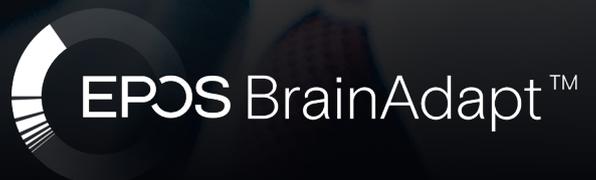


EPDS

Audio
Designed for
Your Brain



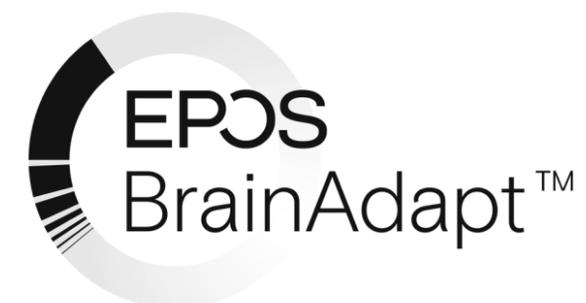


Introducing EPOS BrainAdapt™

EPOS BrainAdapt™ is a group of pioneering technologies that work together to improve cognitive performance.

Headsets, speakerphones, and video bars that are built on EPOS BrainAdapt™ technology are designed to support the brain's natural way of processing sound. This means less fatigue and more focus for both you and the people you are communicating with.

Ultimately, it all comes down to understanding how the brain makes sense of sound. Because a great audio experience only happens when technologies support the brain's listening process, helping it perform as intended.



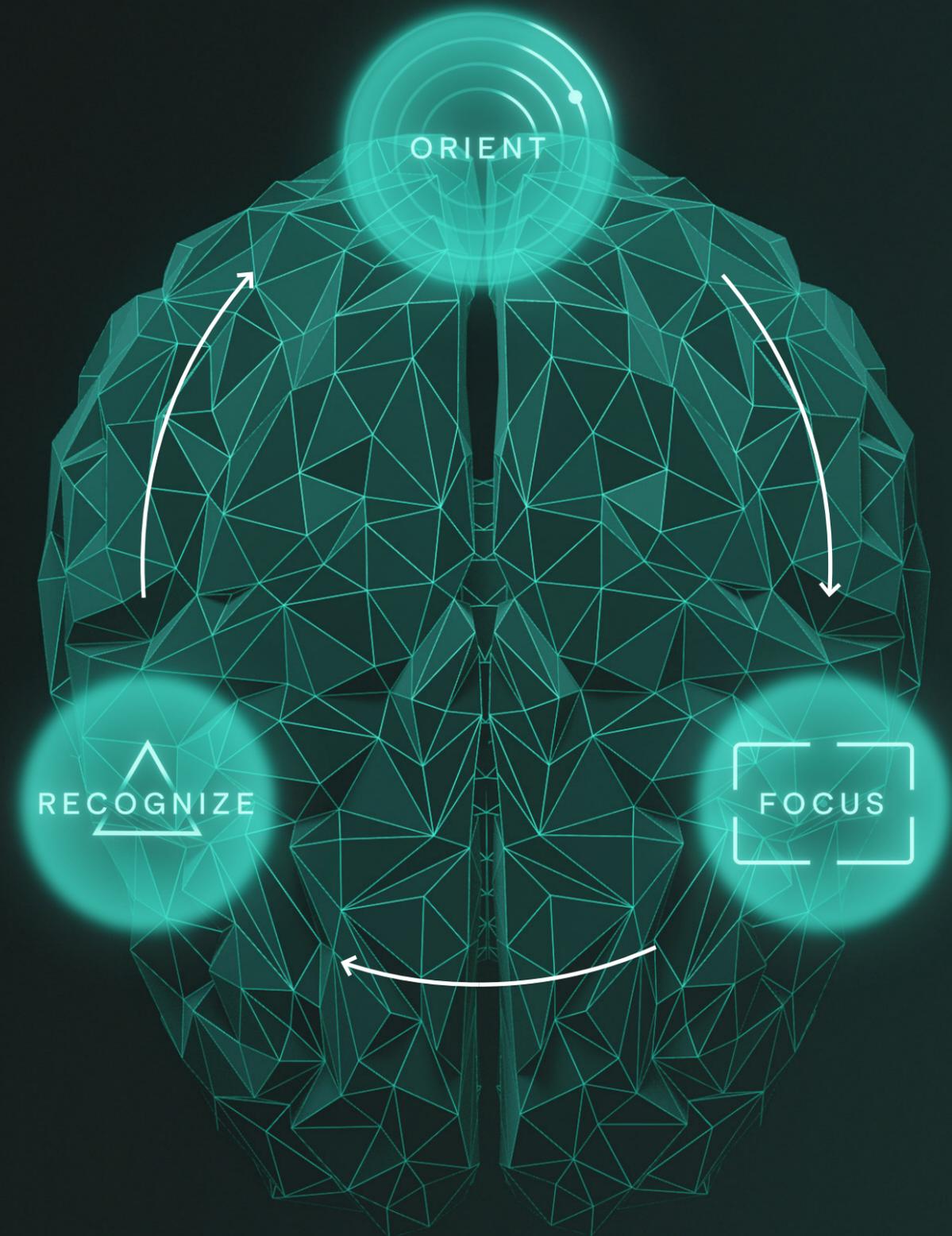
We Hear with Our Ears but Listen with Our Brain

EPOS builds on decades of psychoacoustic research on how the brain perceives sound, and designs audio and video solutions that provide the best conditions for the brain, so you and the people you communicate with can achieve more with less brain energy spent.

Your brain is constantly scanning the surroundings, orienting itself in its environment, distinguishing relevant sound from disturbing noises and choosing where to focus.

Orient, focus, recognize – this is the process the brain performs to make sense of sound.

Sounds that cannot be recognized are perceived as noise and noise stresses your brain, causing it to become tired and unfocused.



Benefits of Reduced Cognitive Load

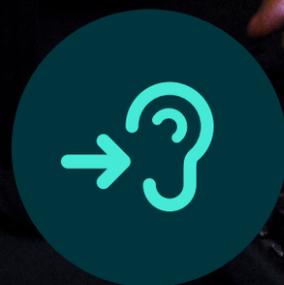
To perform our best and reduce cognitive load at home or at work, we need to help the brain adapt to artificial sound. Enabling you to:



Improve concentration



Stay focused for longer



Reduce stress and listening fatigue





Building on Scientific Heritage

EPOS is part of the Demant Group, a world-leading hearing healthcare and technology group, and as such builds on more than 115 years of experience of working with innovation and sound.

Based on decades of psychoacoustic research through the Demant Group, EPOS has the data on how and when the brain performs best — and designs audio and video solutions with unique algorithms and acoustics to provide the best conditions for the brain.



World-leading Psychoacoustic Research

Being part of the Demant Group allows EPOS to leverage R&D synergies from other companies within the Group, such as Oticon and the world-leading Eriksholm Research Centre.

The Eriksholm Research Centre is the world's largest psychoacoustic research facility near Helsingør, Denmark, and part of Oticon. The team of multi-disciplinary experts identifies and demonstrates new opportunities within psychoacoustics, audiology, signal processing and behavioral science.

At the Eriksholm Research Centre, EPOS documents the benefits of using EPOS solutions with advanced and proven test methods and in collaboration with internationally recognized research partners. This lays the foundation for EPOS to further develop product features and apply them in audio and video solutions that empower people to unleash their full potential through sound excellence.

Thorough User Testing to Measure Brain Activity

A unique technical capability is the fact that we are truly pioneers in measuring the cognitive load on the brain. This is a key insight and has resulted in proven technologies working together to reduce listening effort and provide the brain with better conditions to perform.

Whilst we build the creation of our technology features on decades of clinical evidence through research-based findings, we have – and will continue to – invest heavily in our own evidence-based approach to documenting the benefits of using EPOS solutions. We are continuously working on better solutions that optimize the brain's performance to enable business people and gamers to achieve more.

Learn more at eposaudio.com/BrainAdapt

THE POWER OF AUDIO

EPOS

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