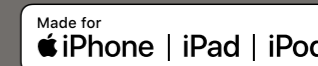
Oticon Zircon features Bluetooth® Low Energy technology and offers an extensive range of connectivity options to support a high-quality listening experience in everyday situations. It is a Made for iPhone hearing aid and is compatible with the new Android protocol for Audio Streaming for Hearing Aids (ASHA). This means users can easily stream music, podcasts, audiobooks and more directly from compatible iPhone, iPad®, iPod touch® and Android devices\*. Oticon Zircon can be combined with Oticon ConnectClip to stream from any other compatible Bluetooth device.

\* Android devices need to support ASHA to allow direct streaming to Oticon Zircon.

Please visit [oticon.co.nz/compatibility](https://oticon.co.nz/compatibility) for more information.

\*\* Additional accessories may be required and do not form part of the hearing aid package.

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# A comprehensive solution for your clients

Oticon Zircon lets more hearing aid users celebrate life

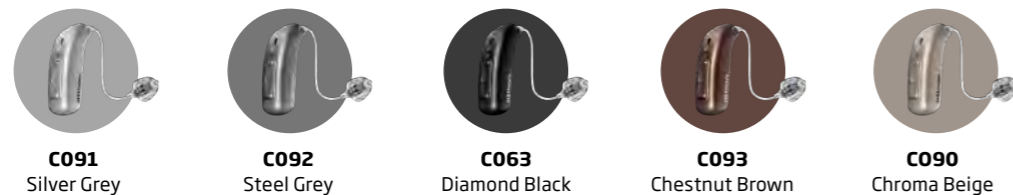
A range of miniBTE and miniRITE styles with rechargeable or disposable batteries, available in 5 different colours, means you can fit even more clients with a flexible solution that works for them.



Availability and function of technology, features and accessories can vary depending on hearing aid style and performance level selected.

| Benefits                             | Features  | Oticon Zircon 1               | Oticon Zircon 2               |
|--------------------------------------|---|-------------------------------|-------------------------------|
| Speech Understanding                 | OpenSound Navigator:<br>- Balancing power effect<br>- Max. noise removal difficult/simple | ●<br>40%<br>6/0 dB            | -<br>-<br>-                   |
|                                      | Multiband Adaptive Directionality   | -                             | ●                             |
|                                      | Noise Reduction   | -                             | ●                             |
|                                      | Speech Guard  | ●                             | -                             |
|                                      | Single Compression  | -                             | ●                             |
|                                      | Frequency lowering  | Speech Rescue                 | Speech Rescue                 |
| Sound Quality                        | Fitting Bandwidth   | 8 kHz                         | 8 kHz                         |
|                                      | Processing Channels   | 48                            | 48                            |
|                                      | Bass Boost (streaming)  | ●                             | ●                             |
| Listening Comfort                    | Feedback Management   | SuperShield & Feedback shield | SuperShield & Feedback shield |
|                                      | Wind Noise Management   | ●                             | ●                             |
|                                      | Transient Noise Management  | On/Off                        | -                             |
| Personalisation & Optimising Fitting | Fitting Bands   | 14                            | 12                            |
|                                      | Multiple Directionality options   | ●                             | ●                             |
|                                      | Adaptation Mangement  | ●                             | ●                             |
|                                      | Oticon Firmware Updater   | ●                             | ●                             |
|                                      | Fitting Formulas  | NAL-NL1+2, DSL v5.0           | NAL-NL1+2, DSL v5.0           |
|                                      | Tinnitus SoundSupport   | ●                             | ●                             |
|                                      | CROS/BiCROS support   | ●                             | ●                             |
| Connecting to the world              | Direct streaming*   | ●                             | ●                             |
|                                      | Oticon ON & Oticon RemoteCare   | ●                             | ●                             |
|                                      | ConnectClip, EduMic & Remote Control 3.0  | ●                             | ●                             |
|                                      | TV Adapter 3.0 & Phone Adapter 2.0  | ●                             | ●                             |

- OpenSound Navigator™**  
Access to speech all around
- Speech Guard™**  
Improves speech understanding in noisy environments
- SuperShield**  
Rapidly and intelligently prevents feedback before it occurs
- Feedback shield**  
Maintains effective feedback suppression over time
- Speech Rescue™**  
Makes high frequency sounds more audible
- Multiband Adaptive Directionality**  
Quickly adapts to changing soundscapes by fluently applying directionality
- Single Compression**  
Compresses and amplifies sounds into the audible range
- Noise Reduction**  
Attenuates disturbing noise extremely quickly, even in-between words
- Wind Noise Management**  
Improves access to speech in situations with wind noise
- Tinnitus SoundSupport™**  
Relief sounds for clients with tinnitus



## Charging solutions that work for everyone

### SmartCharger

The easy-to-use SmartCharger gives your clients the freedom to travel light by keeping their hearing aids powered up, dry and protected.

- Recharges hearing aids without access to power outlet - minimum three full charges
- Charges hearing aids in three hours for a full day of hearing aid power\*\*
- 30 minutes quick charge gives an additional six hours of hearing aid power\*\*\*

### Desk charger

The Oticon desk charger makes daily charging easy. The elegant design looks great on a nightstand and charges hearing aids while your client sleeps.

- Charges hearing aids in three hours for a full day of hearing aid power\*\*
- 30 minutes quick charge gives an additional six hours of hearing aid power\*\*\*




\* From compatible iPhone, iPad, iPod touch, and selected Android devices  
\*\* Three and a half hours gives a full day for miniBTE R.  
\*\*\* 30 minutes gives an additional five hours for miniBTE R.

SmartCharger for miniBTE R is coming soon. Please contact your local Oticon representative for stock availability. Additional accessories are available for purchase and are not part of the hearing aid package. A charger is required for Oticon rechargeable hearing aids to function.

Performance of the hearing devices is dependent on individual circumstances and may not be appropriate for all conditions. Always read the label and follow the instructions.

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[www.oticon.co.nz/zircon](http://www.oticon.co.nz/zircon)

Oticon is part of the Demant Group.

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