

Freedom
to **empower**
more **people**



Meet Ponto – the most **powerful family**
of bone anchored sound processors

oticon
MEDICAL



A complete and powerful Ponto family

Over the last two years, Oticon Medical has played a key role in revolutionizing the field of bone anchored hearing care. With user needs as our driving force, and the most sophisticated sound technology as our means, we aim to empower and bring freedom of choice to users of bone anchored hearing systems.



Oticon Medical's Ponto system set a new gold standard in sound quality in bone anchored devices – yet we are already moving forward.

The latest developments include:

- NEW Ponto Pro Power
- NEW features in Ponto and Ponto Pro*
- NEW Genie Medical 2011.1

All three Ponto models are powered by the unique Oticon RISE platform and fitted via the same easy-to-use Genie Medical fitting software. So, if you can fit one Ponto processor you can fit them all!

Learn more about the features available in all Ponto sound processors on the following pages.

*) Via Genie Medical 2011.1 it is possible to upgrade earlier versions of Ponto and Ponto Pro with the new sound processing features.



Ponto



Ponto Pro Power



Ponto Pro

Empower more people with **Ponto Pro Power**





Ponto Pro Power is the result of advanced technology and knowledge necessary to help power users overcome everyday challenges such as audibility and feedback.

A world first!

Covering sensorineural hearing losses up to 55 dB, Ponto Pro Power is the world's first fully digital and programmable bone anchored power processor.

And being based on the proven RISE sound technology it is equipped with features designed to offer the two benefits that power users report wanting the most: speech intelligibility, and less feedback.*

This is facilitated through a combination of:

- Advanced automatic directionality
- Speech Guard compression system
- Two-stage Feedback Management

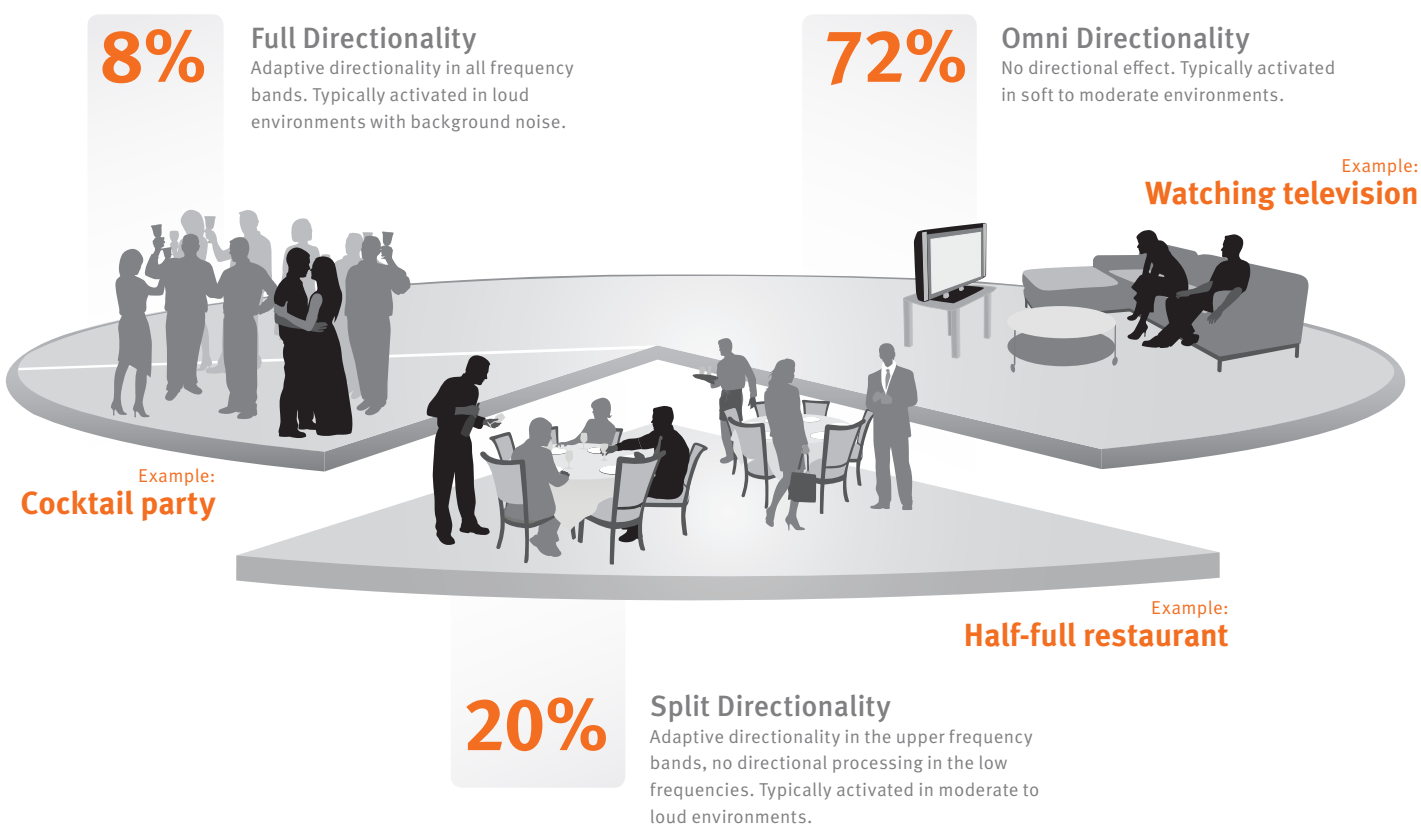
*) Bosman AJ et al. "Evaluation of a New Powerful Bone-Anchored Hearing System". Poster presented at the Third International Symposium on Bone Conduction Hearing-Craniofacial Osseointegration, Sarasota, Florida, 2011.



Speech understanding is key to communication

Hearing is about being able to communicate freely and effortlessly – even in challenging environments such as crowded restaurants or conference rooms. In Ponto sound processors, two unique features endeavor to bring a new dimension to speech understanding: the advanced **Automatic Multiband Adaptive Directionality** system with the third **Split Directionality** mode, and a new amplification strategy called **Speech Guard**.*

Typical use time spent in directional modes



*) Posters presented at the Third International Symposium on Bone Conduction Hearing-Craniofacial Osseointegration, Sarasota, Florida, 2011: Bosman AJ et al. "Evaluation of a New Powerful Bone-Anchored Hearing System". Bosman AJ et al. "Evaluation of Cochlear BP-100 and Oticon Medical Ponto Pro sound processors".

Irene Holm-Nielsen

73 years old, Ponto Pro Power user

"I don't need to spend a lot of energy on listening at large gatherings. The sound just comes to me."



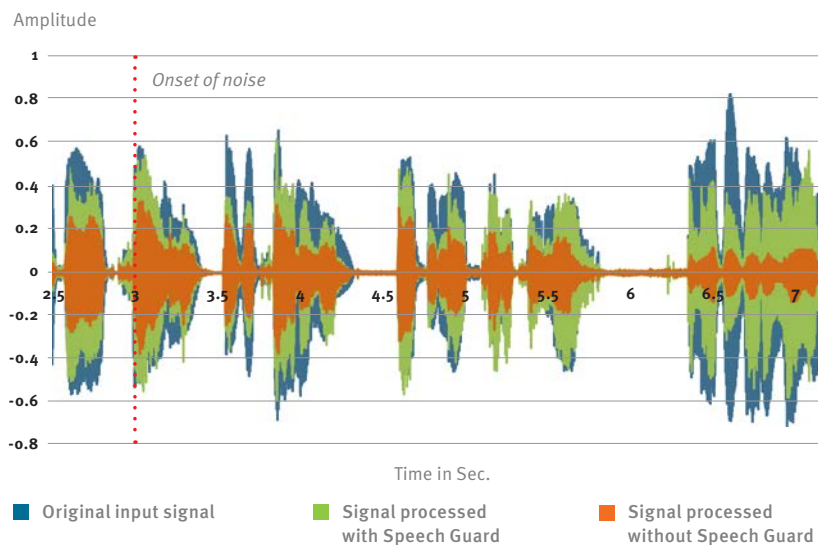
How Split Directionality helps patients to focus

In Split Directionality mode, Ponto applies a combination of full and omni directionality to enhance speech in noise. Thus, users can benefit from directionality in far more situations without losing power in the low frequencies.

How Speech Guard reduces distortion

Speech Guard revolutionized air conduction hearing aids, and this feature has now been made available for users of bone anchored systems. By maintaining linear processing as much as possible – and by instantaneously responding to rapidly occurring environmental sounds – Speech Guard produces less distortion than traditional compression systems.

The effect of Speech Guard on the speech envelope



In order to reduce distortion, Speech Guard aims to preserve the natural amplitude-time envelope of speech in a unique way, even if noise is introduced during ongoing speech.

Sound quality and listening comfort go hand

Ponto sound processors are based on the sophisticated Oticon RISE sound processing platform. This lightning-fast chip supports several unique features developed to improve sound quality and listening comfort in quiet and noisy environments.

Unique, two-stage Feedback Management

All bone anchored processors aim to provide comfortable, feedback-free sound – but only the Ponto system is capable of launching a two-pronged attack on feedback.

1. Via Genie Medical, a unique Feedback Manager automatically adapts the shape of the maximum gain curve to the capabilities of the Dynamic Feedback Cancellation as well as to the individual feedback limits of the user.
2. A well-proven Dynamic Feedback Cancellation feature applies out-of-phase cancelling at the slightest sign of feedback in the user's daily environment.

Not only does this reduce the risk of unexpected feedback, it also allows full use of the volume control with far less risk of irritating whistling sounds.



Peder Sørensen

69 years old, Ponto Pro Power user.

"I'm no longer bothered by feedback when I'm singing in the choir or working out."



in hand

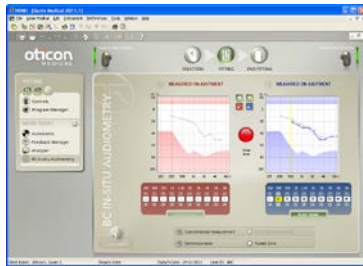
Wind Noise Reduction makes outdoor life more fun

Outdoor life can be great fun – until the wind hits the microphones of the sound processor! Ponto's Wind Noise Reduction system aims to combat the effects of wind noise by immediately detecting it and automatically adjusting the amplification. User tests confirm the ability of this feature to improve listening comfort in outdoor situations.*

*) Rosenbom T et al. "Clinical study of a Direct Bone Conductor". Poster presented at the Second International Symposium of Bone Conduction Hearing-Craniofacial Osseointegration, Gothenburg, Sweden, 2009.

Power to make a difference – through Genie Medical

Advanced technology has the power to work wonders – but only in the hands of skilled audiologists. Ponto processors put the most advanced signal processing at your fingertips via Genie Medical. And the new Genie Medical 2011.1 offers even more valuable audiological tools.



BC In-situ Audiometry

BC In-situ Audiometry allows you to measure individual BC hearing thresholds directly via the sound processor. The goal is to increase accuracy and reduce the need for fine tuning and verification measurements.



Feedback Manager

The Feedback Manager automatically measures individual feedback conditions and shapes the maximum gain curve for full use of the volume control with far less risk of feedback.

Lone Mindbjerg

52 years old, Ponto Pro Upgrade user
"It's great that it is tailored to my personal needs. Now it is much easier to understand speech even in varying noise."



Dedicated fitting modes

To optimize the fitting outcome and workflow for different user groups, Genie Medical offers dedicated fitting modes and rationales for single-sided deafness as well as fittings on a soft band.



Insight through Data Logging

Ponto uses data logging to memorize valuable information such as usage time, volume control settings, advanced feature activity and program use, as input for future adjustments.



New technology available for all users

Via Genie Medical 2011.1 it is possible to upgrade earlier versions of Ponto and Ponto Pro with the new sound processing features.

Made for living

People living active lifestyles need durable, reliable devices. No matter how often they are clicked on and off the abutment, or how often the controls are used, Ponto processors keep right on going.

Designed for users

With dedicated left and right versions that smoothly follow the contours of the outer ear, the focus is on the person rather than their sound processor.

Easy-to-use push button

The ergonomically designed push button facilitates easy program selection and muting.

Wear-resistant coupling

Connecting to the outside of the abutment, Ponto's strong metal-spring coupling is designed to withstand the rigors of daily connection and disconnection without breaking down or impairing the transfer of the signal. Tests show that the components remain intact even after three times the wear expected in the product's lifetime.



Tested from top to bottom

Ponto processors are subjected to over 30 different reliability tests – from humidity and drop tests to electromagnetic compatibility tests – to confirm their ability to support an active lifestyle.



Water resistant nano coating

Throughout the day a special nano coating offers empowered resistance against water, moisture and dirt from entering the processor, in order to achieve high durability and reliability.

Ponto and Ponto Pro:

Metal spring coupling

Tamper-resistant battery door



Easy-to-use push button

Volume control



Ponto Pro Power:

Metal spring coupling

Tamper-resistant battery door



Easy-to-use push button

Volume control



Smart Battery management

This system is designed to optimize performance with all quality batteries – including the new mercury-free zinc air batteries. It also warns well in time of the need to replace the battery.



Mobile Compatibility

Conforming to the very latest standards, Ponto processors are fully compatible with cell phones and wireless landline phones. Now users can enjoy mobile communication without being disturbed by noise or distortion.

Ponto helps children too

Recognizing that children's needs, preferences and lifestyles differ from those of adult users, Ponto offers a number of dedicated solutions for children, parents and caregivers.



Mia
7 years old.
Wears Ponto Pro
on a softband



A soft band for little heads

The easily adjustable Ponto soft band enables even the youngest child to wear a Ponto sound processor. The Ponto soft band comes in both unilateral and bilateral standard versions.



Adapting to children's needs

The Ponto sound processor can be adjusted to meet children's ever-evolving needs. For example, the program push button and volume control can be fully deactivated, and special programs can be added.



Extra support in school

Ponto sound processors are fully compatible with the Oticon Amigo FM system and other ear-level FM receivers.



Higher safety in handling

Ponto is equipped with a tamper-resistant battery door to help prevent children from removing and potentially ingesting the battery.



Stickers make Ponto more personal

Colorful stickers offer children an opportunity to personalize their sound processor.



Safety line keeps Ponto in place

The Ponto safety line prevents the sound processor from hitting the floor if it should accidentally become disconnected.

Product Overview

Features	Ponto	Ponto Pro	Ponto Pro Power
Sound processing features			
15 sound processing channels	✓	✓	✓
Multiband Adaptive Directionality	Manual	Automatic	Automatic
Tri-state Noise Reduction		✓	✓
Wind Noise Reduction	✓	✓	✓
Dynamic Feedback Cancellation	✓	✓	✓
Output AGC	✓	✓	✓
Speech Guard	✓	✓	✓
Battery management system	✓	✓	✓
Fitting features			
Fitting software, Genie Medical	✓	✓	✓
10-channel frequency response shaping	✓	✓	✓
BC In-situ Audiometry	✓	✓	✓
Feedback Manager	✓	✓	✓
Data Logging		✓	✓
Learning Volume Control		✓	✓
The physical product and operation aspects			
Up to 4 programs	✓	✓	✓
Volume control	✓	✓	✓
Start-up delay	✓	✓	✓
Mute/stand-by function	✓	✓	✓
Low battery warning	✓	✓	✓
Tamper-resistant battery door	✓	✓	✓
Telecoil/DAI/FM input	✓	✓	✓
Nano coating	✓	✓	✓

Color selection



White Silver



Chroma Beige



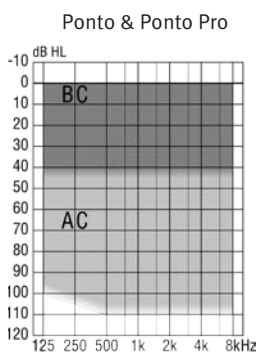
Mocca Brown



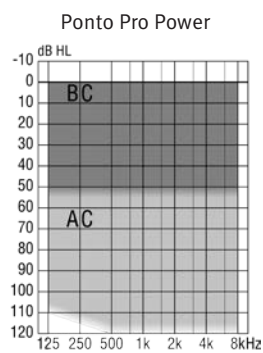
Diamond Black

Fitting ranges

Conductive / mixed hearing loss



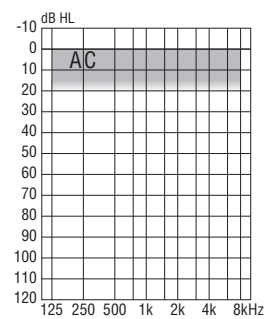
BC hearing losses up to average 45 dB HL*



BC hearing losses up to average 55 dB HL*

Single-sided deafness

Ponto, Ponto Pro & Ponto Pro Power



AC thresholds up to average 20 dB HL*

*average of 0.5, 1, 2 and 3 kHz

A complete solution



Surgical instruments for easy surgery



Implants and abutments based on proven technology



A complete sound processor family



A wide range of accessories



Easy to operate Genie Medical fitting software



Special solutions for children

Work with us!

If, like us, you believe that professionals should have complete freedom of choice when recommending bone anchored hearing systems - and that patients deserve access to the latest technologies and the very best sound quality - please contact us today.

Together we can take bone anchored hearing care in the direction it needs to go!

Ponto stands for Freedom of Choice

For surgeons and audiologists, Ponto offers long-awaited freedom to recommend alternatives of the highest caliber. For users, it offers opportunities to experience new dimensions in sound quality as technology develops.



In bone anchored hearing care, freedom of choice is a principle worth fighting for – both now and in the future!

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