

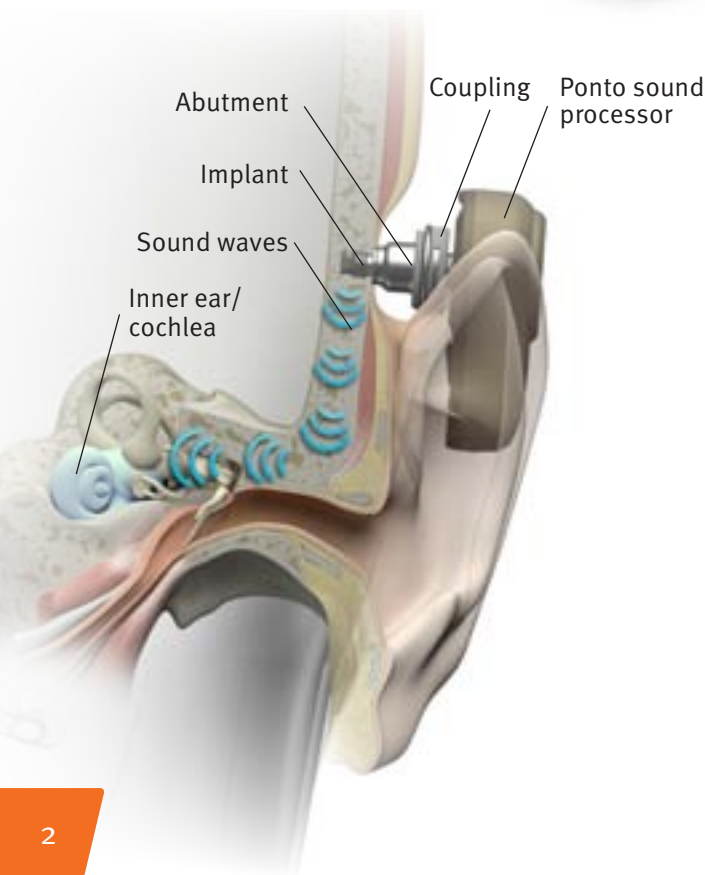
Ponto – The bone anchored hearing system from Oticon Medical

Ponto is your bridge to  
a world full of sound



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MEDICAL

# Meet Ponto



Whenever we ask users of bone anchored sound processors to describe what they most desire, three benefits in particular take priority, Understanding speech, great sound quality, and a discreet design.

With its sleek design and advanced RISE™ processing chip, Oticon Medical's new Ponto offers maximum discretion and amazingly natural sound quality. This fully digital sound processor can be individually adjusted to help you cope better in virtually every listening situation – including potentially challenging ones.

## How Ponto races to the rescue

When problems in your outer or middle ear prevent sound from reaching your inner ear, traditional hearing aids have to use so much amplification that the sound ends up getting distorted.

With Ponto, sound doesn't have to be forced through your ear canal at all. Instead, Ponto uses your body's natural ability to transmit sound through bone vibration. With the bone conduction method, sounds race directly to your inner ear – arriving clearly, comfortably and consistently.

Also, if you are deaf on one side, Ponto can transfer sounds from that side over to your good ear. So wherever you go, you'll be able to communicate with confidence.

# Cope better, everywhere

Every day you encounter different listening situations – at home, at work and in crowded restaurants. You could spend forever trying to get the volume just right, but with Ponto you won't have to think twice. Sounds automatically remain audible and clear – including the sound of your own voice.

## When you get busy, so does Ponto

At meetings and social events, or wherever things get noisy, Ponto supports you. If you are struggling to hear the person in front of you it automatically shifts into a mode that makes background noise fade, so the target voice stands out more clearly.

Also, whether you're sailing, biking or hiking, Ponto's Wind Noise Reduction system strives to reduce potentially annoying wind noise. So you won't have to adjust the volume or switch off the device to avoid discomfort.

## Designed to blend in

Another major plus for Ponto is its discreet, ergonomic design. Smooth lines – and a profile born to hug the contours of your head and ears – make Ponto the best-looking bone anchored hearing system available.

Three attractive colours help Ponto blend right in with your hair tone, and the easily accessible push button makes it very simple to change programs or put Ponto in stand-by mode.



# Adjusting to your world

Ponto's ability to adjust to your unique requirements promises a whole new lease of life. Great sound quality will help you interact more naturally, and at the end of the day you'll have energy to spare.

## Adapting to your needs

Where hearing loss and lifestyle are concerned, no two people are alike. That's why Ponto's advanced features and sound quality can be fully customised to fit your personal preferences and lifestyle. Depending on your listening needs and budget, your audiologist will either recommend Ponto or Ponto Pro.

Feature	Description
<b>Automatic Adaptive Multiband Directionality*</b>	In noisy restaurants or other crowded areas, the directionality system is designed to help you hear people speaking in front of you more clearly. Whenever you move from one environment to another, Ponto automatically switches to the best setting, to help you focus more easily.
<b>Tri-State Noise Reduction*</b>	This system helps to improve listening comfort by identifying whether only speech is present, only noise is present, or whether there is a mixture of both. Depending on the situation Ponto will then reduce the noise, while protecting the important speech information.
<b>Wind Noise Reduction</b>	This system reduces irritating wind noise aiming for more pleasurable listening in outdoor environments.
<b>Learning Volume Control*</b>	If you adjust your volume control in a consistent manner in specific listening situations over a period of time, Ponto will remember it. And the next time you are in a similar situation, it will automatically copy your adjustments.

*\*) Available only in Ponto Pro*



# “I get more out of teaching, using less energy”



**Bente Carlsen, 60-year-old schoolteacher,** has a bilateral conductive hearing loss due to chronically infected middle ears (*Chronic Otitis Media*). Bente got her first bone anchored device eleven years ago and her second, three years ago.

As a schoolteacher, Bente cannot avoid noisy situations, but since switching from another bone anchored sound processor to Oticon Medical’s Ponto Pro, life has become far easier. “In classrooms and during meetings in the staff room things can get pretty noisy and I had to use a lot of energy on looking at people to follow what they were saying,” says Bente. “With Ponto Pro I no longer have to do that because the sound quality is much clearer.”



*“One of the best things about my Ponto Pro’s is that they match my hearing needs.”*

Teaching a wide range of age groups from 7 to 13 years is challenging enough without the teacher being burdened by a conductive hearing loss. As Bente explains, “Second-form students have lighter voices, and these can be difficult to hear when there’s a lot of background noise. And while the voices of 6<sup>th</sup>-graders are easier to hear, they have a tendency to get distracted and gossip! Ponto Pro helps me on both fronts; I have less trouble with noise; I can hear the 2<sup>nd</sup> graders more clearly; and because I’m faster at picking up on any teenage gossip, I can clamp down on it before it gets out of hand.”

Bente finds Ponto Pro so easy to wear that she often forgets to take it off. “I have to remind myself to remove it before putting on a jumper – but that’s probably the only downside!”

Bente had some reservations about the surgery involved in getting an implant: “I wasn’t too keen on the idea of having a hole drilled behind my ear, but when it came down to it, it was no different than going to the dentist. I could hear the doctor working, but there was no discomfort. I just talked to the doctor and the nurse the whole time during the surgery.”

When Bente received her Ponto Pro sound processor, her audiologist programmed it to fit her individual hearing loss. “One of the best things about my Ponto Pro’s is that they match my personal needs. Now that I use less energy on listening, I’m far less tired at the end of the day.”

# “To experience life on my deaf side is like being in a whole new world”



**Pia Cramer, 40-year-old controller,** became deaf on one side after having had a benign tumour on her hearing nerve (*Acoustic Neuroma*) removed. She has worn a bone anchored device for 4 years.

Pia’s transition to the Ponto Pro hearing system has changed her daily life in more ways than one – starting with her general well being. “With my previous bone anchored device I often got headaches because I had to turn the volume right up all the time. So I only wore it when absolutely necessary. But with Ponto Pro the sound quality is so good that I’m happy to wear it all the time,” Pia explains. “When I compare my old instrument to this one, it’s been like going from riding a bike to driving a car.”

## Fewer misunderstandings

One of the situations in which Pia has noticed tangible improvements was in her canteen: “My former device helped me in many ways but when anyone tried to talk to me from my deaf side, they would get no reaction at all. This can lead people to consider you arrogant or ill-mannered. With Ponto Pro, when someone is talking I might not catch every word but at least I know they are talking and I can ask them to repeat themselves if necessary. And that’s a great help,” Pia continues.

## Less muscle tension and neck pain

Pia’s condition resulted in a tendency to tilt her head to one side in order to catch as much sound as possible from her deaf side. This resulted in severe muscle tension and back ache. “Fortunately with Ponto Pro, I have discovered that I hear much better and no longer tilt my head and I therefore have less muscle tensions and neck pains now,” says Pia. “You can compare the relief in muscle tension to the situation where you go from having to keep a mobile phone wedged between your head and shoulder as opposed to being able to listen comfortably through a headset. That’s how different life is with Ponto Pro.”

## Less noise

Noise – particularly wind noise – can be a major challenge for users of bone anchored hearing instruments. But Ponto Pro has sophisticated noise reduction systems designed to actively help users to overcome such obstacles. “The fact that Ponto Pro is less prone to noise motivates me to wear it much more – both indoors and outdoors,” says Pia. “With Ponto Pro noise is less annoying when driving. Being deaf on the right side and driving a left-hand-drive car can make following any conversation my sons might be having in the back seat virtually impossible. But with Ponto Pro I can clearly hear what they are saying.”



### Mum is cool

Pia also feels more confident at meetings where, in her capacity as supervisor, she is often required to make presentations. She makes a habit of telling people at the very outset that she is partially deaf. She also asks them to raise a hand whenever they have questions to make locating their voices easier.

“My youngest son thinks I’m cool for being so open about my hearing loss,” Pia explains. “I’ve even let his friends try Ponto Pro on a test rod. If they take the view that “Sebastian’s mum is deaf but that’s okay”, that’s fine with me. I will continue to do whatever I can to reduce the stigma associated with hearing aids and to promote them as a viable form of treatment,” Pia states. “I have even chosen to wear a black device as I like the colour even though it does not totally blend in with my hair colour.”

### Life on the deaf side

Pia’s experiences with Ponto Pro have made her a willing ambassador for this new alternative. “Being able to experience life on my deaf side is like being in a whole new world. When you get a hearing implant it’s difficult to imagine how you ever got by without it. The surgery is nothing compared to what you actually get out of it,” Pia says. Learning to use Ponto Pro posed no problems for Pia: “I find it very easy to attach and remove, and getting used to all the new sounds didn’t take long. On the first day I was pretty tired, but the next day I was able to start utilising the information. Compared to my old bone anchored device, I find the sound quality clearer and far more detailed. With Ponto Pro I can talk on my mobile in my good ear and hear the radio playing or someone talking on my right side, so I can actually multitask now. It feels great to be so in touch with my surroundings!”

*“When you get a hearing implant it’s difficult to imagine how you ever got by without it.”*



# “It’s like getting high quality stereo sound, like Bang & Olufsen!”



**Britt Vangsbaek, 50-year-old church verger,** has conductive hearing loss in both ears as a result of chronic middle ear infections that began in her early childhood (*Chronic Otitis Media*). Britt got her first bone anchored device six years ago and her second, five years ago.

Britt Vangsbaek has been wearing bone anchored devices for several years, but it was only recently that she discovered that the sound quality could be improved even further. “Where sound quality is concerned, Ponto Pro is unlike anything I’ve ever experienced. I felt my previous devices were pretty good, but this is like getting

high quality stereo sound, like Bang & Olufsen! The sound is clearer, broader and deeper. Speech comes through more clearly too,” Britt explains.

Britt is well aware that, of all the five senses, our hearing is perhaps the most important. Shortly after being fitted with her first bone anchored device, she asked for a second device as she wanted to achieve stereo listening. “I want to be able to locate sounds – particularly in traffic,” Britt says. “I want to know whether cars are coming from the right or left or whether an ambulance is approaching from the front or behind.”

Britt feels that the benefits of wearing bone anchored solutions far outweigh the disadvantages. “For me it was important to be patient and to use these devices every day because I felt I had to learn to hear in another way. Having a system that can be fine tuned to match your individual hearing needs is a huge help of course. That’s a clever development.”

In conclusion Britt adds, “When I think of all the opportunities I believed I’d never be able to take advantage of, I’m amazed. Ponto Pro has opened up my world and expanded my horizons. It is such a gift.”

*“The sound is clearer, broader and deeper. Speech comes through more clearly too.”*





# “Less wind noise ... better sound quality ...”



**Thomas Soeborg, 47-year-old technician,** *became deaf on one side after undergoing surgery to remove a benign tumour on his hearing nerve (Acoustic Neuroma). He has worn a bone anchored device for three years, and has often experienced problems when being outdoors.*

“The bone anchored device I had before made a lot of noise in windy weather, so I used to turn it off,” says Thomas. “When I changed to Ponto Pro, I noticed the difference in my daily listening environment immediately. There is less wind noise, and the overall sound quality is much better both indoors and outdoors. I can now keep my Ponto Pro turned on – also in windy weather,” Thomas explains.

“Before I had surgery, I talked to an existing user and wore the device on a head band for a 14-day trial. This was a positive experience and helped me decide to

actually go for this solution. I’m very happy with my new Ponto Pro – the sound quality is much more comfortable and it’s so simple to use that I can easily wear it 15 hours a day. Now I have more energy to do things with my family,” Thomas concludes.



*“I used to turn off my bone anchored device when I was outdoors, but with Ponto Pro I can stay connected to my family.”*



# A safe and simple procedure

The process of getting a bone anchored hearing system is very simple. More than 50,000 people worldwide have already made this choice.

**The first step** is to get an assessment by your audiologist and surgeon to determine whether direct bone conduction is the right solution for you. If so, they will let you try Ponto on a simple head band, to give you a taste of the benefits it offers.

**The second step** will be to undergo a minor surgical procedure, where a small titanium implant will be carefully implanted in the bone behind your ear. Attached to the implant is a small abutment which will protrude through the skin to provide an anchor for Ponto.

**The final step** will normally be taken 3 months later, when the implant has merged with the bone through a process called osseointegration. Your audiologist will fit and program Ponto, and tell you about any accessories that might be beneficial.

## Remember what you stand to gain

Imagine being able to hear clearly – perhaps for the first time ever – also in very demanding situations such as restaurants or meetings. Imagine the confidence you stand to gain both professionally and socially – and the extra energy you'll have at the end of every day.

With Ponto you can make it happen!



# Frequently asked questions

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## ***Can I try Ponto before deciding to go ahead?***

Of course. If you don't yet have an implant you can test it on a headband and try it out in noisy as well as quiet situations.

## ***Will I be able to use my mobile phone?***

Yes, but to avoid feedback (loud whistling tones) don't let the phone touch the sound processor.

## ***Can Ponto activate security control alarms at airports?***

The implant and abutment are made of titanium, which doesn't set off any kind of alert. The Ponto sound processor, on the other hand, may set off an alert and can be removed to prevent this.

## ***Will I have to take time off from work after surgery?***

The procedure is so simple that most people don't need more than a day away from work. But since reactions to surgery can differ, it's a good idea to discuss this with your specialist.

## ***What if I sleep on the side in which the implant is placed?***

During the healing period we recommend sleeping on the other side. After healing, this should not be a problem; all you have to do is remove the processor.

## ***Will I be able to go swimming?***

Yes, but as the processor is not waterproof you must remove it first. If you like, you can use your abutment cover to hide the abutment.

## ***What about wearing glasses, hats or helmets after surgery?***

During your assessment, be sure to mention any headwear that you might want or be required to use. Your surgeon can then take this into account when planning your procedure.

## ***Will my hair grow back around the abutment?***

The skin immediately surrounding the abutment must always be hair free to avoid any risk of infection. A larger section of hair will have to be shaved off prior to surgery, but this will grow back.

## ***How do I clean the abutment area?***

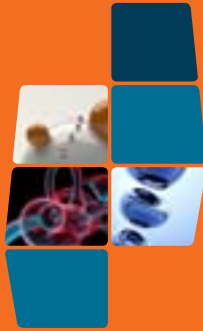
Just use the soft brush provided together with soap and water. This should prevent any debris from building up and help avoid any risk of infection. If you experience soreness or feel any discomfort you should contact your clinic for advice.

## Here to stay

At Oticon Medical over a century of experience in audiology and sound processing is being combined with decades of pioneering experience in hearing implant technology. Through user-driven product development, innovation and dedicated service, this synergy will propel the performance of bone anchored systems to greater heights.

Oticon Medical is a sister company of Oticon, which since 1904 has been a leading provider of traditional hearing aids. Our connection to Oticon gives us access to knowledge, resources and technology, as well as the power to invest in the further development of bone anchored hearing systems.

At Oticon Medical we are committed to offering the number one choice for people with conductive hearing loss, mixed hearing loss or single-sided deafness – both now and in the future.



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