

# Ponto Plus

Better hearing when you  
need it most



**Ponto™**  
– The Bone  
Anchored  
Hearing System



# Better hearing when you need it most

Conversations in a crowded room, enjoying music at a live concert or walking outside in windy or rainy weather. These are just some everyday situations that can make daily life challenging with a hearing loss.

At Oticon Medical, we understand that whatever the situation, you want to be able to hear the world around you without being reminded of your sound processor. This is what we mean when we talk about high sound quality. And this is where the most advanced sound technology can make a real difference.

We cannot promise that Ponto Plus will restore your natural hearing. But we can promise that you will experience a difference – at home, at work and in all the situations mentioned above. Oticon Medical combines more than a century of experience in hearing and sound technology with decades of experience in hearing implants. This has enabled us to build up extensive knowledge and transform it into the sophisticated sound technology used in Ponto Plus. As our most advanced bone anchored hearing solution, Ponto Plus lets you enjoy better sound quality where it really makes a difference.



**Inium Platform**  
Latest Oticon sound  
processing technology



Ponto Plus    Ponto Plus Power





# Better sound quality

We believe that the highest praise for a sound processor is that you stop noticing it. That is what we mean by high sound quality. Sound quality is difficult for engineers to measure but is unsurprisingly one of the most important factors in satisfaction with hearing aids.<sup>1,2</sup> Good sound quality is something you notice immediately because sounds meet your expectations; clear but not sharp, full but not blurred, bright but not harsh. The whisper is soft, yet audible, and the passing bus is loud but not distorted. The world around you sounds natural and it sounds good.

Fig 1. Sound quality

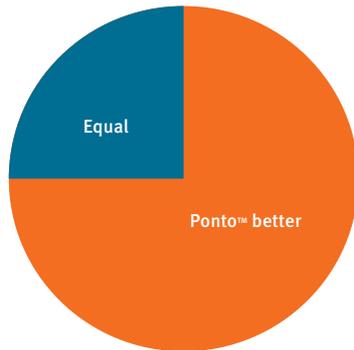
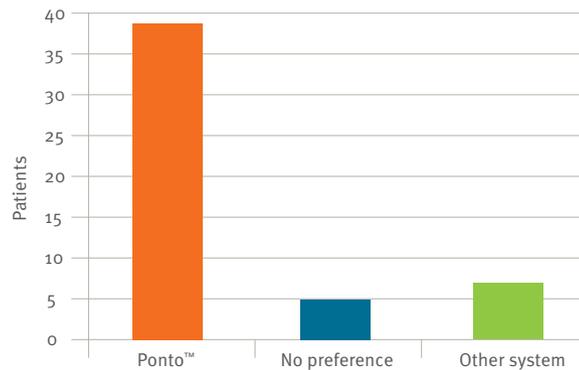


Fig 2. Patient preference



Four scientific studies have investigated sound quality and compared Ponto to other bone anchored sound processors.<sup>3,4,5,6</sup> The majority of the studies report the sound quality of Ponto to be better (Fig. 1). In the three studies where patients were asked, a large majority preferred the Ponto System (Fig. 2).<sup>3,4,5</sup>





## More of the everyday sounds

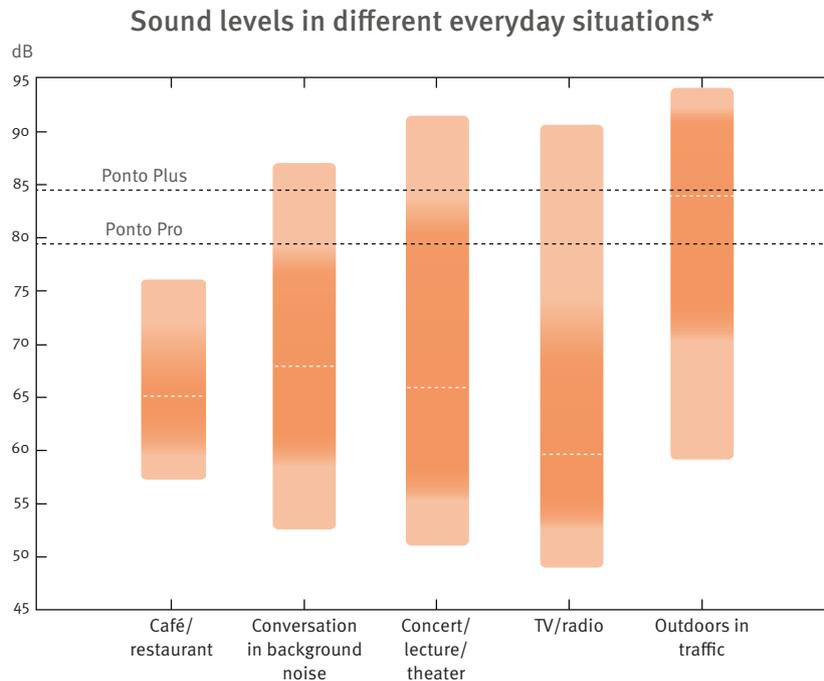
You might not often think about it, but daily life contains a huge variety of sounds, pitches and volumes. Without even looking, a person with normal hearing can tell if a car is far away or dangerously close – just by the volume of the sound. And there are natural variations in the sound level of any situation. A sneeze can interrupt a quiet conversation or a door slamming can break a silence. All of which make demands on your sound processor.

The aim of any sound processor is that the sound you experience should be as close as possible to the original sound. While the technology used in bone anchored sound processors has developed significantly, many remain unable to produce high volume sounds. For example, at a live concert where you want to enjoy the dynamics of soft and loud music, some processors can make these variations sound alike or distort loud sounds.



## How Ponto Plus helps

Ponto Plus is the most powerful ear-level bone anchored sound processor family and can therefore reproduce louder sounds. In addition, Ponto Plus incorporates the Speech Guard feature that is designed to produce less distortion. So you can enjoy the world around you, and the multitude of sounds within it.



The sound level varies a lot between different situations. For example, in a conversation with background noise the average level is around 70 dB. Still, sound levels between 55 and 85 dB frequently occurs. These varieties put a demand on your sound processor.

The horizontal lines exemplify how the increased power of Ponto Plus makes more of the varieties of everyday sounds available to you.

*\*Based on recordings of users' everyday situations<sup>2</sup> and a typical Ponto user. The exact effect for you will depend on the situation, your hearing loss and choice of sound processor.*

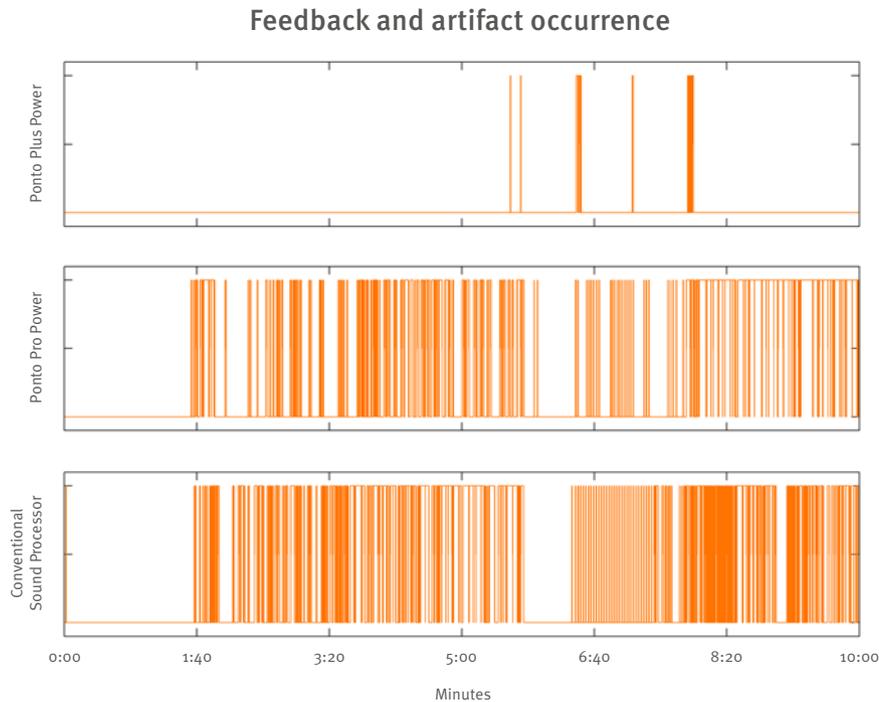
## Less whistling, fewer artificial sounds

We say ultimate sound quality is when you hear your surroundings without noticing your sound processor. And thanks to technological advances, this is true for many situations. But whistling sounds, also known as feedback, still remain a problem for many sound processor users. Situations such as holding your hand close to the sound processor, the microwave oven beeping, or meeting and greeting friends in a close hug can cause this unwanted noise. It can even lead to some users deliberately reducing the volume or avoiding these situations altogether.



## How Ponto Plus helps

Ponto Plus is designed to meet the challenge of fighting feedback without reducing sound quality. The feedback system works in two ways: first, during fitting, it measures and optimizes the sound processor to you in order to minimize feedback. Once adjusted, the new Inium feedback shield continues to attack any whistling sounds so they have minimal interference with the overall sound quality during daily life. In other words, Ponto Plus adapts to you and your hearing and not the other way around. So you can continue to enjoy the world of sounds without worrying about how your sound processor will react.



We have triggered sound processors with a recording of different sounds known to cause feedback. Each time a whistling or artificial sound occurred on the recording, it was marked with an orange line. The fewer the lines, the better the feedback system. Ponto Plus, with feedback shield, shows a significant improvement compared to other systems.

# Understanding speech in difficult situations

Hearing is about being able to communicate freely and effortlessly. While a simple amplifier goes a long way to making this possible, making speech easier to understand remains one of the biggest challenges facing modern sound processors. This is especially true in environments where speech and the surrounding noise can merge, such as in crowded restaurants, or at social events or meetings.



## How Ponto Plus helps

In a sound processor, directionality is the function that makes speech easier to understand<sup>3,4</sup>. Directionality lets you focus on the voice or voices in front of you by fading out other sounds. Ponto Plus has three directionality modes, including a unique split directionality mode, to help you in more of the situations where speech can be difficult to understand. It automatically switches between the three different modes according to your surroundings so you can benefit from directionality when you need it without being aware of your sound processor.

### Full directionality – party 8%



8% of time is spent in loud environments with background noise, such as parties or crowded places. Here, Ponto Plus will use the full directionality mode to enable clearer speech.

### Split directionality – half-full restaurant 20%



The remaining 20% of the time is where Ponto Plus really makes a difference. This is time spent in environments where sound is moderate or loud, such as a half-full restaurant. The unique split directionality mode makes speech clearer in these more difficult situations.

### No directionality – watching television 72%



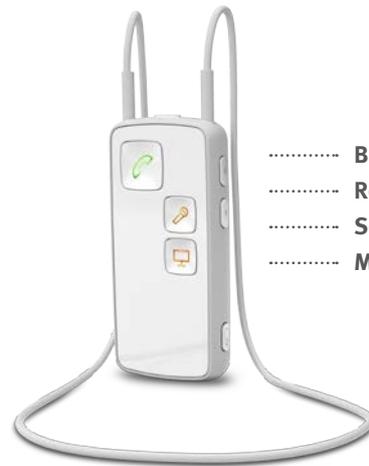
72% of the time, no directional effort is needed. This is when the listening environment is quiet, for example, when watching TV.

# New wireless communication possibilities

In today's environment, staying connected has become increasingly important. With help from Ponto Streamer, you can wirelessly connect your Ponto Plus sound processor to a range of different audio sources, such as your cell phone, landline phone, TV and laptop.

## Ponto Streamer enables you to:

- ✦ Communicate hands-free on your cell phone with less interference
- ✦ Get speech sent directly into your Ponto Plus when you want to focus on one person talking
- ✦ Watch TV at your preferred volume without affecting others
- ✦ Listen to music streamed directly to your Ponto Plus



- ..... **Built-in telecoil**
- ..... **Remote control function**
- ..... **Socket for FM**
- ..... **Mini jack cable**





# New opportunities with Ponto Streamer

Ponto Streamer gives you access to new communication opportunities in a variety of situations. By picking up the audio signal and sending it to the sound processor, Ponto Streamer turns the sound processor into a wireless headset. It can also act as a remote control for your sound processor, creating a simple way to change the program or adjust the volume.

## Controlled by one device

Ponto Streamer is designed to work with a wide range of products thus providing additional communication opportunities. All controlled by one device. Talk to your audiologist for more information on the products and solutions available or visit [www.oticonmedical.com](http://www.oticonmedical.com)



### Cell Phone

Communicate hands-free on your cell phone with less interference from surrounding sounds.



### TV

Watch TV at your preferred volume without it affecting family and friends.\*



### Tele Loop

Use tele loops installed in theaters, lecture halls and religious services without plugging any additional device into your sound processor.



### Phone

Receive the sound from your landline phone directly into your sound processor.\*



### FM

Listen to lectures and lessons at school through FM without plugging any additional device into your sound processor.\*

*\*Situations where you need additional accessories.*



### Microphone

Get speech directly into your sound processor in situations where you want to focus on one person talking.\*



### Music

Listen to music streamed directly to your sound processor.



### Computer

Communicate and interact to stay informed and be entertained.



### Office Phone

Make use of new possibilities for using your office phone.\*



### Remote

Enjoy an easy way to change programs or adjust the sound processor volume.



# Made for living

An active life needs the support of a durable, reliable sound processor. That's why Ponto Plus has a robust design that reduces wind noise, and limits water and dust from entering the sound processor. So whatever the weather, whatever the situation, it will support your lifestyle.

All features in Ponto Plus are thoroughly tested to confirm they support an active lifestyle. The sound processor can be clicked on and off the abutment and the controls have been developed to withstand use throughout the entire lifetime of the sound processor.

## **Wear-resistant coupling**

The metal-spring coupling is designed to withstand daily connection and disconnection without impairing sound quality.



## **Water resistant**

A special nano coating offers improved resistance against water, moisture and dirt. Ponto Plus has earned an IP57 classification - the highest in its class - for resistance against dust and water.\*



## **Wind noise reduction**

The Wind Noise Reduction system reduces wind noise so you don't have to adjust the volume or switch off the device to avoid discomfort.



## **Durability tests**

Ponto sound processors have been subjected to numerous reliability tests - from humidity and drop tests to compatibility tests - all to confirm its ability to support and active lifestyle.



*\*Please note, Ponto Plus is not waterproof. Please remove your sound processor while showering or bathing.*

# Designed for your needs

When we ask users of bone anchored sound processors to describe what they need from their sound processor, we get the same answer: better speech understanding, great sound quality and a discreet design.

## Award-winning design that delivers

With dedicated left and right versions that smoothly follow the contours of the outer ear, the discreet design blends in without compromising usability. The ergonomically-designed push button makes program selection and muting simple, while the user-friendly battery door makes it easy to change the battery. Ponto Plus is available in four different colors to suit your style and personality.



## Individualization

As hearing loss and lifestyle are individual, Ponto Plus can be fully customized to fit your personal preferences and lifestyle. Depending on your listening needs, your audiologist will either recommend the regular Ponto Plus or the stronger Ponto Plus Power.





White silver



Chroma beige



Mocca brown



Diamond black



## Where hearing begins

As a parent of a child with a hearing loss, the greatest desire is to see them grow up to be active, self-sufficient individuals. The Ponto Soft band gives children early access to the Ponto Plus sound processor, enabling them to hear speech and sound and providing the foundation for speech development. The sound processor is easily attached to the soft band where it can be placed in the best position for secure and comfortable hearing.

Ponto Plus sound processors can be adjusted to meet children's continually evolving needs. For example, the program push button and volume control can be fully deactivated, and special programs can be added. All to meet the individual needs of your child.





# Useful links

Find more valuable information on bone anchored hearing systems and access to discussion forums for users by visiting the websites listed below:

[www.oticonmedical.com](http://www.oticonmedical.com)

Oticon Medical website with user stories, product information and brochure download.

[www.facebook.com/OticonMedical](https://www.facebook.com/OticonMedical)

Oticon Medical Facebook page - to share your experiences and connect with other users.

[www.oticonmedical.wordpress.com](http://www.oticonmedical.wordpress.com)

Oticon Medical Blog – with news and user stories.

[www.baha-users-support.com](http://www.baha-users-support.com)

The Ear Foundation - BAHA User Support forum (formerly BUSK)  
Direct link to online forum for users of bone anchored hearing systems

[www.earfoundation.org.uk/hearing-technologies/bone-anchored-hearing-systems](http://www.earfoundation.org.uk/hearing-technologies/bone-anchored-hearing-systems)

The Ear Foundation - English organization for people with hearing implants

[www.earcommunity.com](http://www.earcommunity.com)

A warm and supportive community for individuals who were born with Microtia and Atresia, Hemifacial Microsomia, Treacher Collins Syndrome, and Goldenhar Syndrome

[www.anausa.org](http://www.anausa.org)

Acoustic Neuroma Association for people with acoustic neuroma and other benign tumors of the cranial nerves (US based).

## References

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## About Oticon Medical

Oticon Medical brings more than a century of experience in hearing solutions and decades of pioneering experience in implant technology to every hearing implant solution we create. As a member of the William Demant Group of hearing care companies, we enjoy valuable resources that enable us to invest in the development of innovative hearing implant technologies that deliver a lifetime of benefits for users. Our “People First” philosophy ensures that Oticon Medical solutions are always designed with the user’s needs in mind. Our goal is to provide high quality hearing implant systems that empower users to overcome everyday challenges and live life to the fullest.

[www.oticonmedical.com](http://www.oticonmedical.com)



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