



Rethinking R&D with AI to Unlock Innovation, Quality and Efficiency Breakthroughs

European Medical Device Summit

June 3, 2025

GN in brief

R&D centers in:

○ USA

Netherlands ○

France ○

● Denmark

○ Poland

○ Italy

○ China

Bringing People Closer

Highlights

18.0 bn*
Revenue (DKK)

2.2 bn*
EBITA (DKK)

Global

100 markets

7,000+ employees worldwide

1300+ R&D and P&E employees



*Full-year 2024 results

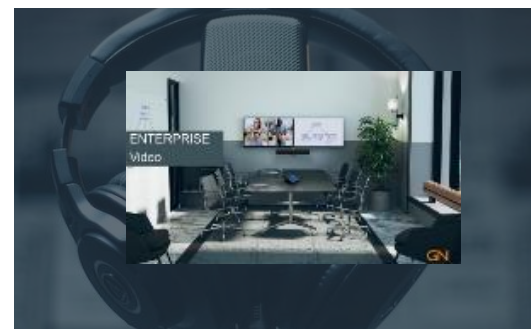
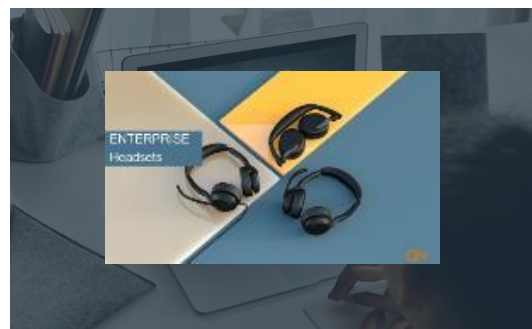
GN operates in several markets with a broad product portfolio



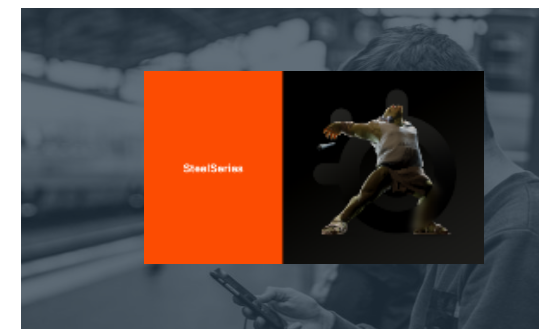
Hearing



Enterprise



Gaming















Big change in 2024: Teaming up medical and enterprise business and integrating R&D into one organization

GN Hearing

GN Audio



OneGN

Two companies under one

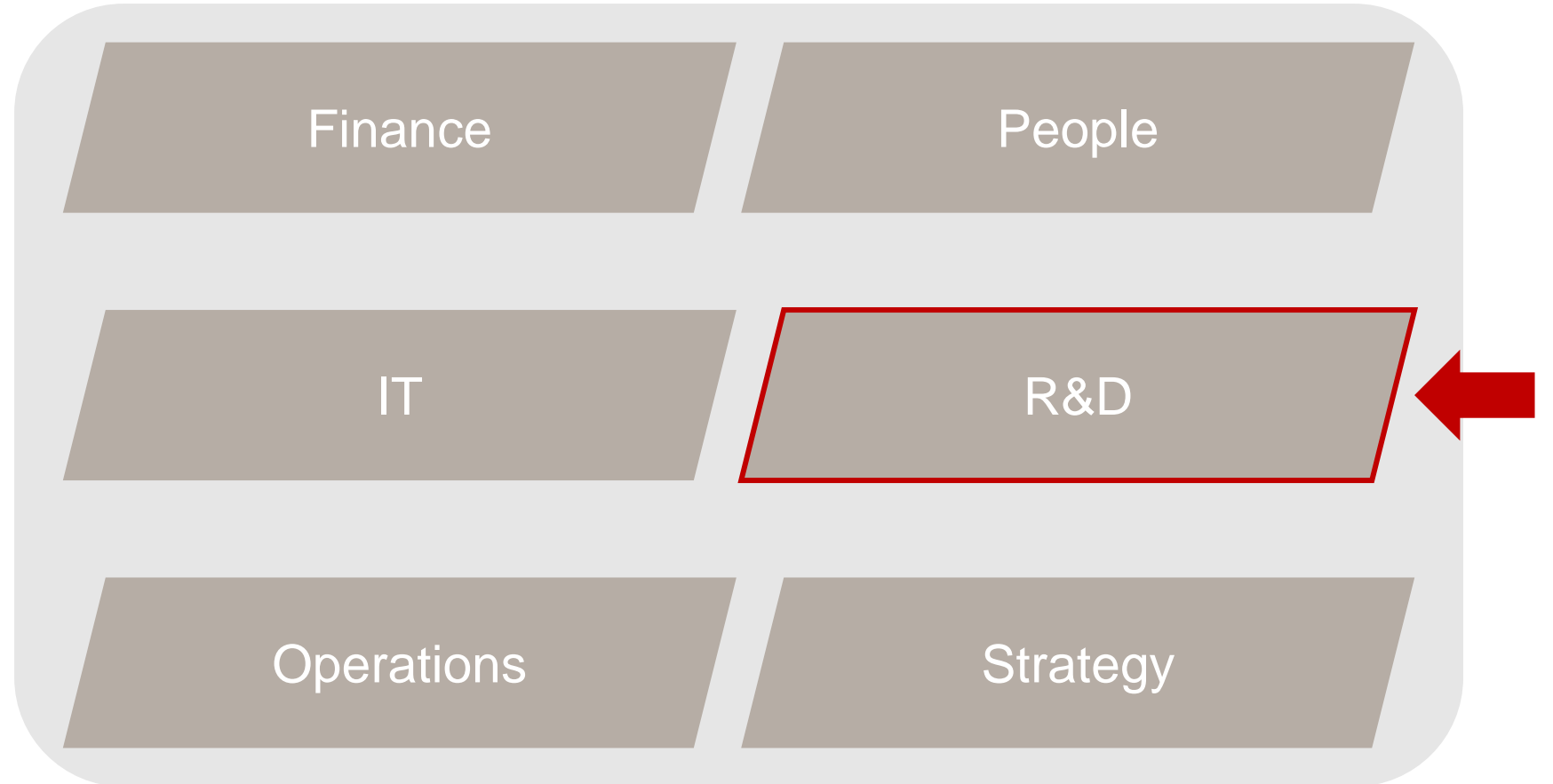


OneGN has three empowered divisions & strong functions of scale to support

Divisions



Functions of scale



Working under different sets of regulations





**CUSTOMER CENTRIC
INNOVATION**



**CO-INNOVATE WITH
PARTNERS**

BRINGING PEOPLE CLOSER WITH

**MEANINGFUL
INNOVATION**



**AGILE AND
SCALABLE R&D**



**BETTER FOR PEOPLE
AND PLANET**



**CUSTOMER CENTRIC
INNOVATION**



**CO-INNOVATE WITH
PARTNERS**

BRINGING PEOPLE CLOSER WITH

**MEANINGFUL
INNOVATION**



**AGILE AND
SCALABLE R&D**



**BETTER FOR PEOPLE
AND PLANET**

AI in Action...

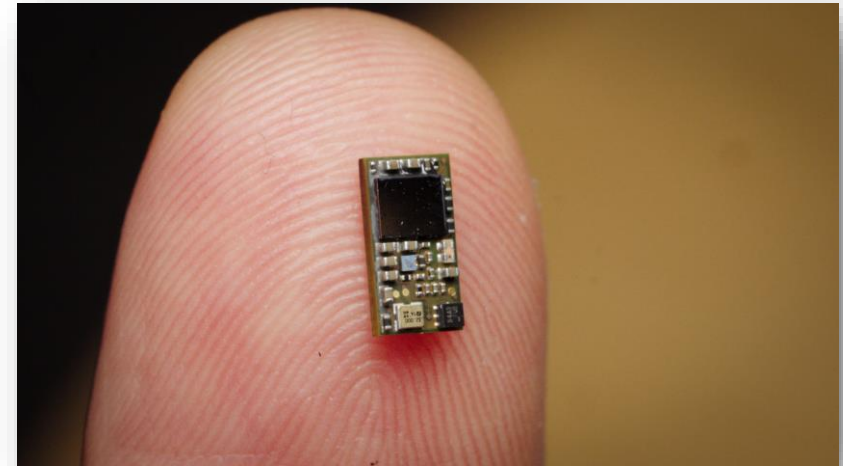
GN's most recent AI-powered launch



GN recently announced the launch of **ReSound Vivia™**, the **world's smallest AI hearing aid**.



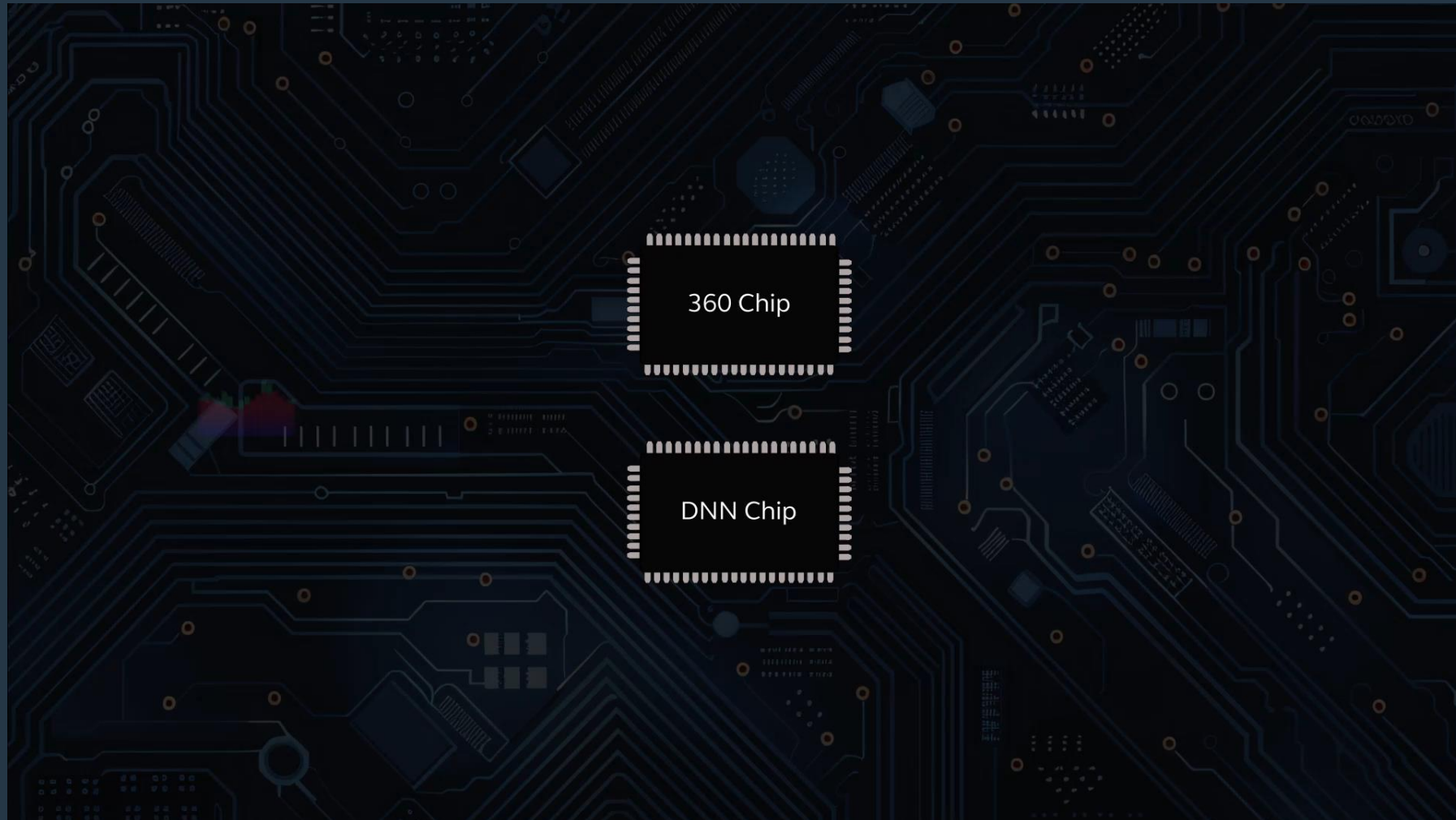
DNN –Tech level 9
Intelligent Focus



Sound is more vivid than ever in noisy environments thanks to GN's unique human approach to AI, which models the brain's natural sound processing capability to create voice clarity in complex listening environments.

Deep Neural Network

A DNN has been trained with **13.5 million** real-life speech sentences in noise to recognize sounds by looking at the fluctuations in frequency.





**CUSTOMER CENTRIC
INNOVATION**



**CO-INNOVATE WITH
PARTNERS**

BRINGING PEOPLE CLOSER WITH

**MEANINGFUL
INNOVATION**



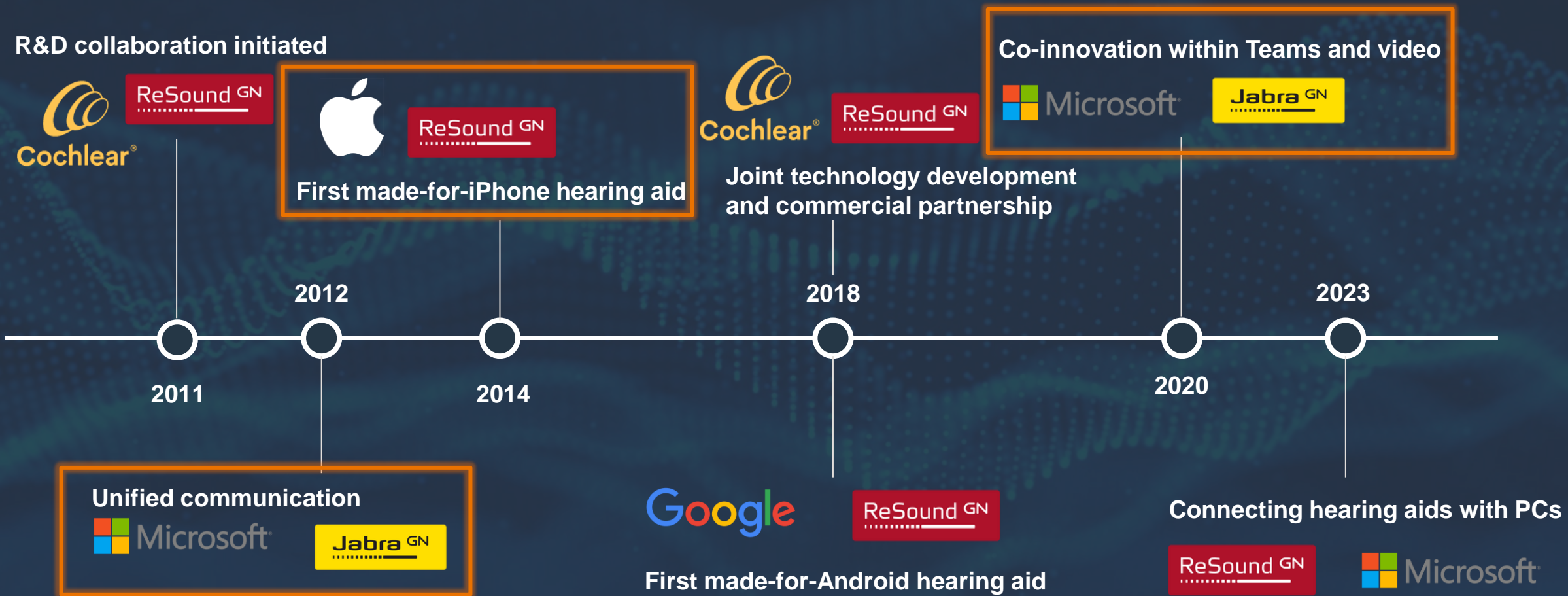
**AGILE AND
SCALABLE R&D**



**BETTER FOR PEOPLE
AND PLANET**

History of co-development with partners

R&D collaboration initiated



JABRA PANACAST 50 VBS



Video Bar Technology

Acquisition

Sensor Fusion

Processing

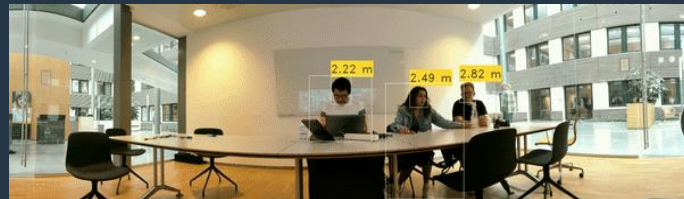
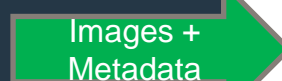
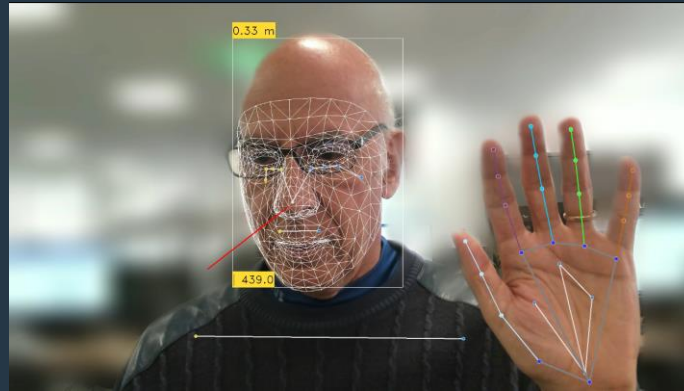
Hybrid CV / AI Pipelines

Generation

Composition / Automation



- Multi-camera system
 - 3 Cameras
 - 180 FOV
 - Stereo 3D
- SOTA Audio/Video Processing
 - Jabra Edge AI
 - Ultra low-latency Audio/Video streaming
 - Advanced SOC's



I see **WHERE** the speaker is located

I see **HOW** others are reacting

- Reduce cognitive load
 - Physiology of Communication
 - Audio + Video >> 2
- Measurable Value
 - Reduce distraction
 - Minimize double talk



We **co-innovate**
with our **partners**



Beyond 2025 – looking into the future



Agents will be the next compute platform (...)

How will you interact with your agent?

Companies are exploring various options, incl. apps, glasses, pins, and VR, but **I think the first big breakthrough will be headsets.**

Bill Gates, Nov 9, 2023





**CUSTOMER CENTRIC
INNOVATION**



**CO-INNOVATE WITH
PARTNERS**

BRINGING PEOPLE CLOSER WITH

**MEANINGFUL
INNOVATION**



**AGILE AND
SCALABLE R&D**



**BETTER FOR PEOPLE
AND PLANET**

AI in Action... GN's AI approach to automatizing processes



Using AI to streamline
R&D processes and
reduce manual work

Biological Evaluation Risk Analysis (BERA)

What

A comprehensive **risk assessment**, with the production of a BE Report.



Why

All GN products and accessories **must be evaluated** based on EN ISO10993-1.



How

Manual process performed by Biological Evaluation Engineers.



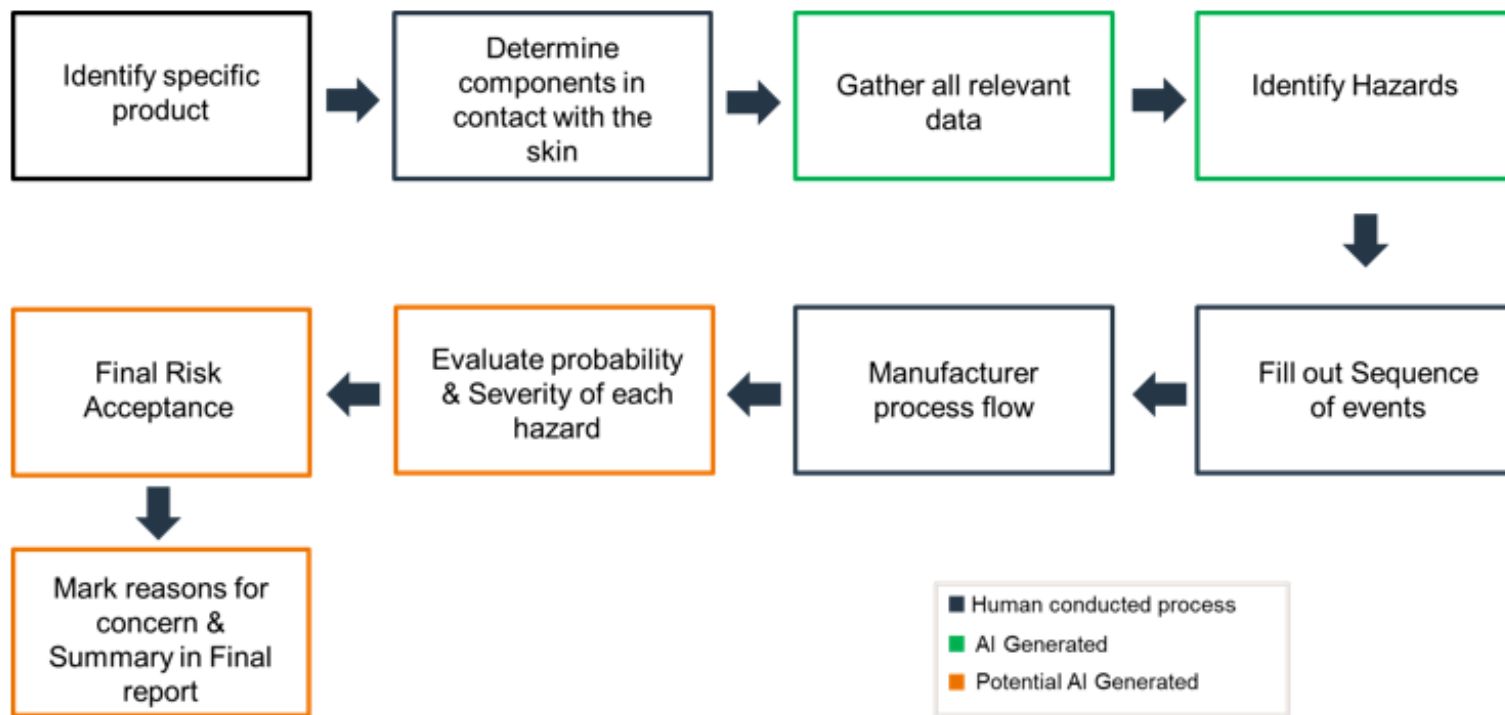
A final report can take **months** to prepare!

AI in Action...

GN's AI approach to automatizing processes



Using AI to streamline R&D processes and reduce manual work



93%

Average reduction in time for analyzing MSDS files and extracting hazard data.

64 min

Time required for report generation **without** AI.

3 min

Time required for report generation **with** AI.



10



**CUSTOMER CENTRIC
INNOVATION**



**CO-INNOVATE WITH
PARTNERS**

BRINGING PEOPLE CLOSER WITH

**MEANINGFUL
INNOVATION**



**AGILE AND
SCALABLE R&D**



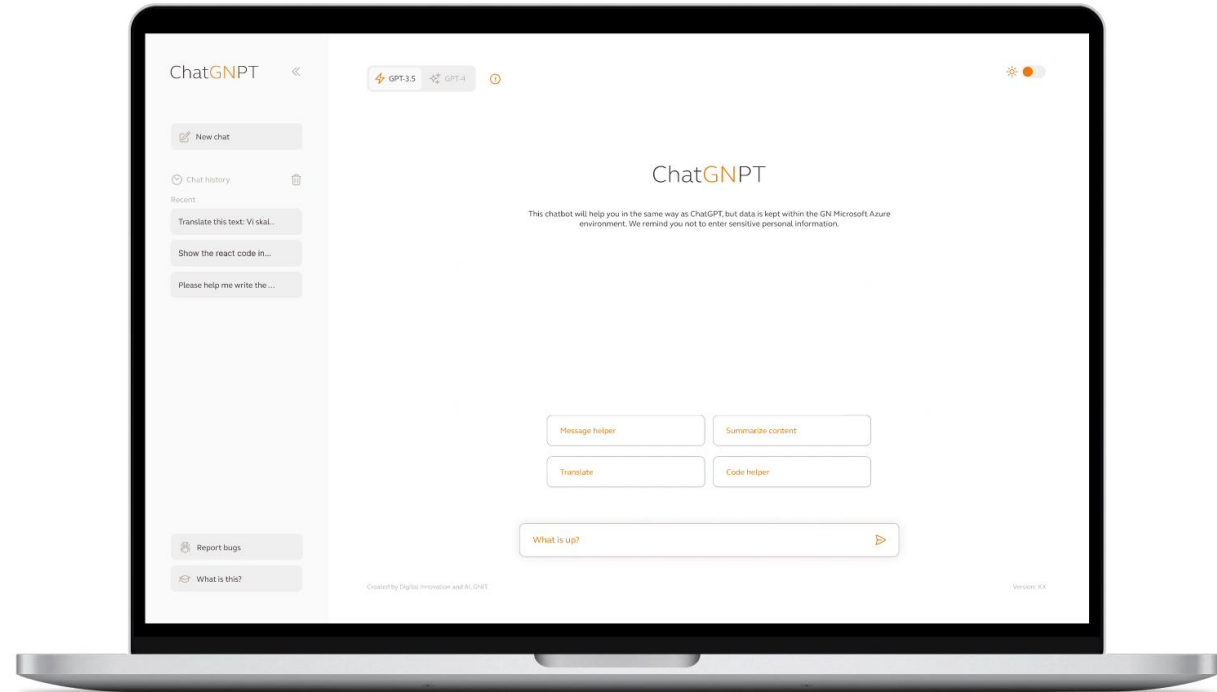
**BETTER FOR PEOPLE
AND PLANET**

Leading the way: Generative AI Platform in GN



GN was a **first-mover in the industry** in early 2023 in delivering an internal **Generative AI platform**

ChatGNPT 



cybersecurity & data
privacy enabled

10- 40%

time reduction on
content consolidation &
creation



**CUSTOMER CENTRIC
INNOVATION**



**CO-INNOVATE WITH
PARTNERS**

BRINGING PEOPLE CLOSER WITH

**MEANINGFUL
INNOVATION**



**AGILE AND
SCALABLE R&D**



**BETTER FOR PEOPLE
AND PLANET**

GN

Q&A



