**Oticon Intent™ - What if your hearing aids could understand *you*?**

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It might not be a surprise to those with hearing loss that research has shown hearing speech in noise is the number one challenge.1 Just think of a busy restaurant or trying to have a conversation over the sound of the television. Traditional hearing aid devices understand sounds, but don’t always understand what you want to listen to. Oticon Intent™ *[link to your Oticon Intent page]* is a new hearing aid designed to meet this challenge.

**How can Oticon Intent understand you?**

Our ears receive sound, but it’s our brain that gives sound meaning. That’s why Oticon develops hearing aids designed to support the brain, like Oticon Intent. In conversation, you might keep your head still to listen to just one person or move your head in a group conversation to engage with different people. When struggling to hear what someone is saying, you might lean in to listen. Oticon Intent combines these motions to understand what you want to listen to and give you personalised support for that situation.2

**“…up to 20 hours of battery life”**

**Does it connect to my devices?**

With next-generation Bluetooth® connectivity via Bluetooth LE Audio, Oticon Intent delivers easy connection for hands-free calls and direct streaming from compatible devices.3

**Do I need batteries?**

Oticon Intent is rechargeable and offers up to 20 hours of battery life, so you don’t have to worry about running out of battery. You can also drop your hearing aids into the charger for 30 minutes for up to 8 hours of battery life.4

A phone and a charger on a table

Description automatically generated

So, if you or a loved one are finding it difficult to hear in noise, or wear hearing aids but could use more support, it’s worth considering how new hearing aids like Oticon Intent can help. Call us on [Clinic phone number] to find out how you can try Oticon Intent at [Clinic Name].

1. Jorgensen, L., & Novak, M. (2020). Factors Influencing Hearing Aid Adoption. Seminars in hearing, 41(1), 6–20.
2. Bianchi/Eskelund et al. (2024). Oticon Intent™ – Clinical evidence. BrainHearing™ benefits of the 4D Sensor technology. Oticon whitepaper. Sponsored by Oticon. 4D Sensor technology only available in Oticon Intent 1 & 2.
3. Hands-free communication is available on select devices. See which hearing aids and devices are compatible here: oticon.com.au/compatibility.
4. Expected use time for rechargeable battery depends on use pattern, active feature set, hearing loss, sound environment, battery age and use of wireless accessories.

This product is not available for purchase by the general public without a consultation with a hearing healthcare professional. Availability, function, and benefit of technology, features and accessories can vary depending on hearing aid style and performance level selected.