

# Guest Lecture

International Business Research Group  
AALBORG UNIVERSITY BUSINESS SCHOOL



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Date: 21 May, 2021; Time: 18.30-20:15

Venue: Zoom <https://aau.dk.zoom.us/>



Let's hear what Dr. Tanveer A. Bhuiyan says-



**“How Artificial Intelligence-Enabled Hearing Aids Create Novel Value”**

## **Dr. Tanveer Ahmed Bhuiyan, Specialist (Signal Processing and AI) in Sensor Team Audiology & Embedded Systems at Oticon (Demant Group), Denmark**

Oticon is a smart hearing aid manufacturing multinational company based in Copenhagen, Denmark founded in 1904. The company claims to be the world's second-largest manufacturer of hearing aids with an annual turnover approximately 700 million Euro. The company has been a leader in developing the intelligent hearing solutions using artificial intelligence (Deep Neural Network) and IOT, named a few i.e. Oticon More, Oticon Opn, that can mimic the way the brain functions. It has been marketing its products to around 24 countries and is in the process of developing even more smart solutions that can offer novel value beyond the normal human capability. The company is a subsidiary of the Demant Group.

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