

# Vision Care Hearing Solutions Brings Sensor-Driven Brain Hearing Technology



*Chathira Siriwardena, Business Development Manager – Audiology Division, Audiologist, and Speech-Language Pathologist of Vision Care Hearing Solutions.*



*Oticon hearing aids.*

Vision Care Hearing Solutions has introduced the Oticon 'Intent' hearing aid to the market in Sri Lanka. As the sole agent for Oticon in Sri Lanka, Vision Care Hearing Solutions brought this groundbreaking technology to local users, marking a significant advancement in the hearing care industry.

Oticon Intent mimics the human nervous system through synaptic connections, enabled by its Deep Neural Network 2.0 and the advanced processing of MoreSound Intelligence 3.0. To create a more natural hearing experience, Oticon Intent incorporates natural human behaviors and movements in various listening situations. It uses built-in motion sensors to detect these behaviors and artificial intelligence to understand the user's listening intentions. This advancement takes machine hearing to the next level, making it more similar to natural hearing.

The launch event attracted a dedicated audience of loyal, long-standing hearing aid wearers eager to experience the new technology. Maureen Doty Tomasula, a senior international trainer and Doctor of Audiology from Oticon headquarters, delivered a keynote address virtually, emphasizing the transformative potential of the sensor-driven brain hearing technology and its benefits for users.

Randimali Rupasinghe, Senior Audiologist, provided an in-depth discussion of the advanced features and benefits of the Oticon Intent. She highlighted that the Oticon Intent represents a significant leap forward in hearing aid technology due to its unmatched ability to adapt to the user's environment and intentions, offering a personalized hearing experience like never before.

The event also featured an interactive session, where clients actively participated in discussions, shared their thoughts, and provided feedback on their experiences with hearing aids. This engagement underscored the new technology's real-world benefits and strengthened the attendees' sense of community.

Chathira Siriwardena, Business Development Manager – Audiology Division, Audiologist, and Speech-Language Pathologist, Vision Care Hearing Solutions, stated, “The introduction of the Oticon Intent in Sri Lanka is a proud moment for us at Vision Care Hearing Solutions. This advanced hearing aid brings unparalleled innovation to our market, and we are excited to offer our clients a solution that truly understands their needs and enhances their hearing experience and quality of life.”