

# Organic Hearing

Sounds natural, feels natural, and connects you naturally to your world

We want people with hearing challenges to connect to the world around them in the most natural and intuitive way. Our goal is that using hearing aids feels as natural as possible. For this, we balance nature with science in perfect harmony, designing hearing solutions that perfectly fit the user's life, organically, instead of requiring them to fit their life around their hearing loss.



## SOUNDS NATURAL

Emulating the natural hearing process and the natural ways we listen as closely as possible, helping the brain to hear as nature intended.

- Warp Processing
- M&RIE
- E2E Bilateral compression
- Spatial Sense
- Natural Directionality
- All Access Directionality
- Environmental Optimizer
- Ultra Focus



## FEELS NATURAL

Adapts organically to the person for the best wearing comfort all day long, with ease of use.

- Designed for optimal comfort on the ear with one touchpoint
- All-weatherproof (IP68 rated)
- DFS Ultra III
- Open fittings
- Reliable and easy inductive rechargeability



## CONNECTS YOU NATURALLY

Inspired by the way we interact with people and devices in our daily lives.

- 2.4 GHz Bluetooth® connectivity
- MFi and Android™ streaming
- Hands-free calls for iPhone and iPad\*
- ReSound Smart 3D™ app
- Crystal clear and easier calls with M&RIE
- Remote assistance



# Did you know?

## SOUND

# 80%

of hearing aid users are still challenged by hearing speech in noise.

(Source: MarkeTrak 10, 2019)

The biggest challenge is hearing speech in noisy areas. It is just not easy to do the needed changes or hear well.

(Source: Innovation through Deep Listening, Study by Red Associates for GN, 2017)

Communication sits at the core for experienced users who still struggle to find solutions that noticeably allow them to participate in conversation without compromise or workarounds.

(Source: Fidelity study – Barriers And Triggers, 2021)



## COMFORT & COMPLEXITY

# 47%

of those considering hearing aid(s) rank comfort as their anticipated most important characteristic.

(Source: Fidelity study – Barriers And Triggers, 2021)

The most common complaint amongst users who do not use their hearing aids or returners is that the device is physically uncomfortable.

(Source: MarkeTrak 10, 2019)

Hearing aids come with significant complexity and inconvenience – these burdens affect the lives of hearing aid users and those considering hearing aids.

(Source: Fidelity study – Barriers And Triggers, 2021)



## CONNECTIVITY

# 61%

of people 65+ own a smartphone and as many as 83% of people aged 50-64 own a smartphone.

(Source: Survey of US adults, PEW Research Center, 2021)

Connectivity is a relatively low motivating factor for hearing aid purchase due to a lack of understanding of what connectivity can do to help communication.

(Source: MarkeTrak 10, 2019)

Connectivity is among the TOP 3 key satisfaction drivers when using hearing aids.

(Source: MarkeTrak 10, 2019)



## KEY PAIN POINTS

Organic Hearing directly addresses the main challenges that people with hearing loss face. With our innovations, we continuously strive to help people hear as nature intended and solve these key pain points:

**Hearing in noise and hearing with compromise**

**Uncomfortable and complex hearing solutions**

**Non-intuitive connectivity**

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**Learn more about Organic Hearing at [pro.resound.com](https://pro.resound.com)**

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