

EXPECT more from Oticon Agil



A recent international survey confirms that for speech intelligibility, ease of listening and satisfaction, Oticon Agil is rated top-notch by first-time users as well as existing users.

The introduction of Oticon Agil with its innovative adaptive amplification strategy gave rise to significant user benefits in terms of speech understanding combined with ease of listening.

SpeechGuard and Spatial Sound prove their worth

In a recent international survey*, first-time users and experienced users put Agil to the test - and the results were overwhelmingly positive particularly for speech intelligibility and satisfaction.

What new users stand to gain

- For following speech in noisy situations, on a ten point scale, the average score for Agil was 7.78 compared to 3.41 with no aid.
- For the ability to follow a conversation in a setting with more speakers, Agil was rated 7.77 (Fig. 1)
- For ease of listening Agil was rated an impressive 8.36 out of 10. (Fig. 2)

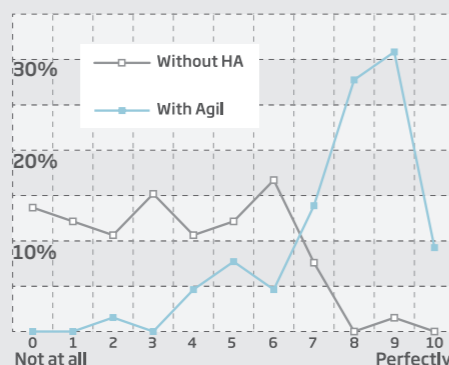


Fig.1 Showing how well first-time users can follow a conversation while ignoring other voices.

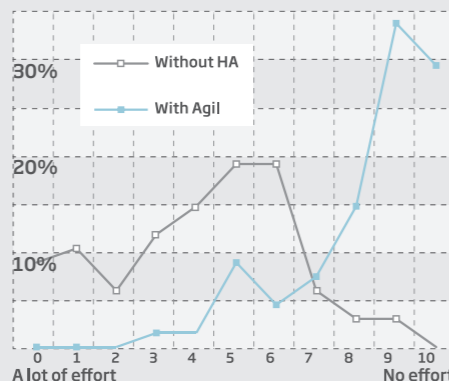


Fig.2 Showing the degree of effort it takes first-time users to follow conversations.

Responding naturally with less effort – with Speech Guard

In a hearing instrument aiming to preserve naturally occurring acoustic information, the gain adjustment system would act slowly to preserve the fidelity and subtle details of the speech signal, yet fast enough to maximise audibility and comfort in changing environments. This is what the Speech Guard amplification strategy endeavours to do.

Not only does Speech Guard avert the sudden transients which disrupt stable input levels; it constantly works to sustain the natural dynamics and authenticity of the useful input signals, such as speech.

The natural-like signal fidelity produced by Speech Guard gives Agil users the upper hand to converse in more situations with less effort. "It's a well known fact that first-time users are reluctant users" says Bo Littau, product manager. "If we can shorten the adaptation period for

first-time users, we can increase the success with this segment. The adaptation process relates to their speech understanding gains, perceived sound quality and comfort, i.e. parameters that Agil is specifically designed to safeguard."

How experienced users react

Using their previous premium instruments as a reference, the participants gave Agil the following scores:

- For following speech in noisy situations, Agil was rated 7.71 on a scale from 1 - 10 compared to a poor 4.11 with previous instruments.
- For the ability to follow a conversation in a setting with more speakers, Agil was rated 7.70 (Fig. 3)
- For making listening more effortless the score was an impressive 8.38 (Fig. 4)

A better sense of direction with Spatial Sound 2.0

Using a combination of binaural processing and extended bandwidth, Agil aims to preserve the inter-aural level differences that help people organise sounds and segregate them by their spatial origin.

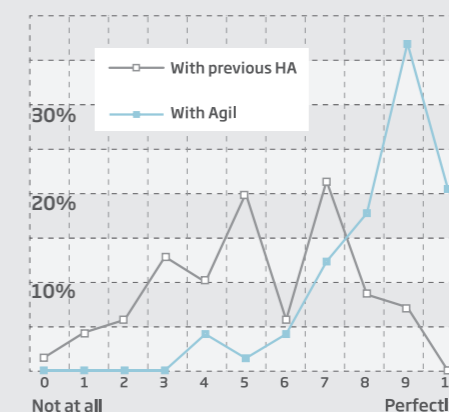


Fig.3 Showing how well experienced users can follow a conversation while ignoring other voices.

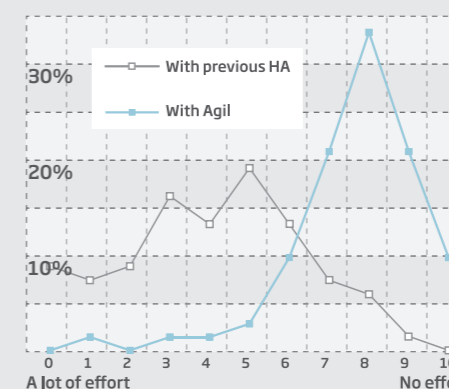


Fig.4 Showing the degree of effort it takes existing users to follow conversations.

"Experienced users know what they want and show great interest in new benefits. Spatial Sound offers them enhanced acoustic capabilities to improve their natural perception of sound. Combined with Speech Guard, this may also improve their ability to focus on one voice whilst ignoring competing voices" says Bo Littau.

With quality comes loyalty

When asked whether they would purchase Agil again, the reactions from both new and experienced users was overwhelmingly positive. On a scale from 1-10, the average score for new users was 8.7, while the experienced users gave it 8.87. When asked whether they would recommend Agil to others, the average score for the experienced users was a solid 8.54 rising to 8.81 for first-time users.

Succeeding with new users and retaining the loyalty of existing clients, demands common fulfillment of their diverse needs. By combining comfort, clarity, effortless listening and speech understanding, Agil empowers professionals to meet the primary success criteria - as this survey now confirms. □

Agil loyalty matrix	Would buy again	Would recommend to others
First-time users	86% would very likely or most likely buy Oticon Agil again	87% would very or most likely recommend to others
Experienced users	89% would very or most likely buy Oticon Agil again	83% would very or most likely recommend to others

* The survey was performed in Canada, Germany, the United Kingdom and the United States. The survey collected data from 300 end-users and dispensers in total. The dispensers in the survey were selected by Oticon from their experience in selling Agil and other high end instruments. The participating users, all of whom were selected by the dispensers, had purchased and worn Agil for over a month. All ratings were made on a 10-point scale, where 10 is best. For each question, the poorest and the best ratings were given relevant labels, e.g. "Not at all" and "Perfectly".



Oticon Agil is the premium hearing instrument family offering our best signal fidelity in all styles for most hearing losses. The Agil hearing solution can be complemented by the ConnectLine system