

Oticon Ino Delivers Sound Essentials in a Discreet, Affordable Hearing Solution

SOMERSET, NJ March 7 -- Oticon empowers users to enjoy the “essentials” of modern communication with Oticon Ino, a reliable, discreet hearing solution that delivers excellent value. The new entry-level hearing device is designed to meet almost any user’s expectations for fast, accurate sound quality, wireless connectivity to communication and entertainment devices and a wide selection of custom and BTE styles.

“Oticon redefines the concept of the entry-level hearing device with the introduction of Oticon Ino,” says Oticon President Peer Lauritsen. “With Ino, we aim to empower more people with hearing loss to experience some of the benefits of the latest advances in hearing care technology so that they can communicate freely, interact naturally and participate actively.”

Powered by Oticon’s most advanced signal processing platform, RISE 2, Ino offers excellent sound quality, a rich and detailed sound picture, dynamic feedback cancellation and an 8 kHz bandwidth. Ino Pro’s embedded wireless connectivity capabilities allow users to switch seamlessly between entertainment and communication devices using the Streamer remote control. With the Streamer, Ino Pro can be used as a hands-free headset for cell phones and MP3 players with excellent clarity and audibility.

The addition of the ConnectLine system allows users to stream sound directly from the TV, landline telephone or music player with just the touch of a button. The new ConnectLine Microphone connects wirelessly to the Streamer to enable Ino users to conduct clear and private one-on-one conversations in challenging listening situations such as in noisy restaurants or when driving in a car where face-to-face communication is not an option.

The interchangeable RITE speaker system offers three power levels to adapt easily to a user’s changing hearing needs.

Oticon Ino and Ino Pro give hearing care professionals a full selection of reliable, affordable hearing instruments with the flexibility to fit mild to severe to profound hearing losses. The Ino family’s broad range of styles includes the ultra-discreet miniRITE.

For more information on new Oticon Ino visit oticonusa.com.