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Discover Signia Sounds of Freedom:
May 1, 2023 Government Contract Update
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- So hello and welcome to today's presentation. I am Lisa Perhacs. I am the program manager for professional education here at Signia, and I thank you for joining us today to discover the sounds of freedom. We are here to support those who have protected our freedom and we at Signia wanna honor our veterans our active military and American Indians by giving them the freedom to live life to the fullest with better hearing. At the end of the course today, you are going to be able to identify the unique benefits of the AX platform. You're gonna be able to describe the AX platform upgrades that are now available and also the additions to the May, 2023 contract. We at Signia are proud to offer you our concept of Signia delivers, and we have three main pillars.

First is our mission with Signia delivers. Signia is dedicated to improve the quality of life as we said, for all veterans active military and American Indians. Through better hearing. We can fulfill this mission through our partnership with you and we are greatly thankful that you allow us to be one of your trusted partners on the government contract. We have a promise to you as well and that's that we are committed to audiology and we're powered by Rechargeability. We do this by offering the most comprehensive rechargeable portfolio and actually we have one of the actually the industry's only rechargeable superpower BTE and also ranging from customer rechargeables. And that's how we do this. We also offer a partnership to you and that Signia delivers is our commitment to a lasting partnership and it's at the center of everything that we do.

Your success is our success. And again, we thank you for letting us join you on this journey. With Signia delivers, what we offer is more than just excellent sound, we deliver innovative solutions unparalleled support, and also service excellence. Let's start on how we're innovative with our innovative solutions. Signia has been the leader with rechargeable solutions. We go back to 2006, 13 years of experience in rechargeability with many of the world's firsts in which we had the first lithium ion rechargeable solution the first lithium ion RIC with Bluetooth. We also had the first

lithium ion SLIM-RIC and the first lithium ion rechargeable CROS which was the the pure charging and go which was compatible with a Bluetooth enabled hearing aid.

So no intermediary device was needed with that rechargeability. We continue that today with again the first inductive rechargeable custom solution with our NCO charge and go. We also offer the first rechargeable RIC that has split processing. No one else is able to offer that. And so exciting. The first rechargeable superpower BTE, superpower BTEs are an anomaly but we offer 61 hours on a single charge. It's gonna last your patient the full day and if they need to sleep in it they can sleep in one and charge the other at night and do the opposite the next night. With Signia delivers, we have unparalleled support and that you could see in the many many parts of our team that we've expanded.

And we have a dedicated specialized support team which consists of customer care, tech support and audiology all within the government service team. Our audiologists have clinical expertise and they'll assist you with product selection difficult fits, and any questions you have during the ordering and fitting process. We have a dedicated audiologist for every territory with government service experience. So Rose is absolutely familiar to them. No other company can offer you that. We also deliver the industry leading service for both you and your veterans. We have a dedicated government service production area. We've re-engineered our internal processes and we've also added support personnel. As an audiology first company, we focus on the number one reason that the patients are seeking out hearing aids and that's best performance and noise.

Our audiology first approach starts with personally first fitting every hearing aid to the validated prescriptive NAL NL2 fitting formula at targets. So every hearing aid you get from us is already pre-first fit and we are committed to audiology. And you can see that in what we commit ourselves to research and development as we continue to strive to

be number one in supporting you and also those you serve. We're committed to audiology and we're dedicated to the R&D. Our R&D heritage is a big reason why we're the trusted manufacturer for one in three hearing aids worldwide in that research and development process. As new inventions are created, a company's going to file this patent to protect that invention as their own and that's how we're able to offer you such innovation.

Well, this company the World Intellectual Property Organization keeps track of those applications for many different industries. You'll see hearing is at the top of the list. This report clearly shows that we have applied for more patents than any other company in the hearing category. And actually we've done so for the past 21 years. It's actually 40% more patents than any other hearing aid manufacturer. And what that means is that when your patient walks out of your office being fit with a Signia hearing aid because actually one in three hearing aids in the world is made by us, you can be confident that they're wearing a product that has more research and development put into it than any other hearing aid on the market.

They're gonna have the most innovation the most cutting edge capabilities. And we see this with our augmented experience chip. AX hearing aids are the first hearing aids ever to separate speech from noise at the input stage and then they'll process the two signals separately as completely separate tracks so that the speech signal and the ambient noise signal can each be optimized and adjust completely independently. The speech and noise are each optimized and balanced with each other in the best way for clear speech and the most realistic and meaningful ambient noise that's not going to interfere with the speech. This separate split processing results in a very clear acoustic contrast between those two signals which makes the speech sounds prominent and also separated from the ambient sounds.

Now all other hearing aids out there are using a single processor, a single stream and that's where all the other hearing aids have a limitation. This traditional hearing aid will receive the sound and also the directional information from multiple microphones but it's still processing everything in a single track. So your traditional hearing aids are going to attempt to enhance the things we wanna hear which is speech and then reduce the things we don't wanna hear which is your background noise. But there's gonna be a compromise along the way with the single track processing. It means all the sounds are subject to the same set of instructions, the same decision matrix. And with the augmented experience platform you don't have that.

We have the technology to do it better. So when we look at traditional hearing aids the speech and the noise are taken in by the hearing aid and it's mixed together at the input. The hearing aid then processes the sound and the output is all in one. Now the hearing aid, when it processes the sound it's using those directional microphones the noise reduction, the volume control the automatic gain control but that's all done after the speech and the noise is mixed together, with our AX technology. The speech comes in and goes to with the first processor. It is a dedicated processor that's using all of the increased speed and power just for speech. And you get all the benefits of the binaural beam forming, the advanced acoustic motion sensors as well as own voice processing.

So that way the voice is natural. You have the best sound quality in each processor and each processor, each track has its own set of compression rules and it's using all 48 channels. So with augmented focus, it's gonna adjust the compression. It pulls this focus sounds, which is your speech closer so it's using a more linear strategy. So your speech processor is using all 48 channels just for speech, applying a different matrix, a different sound compression, so that way the speech is closer. And then the second processor, the one for the ambient sounds, is using more compression to place those

surrounding sounds a little bit further away but that second processor is also using all 48 channels. And this all happens at the input stage.

So then the hearing aid takes in with these two separate tracks, the sounds and then it's processed together using all of our advanced acoustic motion sensors. The two processors enable the hearing aid to apply these different sound design philosophies for each of these tracks and then blend them together and achieve the optimal result rather than trying to separate them at the end. So yes, you heard right 48 channels for speech 48 channels for the environmental sounds. That means each ear has 96 channels of resolution. It's like wearing two hearing aids on the right ear and two hearing aids on the left ear. And with the binaural set, because you have integrated sound between the ears, you have 192 channels of precision.

It's pretty impressive. With augmented experience you're eliminating the compromise in how speech and ambient sounds can be processed because it's all done at the input which means the patients can perform at their best. Now this is exciting, but let's go on and tell you about even more advancements with the AX chip that we introduced little over a year ago. We have constantly improved and added additional features to this very powerful AX platform to further enhance this technology. And your patients went out. So anyone that's fit with AX. You just need to update your firmware and you're gonna have these advanced features all within your AX hearing aids. One of them is your own voice processing 2.0 own voice processing is able to lower the gain just when the patient talks not for anything else.

And prior to own voice processing, when it first came out it was made on a single processor traditional instrument. But now with split processing, we're able to apply this just to the speech processor so you get an even clearer sound for your patient's voice, even more comfortable. So you don't have to compromise audibility to have your patient comfortable with their hearing aids. You don't need to open up the fit you don't

need to lower the gain you don't lose the audibility you don't lose noise reduction. And with own voice processing it actually will enhance better hearing and noise. I'll explain that in a moment. With the updated firmware what you also get is your auto EchoShield.

So now instead of having to give your patient a separate program for it to take down that late reverberation in the environment, your universal program is going to do this all automatically. It's a big deal because acceptance of hearing aids can also depend on not just the patient's voice but their sound quality and auto EchoShield is gonna analyze automatically scan the sound environment and it's gonna differentiate accurately between the direct sound from the speaker to listener the early reverberation, which tells us where you are what kind of room you're in, and the later reverberation which actually could be a deterrent, it could be negative. And that's what the big pushback might be for patients who are first wearing hearing aids is this late reverberation.

So you're not gonna hear that continuous echo the auto EchoShield's can provide better clarity and comfort in reverent environments. And it was rated lowest for perceived reverberations while highest for speech clarity in a reverent environment which was proven in a recent clinical study against our competition. What we're also able to do with our upgraded firmware. And so we're removing limitations so we have hands-free iOS with call control. The patients are now able to utilize the mic on their hearing aids to conduct their phone calls and also answer the incoming phone calls or and the calls just using their hearing aid alone. If they're using an iPhone 11 or newer, hands-free iOS with call control makes the entire call truly hands free.

You could just press the button on your hearing aid to answer those incoming iPhone calls. Or in the case of the Styletto, you can just tap. We also have an enhancement to the Signia app and that's my WellBeing. What my WellBeing does is it supports the

focus on hearing health as part of the patient's overall health. Helping the patient be healthy is not just wearing hearing aids. Signia's My WellBeing will give the patient awareness of what they're doing with their activity, with their health. Are they wearing their hearing aids? Are they actually participating in a conversation? It will encourage the consistent hearing aid use for the patient and also increase their awareness that hearing aids can help and be part of their overall wellbeing.

With the patient's track and it's all in their app that's private to them, it's not downloadable to the audiologist, it doesn't go up to the cloud. The patient's able to track their steps, their activity how long they've worn their hearing aids and what I love and which is exclusive just to Signia, my conversations and with my conversations the hearing aids know if the patient was participating in the conversation or were just sitting back listening to the conversation. 'Cause we know if they participate, it's actually better for their cognition, better for their awareness. If they are being social throughout the day AX just keeps on getting better. We've added with the May update today with the software the 9.9 software that you have today.

If you update the firmware for your patients we have two feature upgrades that's going to help with very challenging situations, one of them being outside and another one trying to talk to people in noisy situations. So let's talk about the improved AX soundscape processing which is helping the patient when they're talking in noisy situations. Now for that patient, it's a challenge when they have a back and forth conversation, and this is why we're introducing this improved AX soundscape processing. It delivers more accurate support at every moment no matter how the patient is shifting back and forth between the speaker and the listener. This is made possible because we actually expanded the use of own voice processing.

It's not just for patient's voice anymore. OVP with the OVP 2.0 is now used as a sensor to analyze the entire acoustic scene. So what it's doing is it lets us deliver more

accurate optimal, and stable support at every moment during this active conversation in a noisy environment. Now keep in mind, in order to take advantage of this you have to run that OVP training and it has to be activated and completed in connects. It's, remember, a quick measure takes 12 seconds to run for the patient, for the hearing aids to know the patient's voice and it's done by the patient just continuously talking. But once you run that own words processing and you apply it, that own voice processing is not only lowering the gain just when the patient talks but it's helping so the patient could hear better in this active conversation.

Hearing aids with own voice processing activated aren't able to recognize when the patient's talking and it's not going to be able to track the shifts in the conversation among the speakers. The person who's talking in a noisy let's say it's a noisy little cafe patients wearing the hearing aids, their voice to the hearing aids is always going to be louder than who they're talking to because their voice is closer to the microphone. So the hearing aids have to then shift on how it is able to optimize the speech. So if the hearing aid knows that the changes in loudness of the speech signal compared to this noisy background are due to the speaker changing between the person wearing the hearing aid and someone else the hearing aid processing can essentially cancel that out as a factor in how it optimizes this acoustic environment.

So rather than trying to reoptimize every time the speaker changes, this is the person talking this is the other people talking this is the person talking this is the other people talking. So rather than having to go back and forth it knows when the patient is speaking and the processing doesn't have to react to that change as much as it would otherwise. Let me show you this in an illustration. What we're looking at is a graph of the changing of the speaker with an own voice blind hearing aid meaning the hearing aid doesn't know when the patient is talking. And this is every hearing aid out there that does not have own voice processing. If you did not run own voice processing the hearing aid is own voice blind.

So what we're looking at here in the red line it represents that of the own voice trained hearing aid that if you ran OVP, it's showing that it maintained a constant level of support over time and that the ideal level to hear those conversation partners no matter who's talking throughout the turn taking in conversations is always stable. But if you look at the dotted black line that's a hearing aid that doesn't know when the patient is talking and then you'll see that it has to take conversation shifts in how it's optimizing the speaker. This shift from the person wearing the hearing aids the other people speaking can cause a few moments when the hearing aid support doesn't match the needed situation.

And you might miss a few words of that conversation in this noisy environment and it could make the patient have a really hard time finding following this dynamic conversation and they might, you know lose confidence and maybe not join the conversation anymore. And that's not what we want for our Signia hearing aid wearers. We want them to be confident with a stable always ideal support from their hearing aids. What we've also upgraded for May, and you have this just by updating your firmware with the 9.9 software is you have an upgraded eWindScreen which will introduce a precise new wind smoothing algorithm. It reacts even faster to the accurately and it accurately reduces that wind noise fluctuations at each ear.

The wind noise is not only software with this new algorithm but it's more stable and the stable sounds are actually a lot easier to ignore. So let me show you an illustration of how we've upgraded the eWindScreen, first at that top line on the graph, the black one that's the wind noise levels in a hearing aid with no wind noise cancellation. And what you're hearing is the turbulence. What wind noise actually is is that turbulence over the microphone ports and it could be quite annoying for the wearer. If you look at the next line down on the chart the thinner red one, this shows how the original eWindScreen

handled that same wind noise signal and it's significantly reduced as if there was no wind noise reduction.

But you can also see that it still has quite significant fluctuations. And then if you look at the upgraded eWindScreen which is the wider red line on the bottom not only is it even softer than the original eWindScreen but you can see that it's also much smoother. So that way the patient's attention won't be caught by sudden spikes in wind noise. The gain of the wind is reduced but not the gain of the speech signal because we have the two processors split processing the graph shows the reduction in gain of the wind noise and the reduction of the annoying fluctuations. It's exciting. So now you know about all the benefits of the AX split processing technology which is why Signia keeps audiology our number one priority.

But we've also been very busy here at Signia pushing the envelope of innovation to bring you outstanding selection of hearing aids that your patients wanna wear. We have our Pure AX family, which is available in rechargeable and also with three 12 battery. The rechargeable is gonna last 39 hours on a single charge. The 312, 90 hours on a single battery, both are robust. They have their rocker switch, they're IP 68 which is the highest for dust, the highest for moisture. You can go out in the rain, you could wear them while splashing in the pool, forget about them wear 'em in the shower. You know they're going to last for your patients. And if they need a T coil, go for the pure charge and go TAX We offer with the TAX rechargeable instrument on the pure three different chargers so you can fit your patient's needs.

So we have the portable charger which is going to charge the hearing aids up three more times without being plugged into the wall. We have the optional dry and clean charger which will not only charge up the hearing aids but dry them out and disinfect with the UV light. And we have the standard charger as a great option. Maybe someone is more stationary and maybe have poor dexterity, poor sense of touch. This

might be an easier charger for your patient to manipulate. So regardless of their physical or preference just by looks you have three different charger options all available on ROES. And with next we have our award-winning Slim RIC technology which has been replicated.

So I think imitation is the most sincerest form of flattery. We've got our Styletto AX we pioneered this Slim RIC design and now it's powered with Breakthrough AX technology. We're confident that this can help your patients give them another option that doesn't look like your typical hearing aid. And with Styletto AX you have two different chargers that are available to you all through ROES, the Styletto portable charger which will charge the hearing aids up four more times without being plugged into the wall and also can be charged wirelessly on a G standard charging plate. And it's no bigger than a tic-tac case. You also have the Styletto dry and clean option as a charger. If your patient wants a charger that will dry out the hearing aids, will disinfect.

Maybe they have longer receivers so the dry and clean isn't enabled to actually accommodate that or maybe they're using ear molds. Your patients have lots of great colors available not just the two-tone, but you also have monochromatic black on black, dark brown on dark brown, beige on beige. And what's exclusive just for government services. We offer desert camo and forest camo. So this is exciting. I love the camo and we're proud to be able to offer that to you for your patients. We've also introduced a new CROS into the AX family. We had the pure charge and Go AX CROS. We had the pure 312 AX CROS. We now have the Styletto AX CROS and our CROS's are unique.

We have the ability to have long battery life but also skewed directionality. So your patient's always going to hear a noise even when other hearing aids they feel like their CROS shuts out. With our skewed directionality we are giving input on that transmitter side while still helping the patient hear better in noise. If you fit it as a BICROS, you've

got own voice processing and you've got your AX technology you have your Signia app that works with the CROS's and you can actually control the patient can control the transmitter sensitivity separate than the hearing aid. You can do that with the rocker switch or you can also do that through the app. Insio Charge&Go AX is another edition, another innovation.

This was the first custom hearing aid that had contactless charging, and it was also the first custom rechargeable that was water resistant. Rated IP 68. The highest you can get for moisture because there's no contacts, there's nothing to rust. You got lots of great different colors. You can customize the push button, you can have it as a volume control, you could have it as a change the tinnitus masker, it's gonna support all of the AX platform features. So you have your direct streaming on AX. Direct streaming is both to Apple and Android with the ASHA capability. So with Signia we're able to offer a comprehensive portfolio based on your patient needs. We have something for everyone. Stylish and modern, easy to use for mild to profound and this includes the world's first superpower BTE.

Again, with that 82 peak gain lasting 61 hours on a single charge, we're excited for your patients to experience the Signia difference. So whether your next patient wants a traditional RIC a stylish RIC, like the Styletto or a custom-built instrument, we've got you covered and we look forward to working with you and showing you how Signia can truly deliver. So to learn more about these exciting updates please go to veterans.signiausa.com. We're here for you and we'd love to connect with you in the field. Contact your local government service account manager or call us at our dedicated government service line which is 800-955-4327. Thanks and have a wonderful day.