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Integrated Xperience: Unleash the Power of Conversation

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- [Jennifer] So we'll go ahead and get started. I'll introduce myself briefly. I'm Jennifer Galen. I'm part of the professional education team at Signia. Welcome, everyone. Thank you for taking the time out of your day to join us and learn all about what Signia has unleashed starting this fall. I am joined by my colleague, Lisa Klopp, who is head of the clinical education team, and she will be answering questions as we go. If we run out of time at the end and we haven't gathered all of your questions, you can still type them in the Q&A and if it's tied to your name, we'll be able to email you with those answers or we'll put the Signia number up to where you can contact us for additional support and training. Thanks so much. Before we get started, I do want to share with you just the objectives for the course. After this course, you'll be able to describe how our latest innovation and split processing helps to empower wearers to contribute to the conversation in any situation, including challenging situations. After this course, you'll be able to describe the additional benefits of real time conversation enhancement that you'll learn all about today, and you'll be able to describe the benefits of the new form factors available in our new platform Integrated Xperience.

Before I introduce the new platform, I wanna take a look at our global research network and it's quite impressive if we look at, you know, being a global company, our technology is proven through multimodal approaches, including physiological, neural and behavioral and we use subjective real life testing. We use objective and behavioral research with EEG data, lab studies, behavioral studies, and a focus is always on the individual, as well as group conversation dynamics. That's what's different that you'll learn about today with Integrated Xperience. So our consumers are diverse and they have individual needs, and they are where we get our inspiration from. Our data and our insights as well. And our purpose is to deliver products and services that make a difference. And we believe in inclusivity. We refuse to see hearing loss as a limitation, and we wanna offer the widest industry portfolio to be consumer-centric, create new styles of hearing aids like Stiletto, Silk and Active, and not only targeting different hearing loss categories, but also actively inviting those who are still on the outside due to stigma, to engage in better hearing health through hearing aids. We continue to challenge what is possible in the world of hearing and Signia is launching the next significant industry first technology, building upon the highly innovative Signia AX platform. Why do you ask? Maybe, you know, what is it all about? Conversations are dynamic and to have successful conversations, some research, actually years of research went into looking at what makes a successful conversation by our research network. And they found in what is important is

particularly these seven elements. So we'll start from the least to the most important. Not having to engage in coping mechanisms is a big one. We always wanna have positive emotions when we're having conversations. We want to perceive the flowing, the back and forth and a balance between those interactions. You don't wanna just have one person doing all the talking. It is, that's what makes a good conversation, that turn taking and sharing, and sharing information as desired. Being engaged and accepted, being spoken to in a helpful way and being able to listen easily. So that's what came out of the, just knowing what a conversation is all about and what a successful conversation is all about. So I'm excited to introduce you to our next generation of technology Integrated Xperience, a new and unique way of approaching signal processing, delivering on our promise to be brilliant.

And with Integrated Xperience, we will unleash the power of conversation. We know that conversations in large groups and conversations in noise are the biggest difficulty for people with hearing loss. It can be hard to hear due to the surrounding environment. It's also hard because of the way conversation flows between multiple talkers and we move so quickly, we talk over each other or at the same time. Real conversations are dynamic and when people change positions and locations at the same time, conversation can come from any angle and individuals can find themselves falling behind, asking for repetitions and often disengaging altogether. And the result is they miss out on the moment and it can really affect, you know, just their overall wellbeing and their ability to contribute to that conversation is a big part of it. If we look at traditional approaches, you know, there's typically two primary approaches that all manufacturers kind of start out with or, you know, have that as a philosophy or did in our case. And so, but we wanna look at how they fall short. And the two primary approaches are, you know, always to try to have people hear better in noise because that's the main complaint that we see from market track. It's still hearing in group conversations and hearing in dynamic noisy environments. One traditional approach uses a narrow focus in noise. This approach has been effective in speech and noise tests and proven to be effective in speech and noise tests. But research is typically conducted in a noise source, in a situation where the noise source is from behind and a stationary speaker directly in front. It works well for improving SNR results, as the front speaker can be heard clearly as noise is reduced. But the success of this approach is limited in real life. And when we have, you know, where hearing you know, multiple talkers, then that's where we can fall short. So this approach can also lead to unnatural kind of feeling of isolation in your surroundings by lessening too much of the environmental sound and to

combat this, the wearer can switch between different directional modes, but this can also be jarring or disruptive. And you know, the design is the approach is to best have a slow transition, but it really can't keep up with the pace of real conversation or as the wearer turns their head. And so then some manufacturers took on an approach of broader focus to allow the wearer to be more aware of their surroundings. But this approach is relying pretty heavily on the brain to pick out the speech of interest. And this approach may work for some, but it may for many be difficult to pull out the desired speech information from the noise and listening effort is higher and then results in greater auditory fatigue. And so both approaches, because all sounds are processed in a single processing stream, any noise reduction or compression applied can also affect speech understanding negatively. So both approaches simply fall short of what the wearer needs and they focus on suppressing noise and preserving speech second. So we knew that there was a need for a solution to focus on preserving the surrounding sounds, but enhancing all individual conversation partners and that it adapts to conversation partners in real time, even if they move or turn their head. You know, we started this journey with the Xperience platform.

So that goes back prior to the augmented Xperience platform, where with the Xperience platform we took a big step forward in securing speech understanding while also factoring in needs of the wearer. And we wanted them to feel connected in their surroundings. The limitation that remained was that it was still single track processing, which forces us, like our competitors, to compromise the acoustic scene in order to secure that speech clarity in difficult listening situations. And then we addressed augmented experience, which we have remaining today. This is our introduction world's first in the industry with split processing, and unlike traditional processing, which processes all sounds together, making it difficult to separate speech from background noise, split processing allows us to individually process speech and noise so we can separate and adjust the compression, have different rules for compression of the surrounding sounds versus the amplification for speech. And so this ensures that speech can be audible and heard clearly above the background that's comfortable, yet still truly delivering an immersive experience. So augmented focus or augmented Xperience platform with split processing is still the foundation. We continue that with Integrated Xperience, but we've taken a leap forward with the research that was done to collect what conversation is all about and leverage its processing of speech and power for a completely reimagined approach, allowing the inclusion of multiple conversation partners, even in difficult listening environments.

So with Integrated Xperience, we're introducing the world's first multistream architecture capable of pinpointing and enhancing multiple speakers in real time. We feature Realtime Conversation Enhancement, which is the heart of our innovative technology, to put conversation first. And this technology empowers wearers to engage dynamically in conversations, ensuring every spoken word is understood, every shared laugh is appreciated and every story is fully experienced. It's a true breakthrough to understand, to approach the longstanding challenges faced by hearing aid wearers. So don't just take my word for it, see it in action. I'll play a demonstration video, where you'll be able to hear Realtime Conversation Enhancement, and then we'll talk about it.

- Hearing group conversations in noise can be difficult for everyone, but can especially be difficult for those with hearing loss. This is why we developed Signia Integrated Xperience with Realtime Conversation Enhancement. It's the world's first hearing aid with a multistream architecture, capable of accurately pinpointing multiple speakers in real-time conversation, even as they move or as the wearer turns their head. Let me show you what I mean. The demonstration of how the device undertakes Realtime Conversation Enhancement. Okay, so we have a mannequin set up wearing our brand new Signia Integrated Xperience hearing aids. We are recording the live hearing aid sound. We have eight loudspeakers recreating the sound of a noisy restaurant. Lastly, we have a tablet connected to the Signia Integrated Xperience hearing aids with a custom app to show visually, what the hearing aids are doing live. Okay, let's run it.

- And if I start talking here, you can see that the hearing aid immediately picks up my location and enhances my voice, so you hear me clearly above the noise.

- Yep and now it immediately picks up my location to enhance my voice too, but people aren't always standing still. So you can see that even when I move, it stays locked on me and keeps my voice clear.

- And it even picks me up when I talk from behind.

- And it can track multiple speakers--

- [Both Speakers] Who are talking at the same time.

- Thanks guys. At Signia, we believe in the power of conversation and we are excited for you to discover the unique benefits of Signia Integrated Xperience with Realtime Conversation Enhancement.

- [Jennifer] Pretty exciting, right? We will have also, when you see your sales managers out in the field, they'll have a demo app to be able to show the visual of that tracking of conversation partners to share in the office with you and at meetings. So please stay tuned with what's coming to your area and stay in touch with your Signia sales managers. Let's look at our multistream architecture in action. This image is what we call a live auditory space. Realtime conversation makes Integrated Xperience the, you know, the first to be able to accurately pinpoint and enhance multiple speakers in real time. So you can kind of see that it's layered upon layers of capturing that speech, adapting to any changes in the environment as people move. We can make adaptations a thousand times a second, building an incredibly detailed auditory picture of your surroundings. And the benefit is that the wearer doesn't get left behind and will be empowered to stay in and contribute to their conversations. We'll go into a little bit more detail. So with Signia Realtime Conversation Enhancement, we can simplify it to a three stage process that puts conversation first. You know, tracking multiple speakers, taking all the heavy lifting away from the wearer so they can simply contribute, you know, comfortably, naturally with confidence. And the three stage process, analyze, augment and adapt, they're not separate, it's a continuum.

Each of these stages are always working together all the time. In this schematic you can see split processing in action. On the left hand side we have, you know, the split with, you know, the front stream or the front processor and the back processor or you know, where speech is and where surroundings are. But that can also be swapped. We can pick up because of you know, the latest technology with binaural audio processing and being able to pick up speech from the back, as well and apply different rules, we will still pick up that conversation partner from the back. It's probably not where you'll have your whole conversation, you probably bring 'em to the front or say, "Hold on a second. "When I'm finished with the people in front of me here, "I'll turn around and listen to you." But you will be able to have that input and speech support all around you. Our soundscape processing takes into account environmental and

physical cues. So that's that square at the very top, soundscape analysis. Soundscape analysis, includes motion sensors, own voice processing 2.0 signal to noise ratio and ambient modulation, and now it includes conversation source analyzer and dynamics analyzer. So with Realtime Conversation Enhancement, we can separate the focus stream processing from the background and we have up to three focus streams in addition to split processing. So as you know, it's typical in conversation, to have the speakers in front of the wearer, Integrated Xperience with Realtime Conversation Enhancement can engage with up to three additional advanced focus streams, which you'll see in the middle. And providing the correct amount of boost for each conversation partner as the wearer can stay connected to their environment. Then once the analyze and all of the data points have been processed, and again it's a continuum, then it's augmented or boosted. So the conversation booster takes all of that in and boosts what is needed with the correct amount of boosts for each focus stream and conversation partner, and then it's fused together in the adaptation stage. But remember, it happens all together, fusing constantly together. Let's break it down a little bit more. So let's first look how Integrated Xperience analyzes.

We look at multiple pieces of the conversation dynamics, including the number of conversation partners, their location, their proximity and their prominence to the wearer and turn taking and timing, as well as noise level and the location of the noise, so that we can ensure that the wearer also always feels immersed in their surroundings, but it's comfortable. And so if there's a shift in the environment or there's an additional conversation partner, if the wearer turns their head or if there's a change in location of one or more conversation partners, it's being analyzed and it's actually being analyzed 192,000 data points every second. This is a first. No other hearing aid in the industry can do this, and we call this the conversation analyzer, as it can be divided into two components. Conversation source analyzer constantly scouts out the acoustic environment to identify number of talkers in their location, and then the dynamics analyzer looks at the turn taking and timing and locations of noise without speech and the level of background noise around the wearer. And then it's time to boost it. So now you wanna make the speech stand out and augment to create that contrast, that greater signal to noise ratio that's needed for easier speech understanding. And our unique augmented focus with split processing is the foundation. Integrated Xperience with Realtime Conversation Enhancement you still have a separate focus stream that processes background, so you can hear the environment and pick up speech from behind. And remember, with augmented experience,

four times more people preferred their Signia AX hearing aids to their previous hearing aids. So we still rely on the front hemisphere and the back hemisphere split processing, but then real-time conversation comes in and adds up to three additional advanced focus streams. It does depend on the performance level, but you'll have some literature and more details on different levels in your handouts and we can further have discussions about those. Each additional focus stream operates independently within a specific region in the front hemisphere, typically where conversation is, and it can change the width and orientation. So if there's two people, like there are on the right there, that stream can widen. Each focus stream can effectively change as someone else starts to talk or the talker moves. And because each advanced focus stream operates independently, it can handle instances of simultaneous talkers as well. If multiple talkers are located again within one region, like on the left here, the analysis of conversation dynamics such as turn taking and timing are used, and that was done in our research that I'll show you and we have shared the white paper to talk about that more, we use binaural beam forming in a way that preserves sensitivity in the direction of a known conversational partner, even when they're not speaking.

So turn taking and timing is pretty, you know, pretty sensitive and pretty elaborate on that analysis. So hence, the 192,000 data points per second. And proximity analysis you might ask, well how do you know who you wanna hear in a dynamic noisy environment? Well, typically that's gonna be within two meters that you're gonna be focusing, and so that translates to six feet. And so ensuring that only speech originating within that expected conversational distance will be enhanced within the focus streams. Note that these are simplified images, it's really hard to, you know, think of these as snapshots. It's really difficult to kind of put these into images. Hence, we created that live auditory space because these are snapshots in time showing the constant analysis that's occurring with the 192,000 data points per second. Conversation booster is because natural conversation does not have independent regions, it operates as a unified whole. And so looking across all the focus streams in the hemispheres, we can combine and determine the optimal balance of speech enhancement and noise reduction to augment speech, while preserving the acoustic environment. So let's take a look now at how we've taken adaptivity to a whole new level. What happens if someone else starts talking or the talker moves? As the talker moves, the focus streams stay locked on the talker and the closest focus stream takes on the task. If another talker close to another starts talking, then that focus stream can effectively widen. Now imagine this adaptation is happening a thousand times a

second, happening so we're analyzing 192,000 data points and in that analysis, happening so fast the multiple focus streams, apologize, are adapting to the environment as it happens in real time. What's going on there? So again, updating a thousand times a second, and as the situation changes they were around a, you know, a high top cocktail table and people are moving and coming in and out, our conversation will be preserved, resulting in a live auditory space that can keep up with the the challenging acoustic environment. So when we look at the entire process, it's not just three focus streams working independently. The three focus streams work together to adapt the dynamic environment, using width, angle and depth, and they're constantly reacting and fusing in new ways to create... I have a, there we go, I knew I had an animation there, to create the live auditory space, utilizing split processing to separately process the background sound, keep the wearer immersed in the surroundings, but not be distracted by the surroundings.

So to smoothly enhance multiple conversation partners and keep up Integrated Xperience can unleash the power of conversation. With Realtime Conversation Enhancement, it's a part of dynamic soundscape processing and if you're familiar with the AX platform, now we're at a new version of dynamic soundscape processing. Now it goes to 3.0 because now they've, the engineers, have made improvements to include Realtime Conversation Enhancement. What's nice is it's a simple slider and Connexx that you can either provide more highlight or speech support or you know, in less challenging acoustic scenes, compared to the default settings, but providing wearers strong levels of support and conversation. And then even in the Signia assistant, depending on what the wearer asks the Signia assistant, the Realtime Conversation Enhancement will be, changes can be made there. So that's great to have the wearer have constant support, even when they can't come in to see you through their app. This is very exciting because this is our first white paper of more to come and we, rather than using typical speech reception test with a single noise source from behind and a single speech source from the front that's common in testing, we use a modified ulsa, which is a verified speech test with a crescent of noise positions from behind and two speech sources in front, and the two speech sources were presented alternately. So turn-taking, to simulate a real conversation. And in this scenario we saw 95% of participants performed better with Realtime Conversation Enhancement. Those are the two sources at the beginning, at the top of the screen. So the benefits of Realtime Conversation Enhancement hopefully, is clear. You or your conversation partner can move naturally, stay involved, stay continuously engaged, contribute with ease,

take some of the stress off of those situations. The ability to keep up with the pace of real world group conversations ensures the wearer can stay involved, no matter how lively things get. And it's an overall automatic easier way to hear multiple speakers, even when you're not facing the speakers. All right, so we'll save questions for the end, but I wanna dive into what form factors we're releasing right out of the gate. So let's look at the new form factors offered with Integrated Xperience. There are three hearing devices that we'll be introducing right out of the gate. Two Pure RIC devices, Pure Charge and Go IX and Pure Charge and Go TIX, with a telecoil and Silk Charge and Go IX. So to start with the Pure RIC line, we will first launch in performance levels seven, five and three IX, and of course we'll offer a convenient S demo because we know that speaks wonders when patients, potential patients, can hear the difference and experience that in offices and for even brief trial periods. And in addition, we'll introduce a new Cross Pure Charge and Go IX, transmitter compatible with both RIC devices.

These are all the colors that you'll see. Same choices, same 10 color choices as AX, beautiful colors and receiver strengths and still compatible with ear wear 3.0. We actually have a new option for ear wear 3.0 with the round one ear tip launching now. There's a new rocker switch. So the case is actually the same size and design as AX, but we always look for improvement, and there is then a new rocker switch design easier for the wearer to utilize. And so the on off is now the lower rocker switch button. We have more than a full day of runtime, up to 28 hours with the Pure Charge and Go IX, with 24 hours of runtime tested with using five hours of streaming, you can certainly stream more. And then you always have an additional runtime with a 30 minute fast charge and in this case, it's six hours. And then when you go with the Pure Charge and Go TIX, which is going to be your S demo this round, you have up to, 'cause it's just a hair bigger in size and literally just a hair, up to 39 hours runtime, 34 hours runtime with five hours of streaming tested. And again, up to a six hours additional runtime with 30 minute fast charge. The CROS has a little bit more, up to 29 hours without streaming and because you know, the transmitter will go off for streaming and it'll be compatible with all performance levels seven, five and three IX. Also to note on the upper right corner, we are IP 68 rated. We are always IP 68 rated with all of our products. Charger options, you may have seen the standard charger, which is the open charger that you would put on a desk or dresser, the portable charger, which holds charges within it so you can travel with it, and the dry and clean charger that gives even more support to having the hearing aids be dried and cleaned. And now the new multi charger, it will be the default for default charger when you receive your S demos, but

you can also order it for your lab, for your office, and for to have on hand for customers or patients. It can charge anything that has galvanic charging on the AX line, the IX line, as well as our Motion X BTEs. Something new, LE audio ready. We are ready for it. We are future proof. So all we're waiting for is the manufacturers of the phones to be ready and then we will have a future firmware update to engage LE Audio for Bluetooth. So the next generation of Bluetooth, we are all ready. Our accessories have stayed the same so that's kind of nice. Sometimes you, one less thing to learn about. Tried and true streamline mic for remote mic access for streamlined TV, to have a great experience with your television viewing and our mini pocket for those that just want a simple remote or maybe don't have the dexterity or a smartphone use. We are also unleashing the power of conversation with more key benefits unique to Signia and the tech that powers them. So we have the hearing technology to provide a greater experience in group conversations in noise powered by Realtime Conversation Enhancement, but we also have a solution to keep the wearer contributing comfortably with our own voice processing. We introduced own voice processing now several years ago, and we are now on the second generation that even gives a little more support in the turn taking and timing of when wearers speak or, you know, take turns. And OVP in short, the abbreviation for own voice processing, gets people talking. And so not only does OVP increase comfort, it also is a proven method that helps the wearer stay in the conversation and participate because of it, because I think we all can experience when you first get started with hearing aids, that's a hurdle to overcome, your own voice. And in the past we have, you know, had compromises to make either opening up the ear and, you know, lowering the gain for the low frequencies to try to combat that. And we don't have to do that with OVP. Even if you have an experience wearer, I will just throw in a personal story, I'm fortunate enough to allow to have my husband wear my demos. And so he was in AX demos and I quickly, 'cause in between my travels, quickly got a first fit to him on some IX demos and then I walked out the door, right? So not the best way to do a fitting, but I thought, well he's experienced, these will be just fine. But I didn't have chance to run OVP and that's what he was trying to make better while I was gone for the week. So once I got back, everything was right with the world, he could stop trying to find, you know, the solution himself on Signia assistant. But as soon as I ran his own voice processing, he was like, oh yeah, okay, everything is right with the world again. So he's doing great. So just a little aside and then fine tuning in the moment, the Signia assistant in the Signia app. So wearers can access the Signia assistant, the only live neural network, which empowers wearers to get the support they need 24/7 whenever and wherever they need it. And so what does that mean to have a live neural

network? Signia assistant was programmed with 12 million data points to offer solutions for common wearer problems. But it doesn't stop there. This is cloud-based learning. So the Signia assistant gets smarter with every interaction for wearers all over the world, by continually taking in anonymous updates and providing solutions for the wearer on the go and in between appointments. So, you know, take advantage of the Signia assistant. Our AI it is live and you know, we're the first and only to have live interaction or live updates. And let me show you some of the results. So this shows how AI-driven, self-guided fitting apps improve wearer acceptance, and the study shows that wearers have a higher acceptance of their hearing aids after they have had the opportunity to fine tune them with the app. The study also shows that wearers report being more satisfied with hearing aids after adjustments, as represented by the black lines. So as you all know, we can't assume our patient is too old when it comes to the use of smartphones.

Another little story that I just learned, you know, when you travel and you want your Netflix or your YouTube, they know when you move to different states and sometimes they cut you off. And so my mother who was in her, let's just say mid seventies, so she was able to figure out that, oh, okay, they don't really care so much if I'm traveling and I use my iPad, it's just the TV. So she got her iPad out, got on YouTube TV, and just shared it to her TV. So I wouldn't have thought she would be able to do that, really. I feel like I have to whisper, but no, I, it's, you know, it's some of these things that we find out that we would have profiled about. And an easy way to find out if you, how you know, savvy your patients are, and I'm sure you're all doing this, is to ask two questions on your hearing aid eval intake form, how would you rate your skill level with a mobile device? That's what they call 'em in Europe. So how do you rate your, you know, cell phone skill level and how confident are you in using it? So again, just AI, you know, artificial intelligence is not stopping, but let's take advantage of it to make our patients more successful and comfortable and deliver a greater quality of life and you're not left out of the mix. So when you see the little Signia assistant face in your Connexx fitting software, you'll see if new changes are available, meaning that your patient has made changes in the app and when you read them out, then it will we'll say that or if there's only history available. So you'll be able to see that right in Connexx, the little faces at the top of the screen here highlighted, and then you'll be able to see what changes were made and you'll be able to see in data insights how much change was made. And you can either, you know, keep it or discard it or have that conversation as to why you're making, you know, reverting back to what you did.

But the nice thing is, you know, the data is there for you, their provider, and the details will be available just by, you know, clicking in the software. But it does give that confidence to the wearer to have more access and keep engaged. Okay, so that's just showing disengage. So before we end today, I think we have time and I'm glad we have lots of time still to take your questions, but to wrap up, I'm proud to introduce our Silk that is now Silk Charge and Go on the Integrated Xperience platform. So you may be familiar with our Silk on the Xperience platform, which was battery powered with a 10A battery, wonderful discreet product, and now we're just taking it to the next level with our new generation of, or actually we skipped a generation there, but we're going right into IX or Integrated Xperience. So we have a completely innovative CIC hearing aid that pairs exceptional sound quality and unmatched discretion. We're launching it in seven, five, and three performance levels plus an S demo because as you know, these are instant fit or ready to wear, and now you'll have the convenience of rechargeability on the go.

We'll also have a CROS Silk, so it will be compatible with all levels and we're not compromising on size or performance. You'll actually have a full increase in computational, 20% increase in computational power. What you'll also have is the only CIC with binaural one mic directionality in the Silk, even though they are single mic instruments with ear to ear wireless 4.0, the two hearing aids in the bilateral pair share acoustic information with each other, essentially creating a four mic network. This means the signals received by the microphones in signal mic instruments can now also be processed similarly, as if there were two microphones on each hearing aid. As a result, binaural one mic directionality is automatic, adaptive, multi-channel directionality dedicated to single mic hearing instruments. So it exceeds the benefit of what a natural pin effect would be by putting the mic down in the ear canal and taking advantage of our outer ears. But you can see that beam to the front is even more directed. So wherever the wearer faces, they will have greater speech support. So very exciting, the Silk Charge and Go IX will have the convenience and reliability to offer 28 hours on a single charge, 30 minute fast charge to provide an additional seven hours. And again, the only CIC to have focus on the speaker in a noisy environment with binaural one mic directionality. Take a look at the soft textured surface to avoid reflections on the face plates. This is for added unmatched discretion. And for convenient control, use the Signia app or the mini pocket via acoustic pairing for both. We can fit up to a moderate loss, moderate to severe hearing loss with 51 14 DB matrix and you can use chi charging as an option. So a charging plate that you purchase externally or use

the USB-C charging cord that we provide. The recess in the charger, which you may be familiar with with our active products has been redesigned for the Silk of course, and to charge with galvanic charging. Very easy, elegant, and discreet, and once you charge the instruments and everything's charged up the case and the instruments, you'll have four additional charges being held in the charger for charges on the go. So essentially five. And we'll have compatibility with earwear 3.0. So you only have one system of earwear to worry about. And you'll also have custom ear molds available. So the custom ear molds will not get in the way of charging. It was very precisely designed. And you can bring even added comfort for those that maybe you've tried every earwear tip and we still, you know, need a different selection, you can go to the custom ear molds. So again, immediate fit with immediate impact for the Silk Charge and Go IX. Quick satisfying experience of ready to wear CICs, snug design, and discreet form factor. It can be worn immediately, compatible with the sleeves and tips and custom ear molds and we will program them wirelessly with the ConnexxAir. So we want to be sure that you have a ConnexxAir.

So we will always ask when you order, if you have one of the ConnexxAirs in your office or we will get you one. Something also new because we talked about different performance levels. You know, there's differences in focus streams, where the seven has three focus streams, the five has one, and the three is relying on conversation booster and split processing to boost all of the conversation partners, in addition. But we also have more precise analysis with even over AX, with the Integrated Xperience version, the number of channels and handles that are accessible via Connexx, as you can see, go from on the IX platform to 36 for the five level and to 32 on the three level of technology. So a decade, nearly a decade of research and breakthrough technologies come together to drive unique wearer benefits and so we can offer hearing multiple talkers, even as they move with Realtime Conversation Enhancement technology. We can contribute comfortably with own voice processing 2.0, even when you have an experience wearer. It's not just for the new folks to hearing aids, we want to capture more and more of patients that are potential hearing aid wearers and own voice processing can get you there. And also getting help when you need it, where you need it with the Signia assistant. So through our conversations we make sense of the world and our place within it. We unleash the power of conversation to engage and connect like never before. Conversation's more than just an exchange of words. It's the most powerful tool we have to build relationships, you know, stay cognitively engaged, realize the potential that lies within

each and every one of us. And through our conversations we make sense of the world and our place within it. So Signia has truly changed the game and we have unleashed the power of conversation. It's not only to benefit, you know, your patient with Realtime Conversation Enhancement. We're thinking of the whole wearer, you know, we know from market track the latest market track 2022, that survey went out to not only hearing aid wearers, but potential hearing aid wearers or people that have hearing loss, and the difference between the satisfaction levels in group conversation is staggering. You know, we think that hearing aid wearers, you know, they were interviewed or surveyed within the last couple of years, right since it's 2022, with that data and they're pretty satisfied. It's, you know, reaching over 70% towards 80%. But is that enough? Can we get better? And we always wanna get better, right? So not only do we want to improve the situation for group conversation with hearing aid, current hearing aid wearers, when you look at the survey of people that don't yet wear hearing aids, their satisfaction in group conversations drops down to like 25%. So why have they not taken that leap yet? It's probably, you know, just the stigma and the ability to, you know, just bad news travels fast. People still hear stories about hearing aids that they, you know, they don't work in those difficult and, you know, environments like restaurants and busy places, and we can change that. So come along with us and join and unleash the power of conversation by trying Signia Integrated Xperience and we will be so happy to continue this journey with you. So thank you for joining today and I'll open it up for a few questions by my esteemed colleague Lisa.

- Hi Jen.

- Hi!

- [Lisa] We actually do have a couple of really great questions that I wanted to reserve to ask live.

- [Jennifer] Great.

- [Lisa] So yes, one question and I had to think about this. I'm not exactly sure myself. So perhaps the two of us might be able to answer this. If a patient uses the Signia assistant and we don't read out the settings before sending the aids to repair, do we lose all changes the

patient made? So my gut response is that that likely would happen because there's no record in the software of those changes. Correct?

- [Jennifer] That would be my gut too, but I always like to, before I answer for a definitive, you know, give a definitive answer on that, I would like to either test it out myself or ask, you know, the phone a friend, ask our tech support team. So do we have a name on that question that we can get back to for definitive. Okay.

- [Lisa] And I will, I've taken a screenshot of that question. So the person that asked that great question and we'll get back to you on that.

- [Jennifer] Okay, super, 'cause I don't like to answer like, oh I just think it might be this, but I think we're both thinking the same, it may be lost.

- Really good question.

- Yes, thank you.

- [Lisa] The next one and I did try to find out just with the resources I had at my fingertips, about what wax protection is being used for Silk IX? Do you know that Jen?

- [Jennifer] Yeah, it's the nanocare we call it. So yes, we do have a guide on all the wax guards for you so we can provide that as well. But it is the nanocare.

- [Lisa] Perfect, thanks Jen. Yeah, this is another excellent question. I have my thoughts and then perhaps you can add yours and the person that was asking the question sort of amended the question. So I'm gonna read it in two parts. When recommending hearing aids for a patient wanting in the ear would the seven AX NCO or the Silk IX have better technology for hearing and noise? And then she amended the same question, when recommending hearing aids for a patient wanting in the ear would seven AX NCO or the Silk IX or Active Pro have better technology for hearing and noise? So I'm actually gonna go with the first question. Seven AX NCO versus Silk IX. Seven AX NCO for one, is going to have true directional technology. So there's one key differentiation. The Silk IX will have one mic directionality, while not true

directionality in the sense that we as audiologists or hearing care professionals, think of does offer, you know, some directionality in the sense that, you know, using vener filters we're able to identify where is the front and apply some noise reduction in to the rear to enhance that pena effect to drive some degree of directionality, even in one mic hearing aids. So there's that. There's also the advantage of, you know, the IX chip being the a better chip, the speech stabilizer, all of these types of things that we've identified with IX.

- [Jennifer] Right and at least I think that, you know, from a hearing standpoint, I would have to dive in and ask about lifestyle and ask about what they're desiring because streaming then comes in and true functionality of everything with the app, including my wellbeing, that we didn't even get to today to be able to use to keep, you know, on task for our steps every day and not have to wear, you know, something else on our person. We can just go out and wear our hearing aids and yeah, so I think streaming would be a real big question to find out if that's gonna be important to them and--

- [Lisa] Really is a case by case.

- [Jennifer] A great discrete option. Yeah, absolutely, 'cause then you may find like, is it because they've always worn custom devices and you know, so sometimes that's just how it is and they want a custom device. But I would start there as to the reasoning and find out about streaming and usually our Silk wearers you know, because they have shared, I don't want anybody seeing these, I want the most discreet, you know, and now they can have rechargeability and be on the latest platform. So it's, I would say it's a win-win. It would just be a matter of checking out, you know, what they prefer, 'cause then at one point it's preference.

- [Lisa] Yeah, agree. And then we have the question, does Silk IX have Bluetooth? It does not.

- [Jennifer] No and that's a great, you know, that's a great question and I think, you know, we all want Bluetooth in everything, right? But we also know, and Bluetooth, you know, since we don't make Bluetooth, Bluetooth has its own consortium, they are constantly improving. So, you know, we'll wait for that to where, if we put Bluetooth in CICs now, like say in an antenna or you know, something, we don't stand behind that as a consistent viable technology with the way Bluetooth behaves currently. There's so many variables and you know, that's where, you

know, with Signia we typically will say audiology first, hearing first, hearing benefit first and then streaming comes second. However, we are future proof we are ready with LE Audio and then when things get smaller by the Bluetooth consortium and we can put that into a consistent viable product, we will.

- [Lisa] I love your answer to that.

- [Jennifer] Thank you, we don't want the green banana, so.

- That's right.

- Okay.

- [Lisa] And then what patient would you recommend a multi charger for?

- [Jennifer] What patient? You know, I think if they want a spare, you know, I think it's a great idea if they like to travel a lot and it is very lightweight and easy to use and then, you know, maybe they have a couple people in the household that wear different, you know, Signia hearing aids, that's a benefit, 'cause then they really could, you know, take turns charging, 'cause it is across platforms and it has a little magnet to it. So it, you know, I turn it upside down on my desk to show people, you know, hold it up and you know, you're gonna have that connection. And there's also a little stand for it too that's optional. That's just a little silicone base that you can order optionally for just a very nominal charge. So if you did want something on the desk. As you know Lisa, when you travel or some of our friends travel, they forget their chargers plugged in at home. So it's always great--

- [Lisa] Nice to have it, just leave it in your luggage.

- [Jennifer] Just leave it in your luggage also. Like have it in your offices, everybody, to where you can be that hero when a patient comes in from off the street or off the highway and says, "Can I buy a charger?"

- [Lisa] Yeah, here you go. You know, and I love it for hearing care professionals, you know, for how many, you know, form factors do you have where your patients don't bring their chargers and you need to power down or power up a device that doesn't have onboard controls. This is something easy for you to, you know, get a device into, you know, Bluetooth detectable mode or whatever, an easy way to power down, power up a device or quickly, you know, charge something or.

- [Jennifer] Exactly, yeah, I think it's gonna be great. I think our providers, hearing care professionals, will love having a multi charger in the office.

- [Lisa] Exactly. All right, I don't see any other questions coming through. Jen, great job!

- [Jennifer] Great job to you too, Lisa! Thank you so much for joining me today and thank you everyone for joining today. Give us a call and we are happy to meet with you one-on-one with our training team. We have lots of courses coming on audiology online. Actually right after this course, you can take the Connexx course and lots of quick tips coming your way tomorrow and throughout the week, next week. So thank you again and thank you for choosing Signia.