

# What? Can you hear me?



95%

Of today's modern workers admit that their concentration and efficiency at work has suffered due to sound issues<sup>1</sup>.

## Bad Audio = Bad for Your Brain

Can you concentrate at work? Poor audio and noise make it harder for our brain to concentrate, and when our brain is overloaded it affects our performance.



We zone out of virtual meetings

We can't recall information



We are less efficient



## Protect Your Brain

As part of the Demant Group, a world-leading hearing healthcare and technology group, EPOS has the data on how and when the brain performs best.

With this knowledge, EPOS has founded **EPOS BrainAdapt™**, a unique, research-based approach to designing audio solutions that reduces cognitive load caused by bad audio.

## We Can Prove It

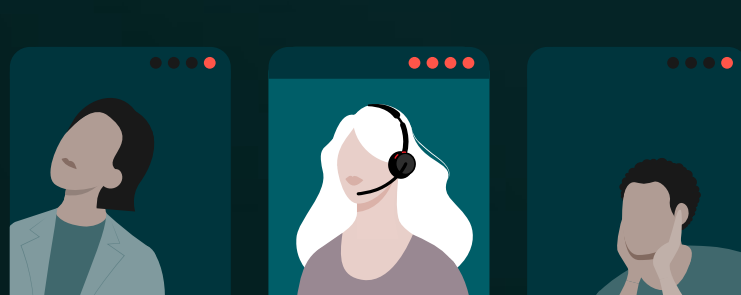
Findings from recent scientific studies on EPOS Noise Attenuation (noise reduction) Technology show that by helping our brain, we help our performance.

### 1. Focus on What Matters

Study participants used

67% less listening effort<sup>2</sup>

– leaving more energy to focus on what matters.



### 2. Clearer Conversations

Noisy environments make it harder for your brain to focus.

Study participants recognized speech

48% better<sup>2</sup>.

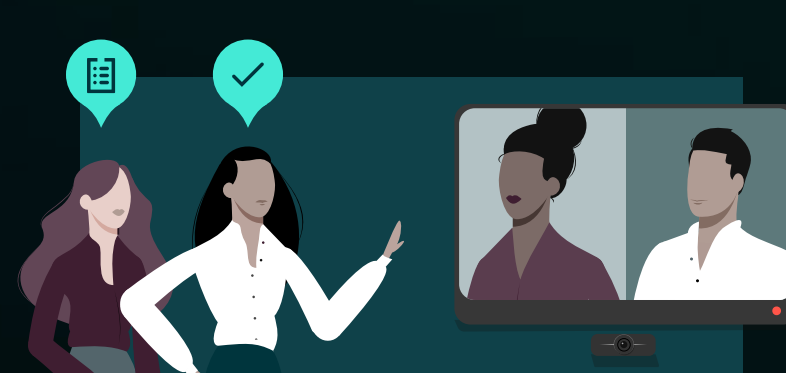


### 3. Don't Miss Out on the Details

Your conversations are important.

Study participants showed

10% better memory recall<sup>3</sup>.



Unleash Human Potential  
with EPOS

<sup>1</sup> IPSOS Understand Sound Report 2020

<sup>2</sup> "The effect of noise attenuation on listening effort, efficiency and reaction time, while performing a dual task"

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<sup>3</sup> "The effects of noise attenuation on listening effort and arousal"

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