

Webinar FAQs

Starkey: No Rest For The Best

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How to Ask a Question:

- Click Q & A, type your question, and Send

Resources Tab:

- Download the course handout
- Link to course information page
- View presenter information

How to view captions:

- Click Show Caption CC Button

How to earn CEUs:

- After the webinar, go to your Pending Courses and pass the multiple-choice exam

For assistance or tech support:

- Call 866-782-9924
- customerservice@audiologyonline.com
- Use the Q&A window

Learner Outcomes

1

Participants will be able to list the new updates to Genesis AI

2

Participants will be able to describe the updates to custom devices

3

Participants will be able to list the updates for Pro Fit and My Starkey

GENESIS^{AI}

All. New. Everything.





Neuro Sound Technology

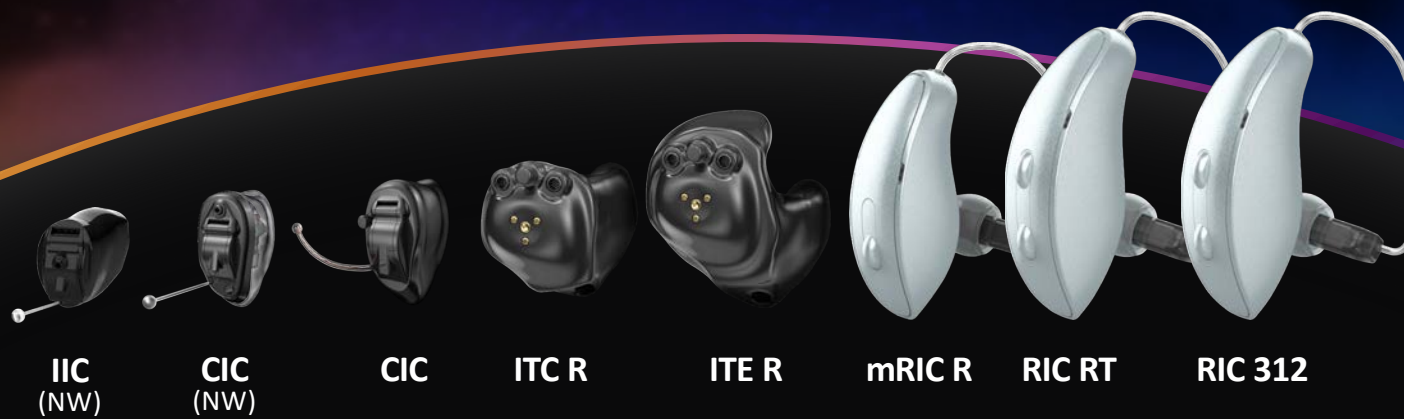
The **biggest leap** forward ever in hearing technology

Adapts more quickly to deliver crystal-clear,
transparent sound quality to patients



80
million
hearing adjustments
every hour

GENESIS^{AI}





Battery Performance



CIC 312 up to
7 days

Custom R up to
42 hours
on a single charge



RIC RT up to
51 hours
on a single charge

CROS up to
29 hours



Size 10 up to
7 days

*CIC size 312 up to 10 days



mRIC up to
41 hours
on a single charge



RIC 312 up to
6 days
of battery life



Engineered from
the inside out to be
WATERPROOF



Humidity
Test



Salt Mist
Test



Rain Spray
Test



Targeted Sweat
Drip Test

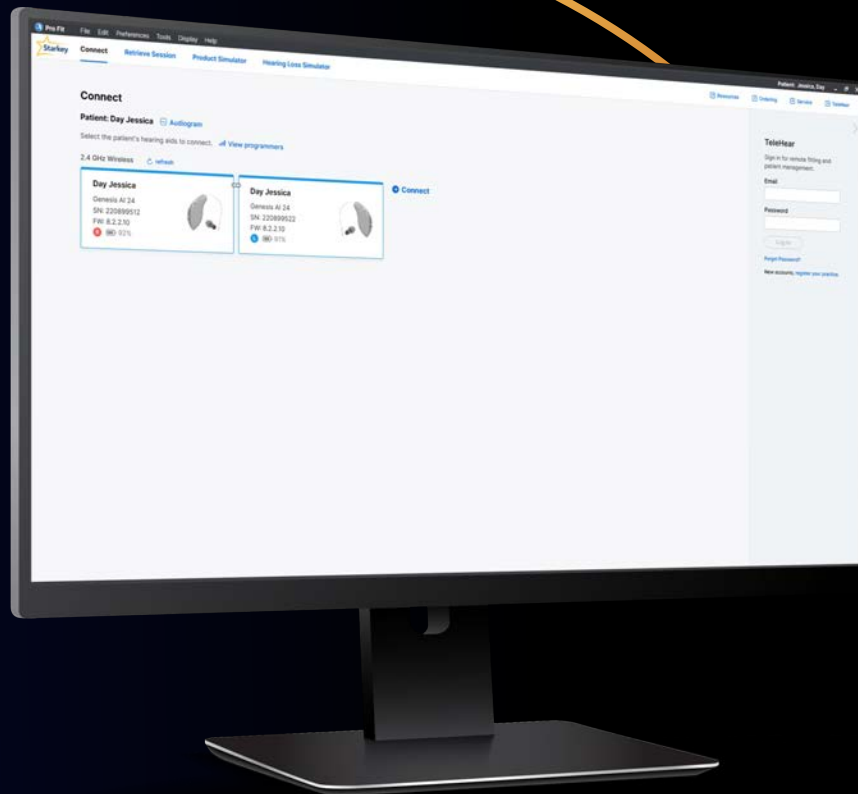


Extended
Reliability Testing



Salt Brine
Immersion Test

IP68+



Starkey **Pro Fit**

Get the best fit the first fit

Designed for you, by you

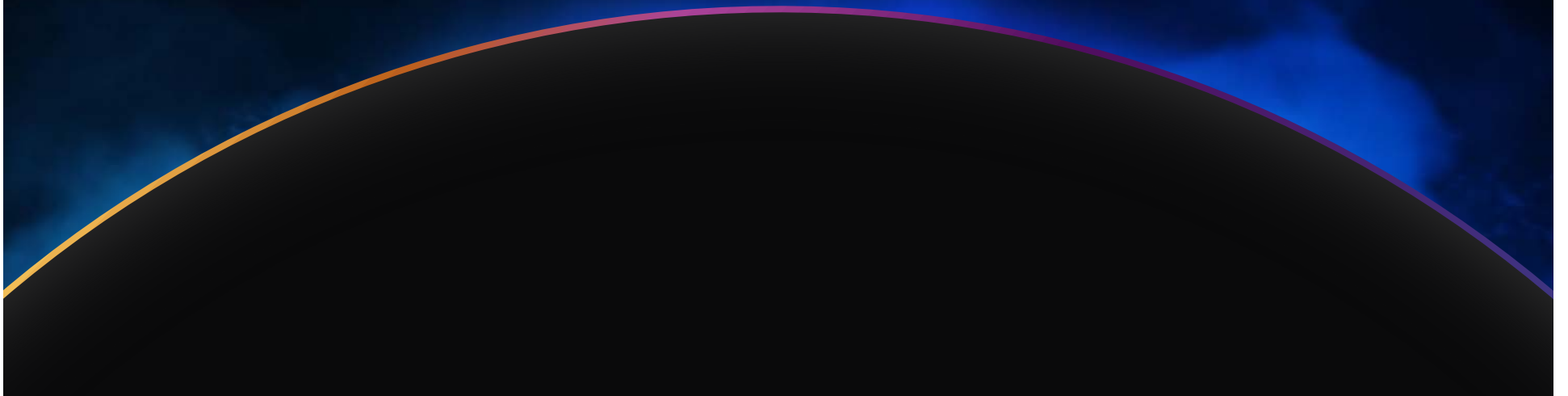
MyStarkey

Starkey's most intuitive
hearing aid mobile app



GENESIS^{AI}

No rest for the best.





Better hearing has
never **been easier**



Uncompromising Sound. Unrivalled Ease.

Sound Experience Enhancements

NEW

Automatic Edge Mode+

Now continues to scan, adapt, and optimize as the wearer changes environments

NEW

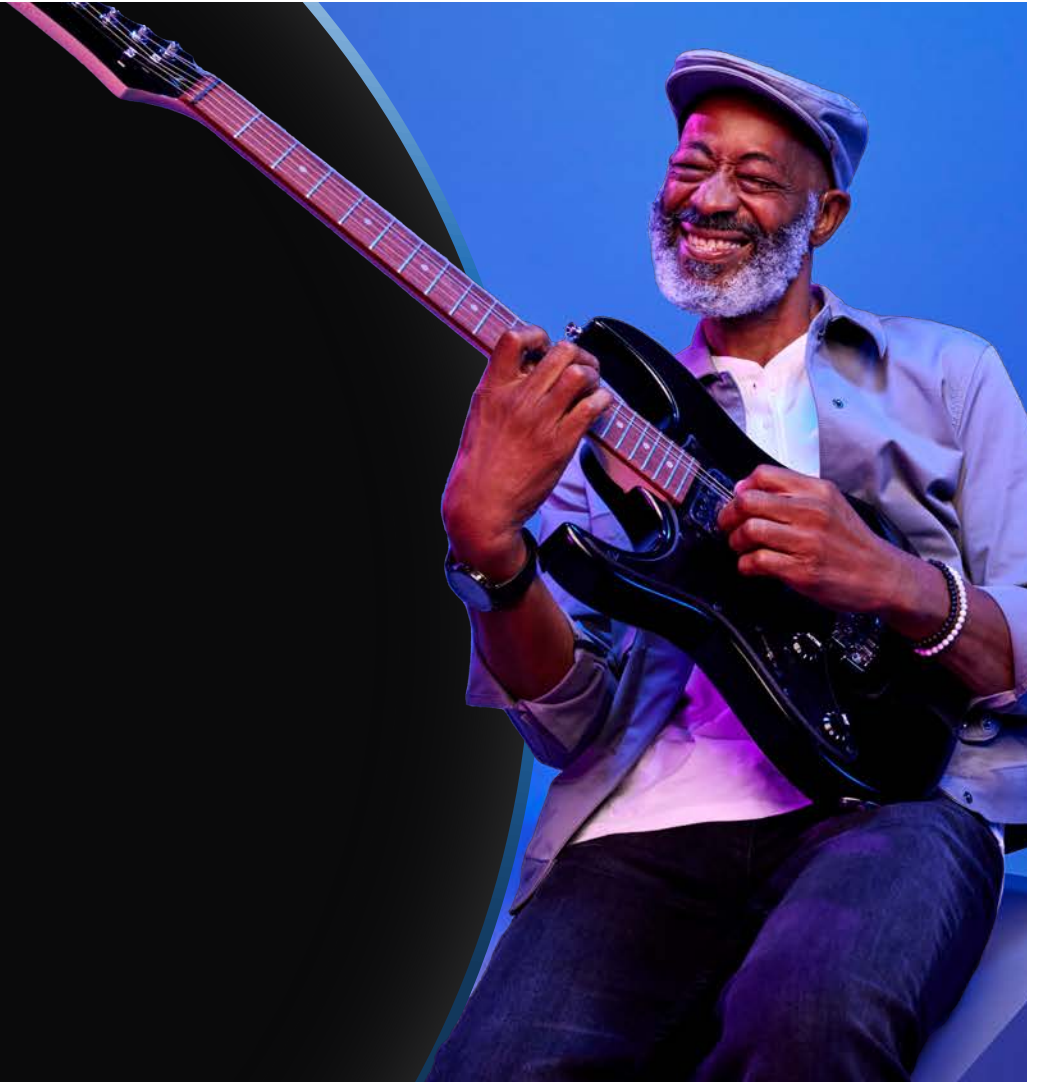
Motion-based Optimization

Using the power of sensor technology can distinguish activity-based motion vs small movements such as chewing or putting on glasses and adapt accordingly



GENESIS^{AI}

Edge Mode+





Edge Mode+

EXCLUSIVE
24, 20 & 16
TECHNOLOGY

On-demand real-time analysis of environments for advanced level of comfort and clarity

The best adaptation for any environment when engaged

My Starkey patient-driven controls for listening intent

Exclusive to 24 & 20 Tiers



Edge Mode+

Now with Automatic Adaptation!

Continues to scan, adapt and optimize as the acoustic environment changes, ensuring the most appropriate settings are always applied in a dynamic world

Automatic adaptations are made in any Edge Mode+ setting – *Best Sound, Enhance Speech or Reduce Noise*

GENESIS^{AI}

New and Previously Fit 2.4 GHz Devices with a Firmware Update.

**Edge Mode+ will remain for the 20 & 16 technology tiers*

Tiering

Edge Mode+

24

20

16

Automatic



Personalization

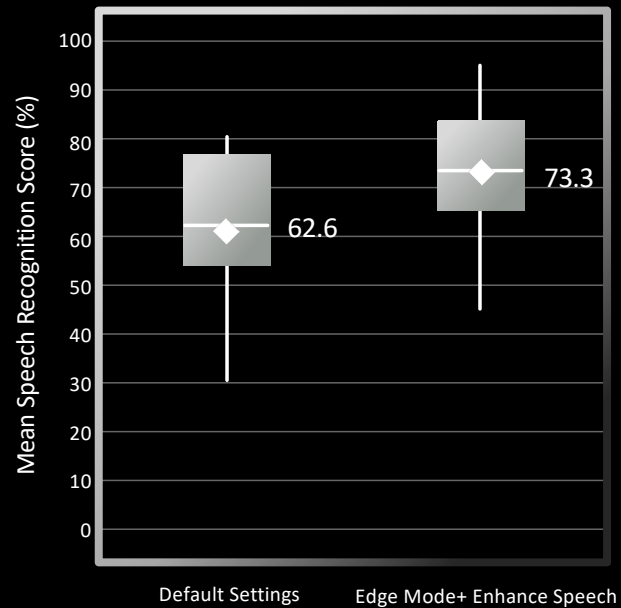


App



GENESIS^{AI}

Improved Speech Recognition in Noise



Edge Mode+ resulted in **significantly better speech recognition in noise** than default hearing aid settings

Motion-Based Optimization



NEW

Motion-Based Optimization

Motion detection adaptations improve sound quality and overall listening experience

GENESIS^{AI}

*New and previously fit 2.4 GHz Devices
with a Firmware Update*



NEW

Motion-Based Optimization

Small movements that impact the hearing aid placement, like chewing or putting on glasses or a hat, will activate our renowned feedback cancellation system to be at its most aggressive

EXCLUSIVE
24
TECHNOLOGY



NEW

Motion-Based Optimization

When activity-based motion, like walking or running, is detected, the microphones will switch to omni-directional to ensure more spatial awareness and the best listening experience

EXCLUSIVE
24 & 20
TECHNOLOGY



Tiering

Motion-Based Optimization

24

20

Feedback
Reduction

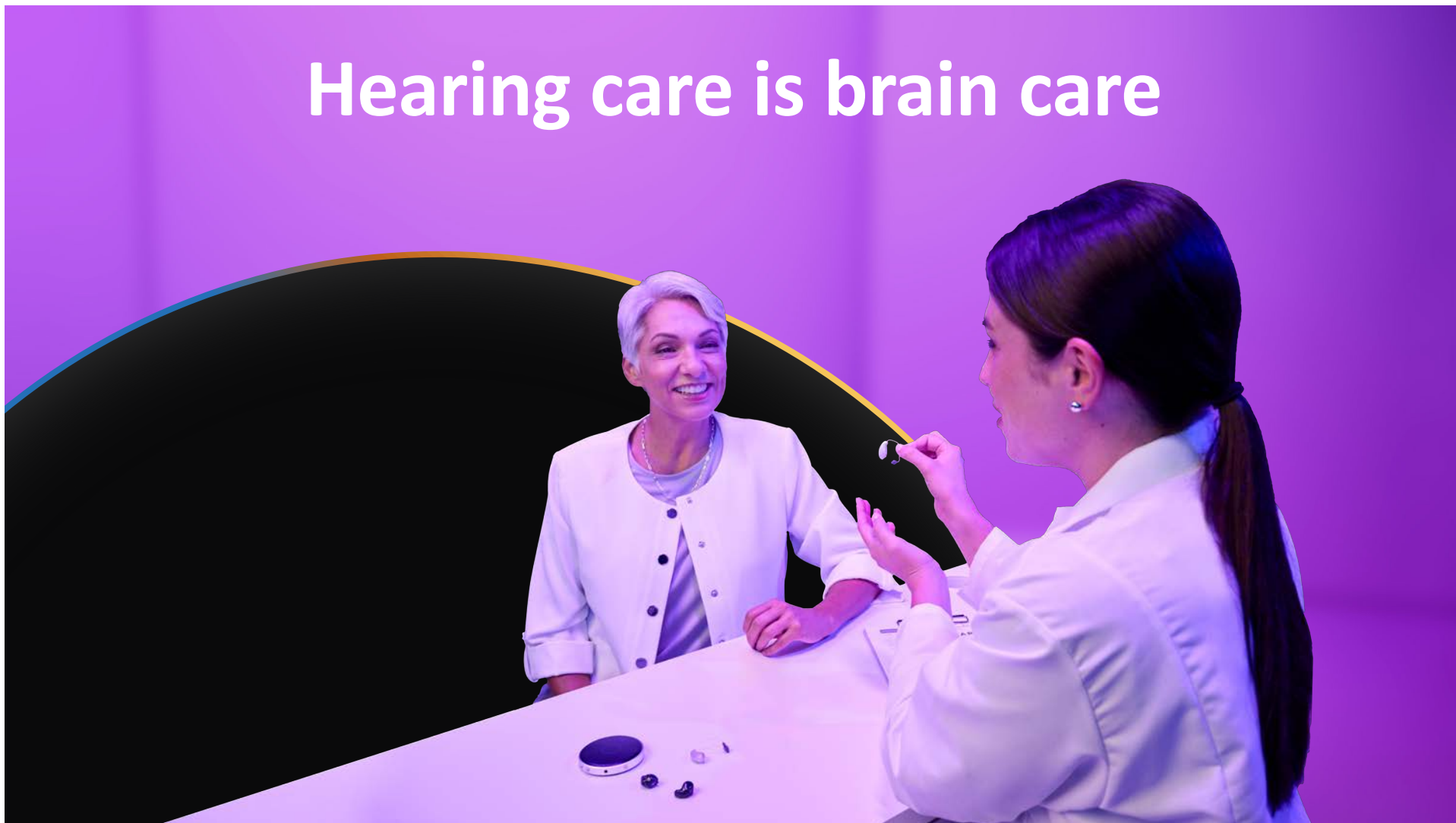


Situational
Awareness



GENESIS^{AI}

Hearing care is brain care



Hearing care is brain care

Personal Health & Wellness Additions

NEW

Intelligent Reminders

New reminders for inserting your hearing aids and hearing aid maintenance

NEW

Social interaction updates

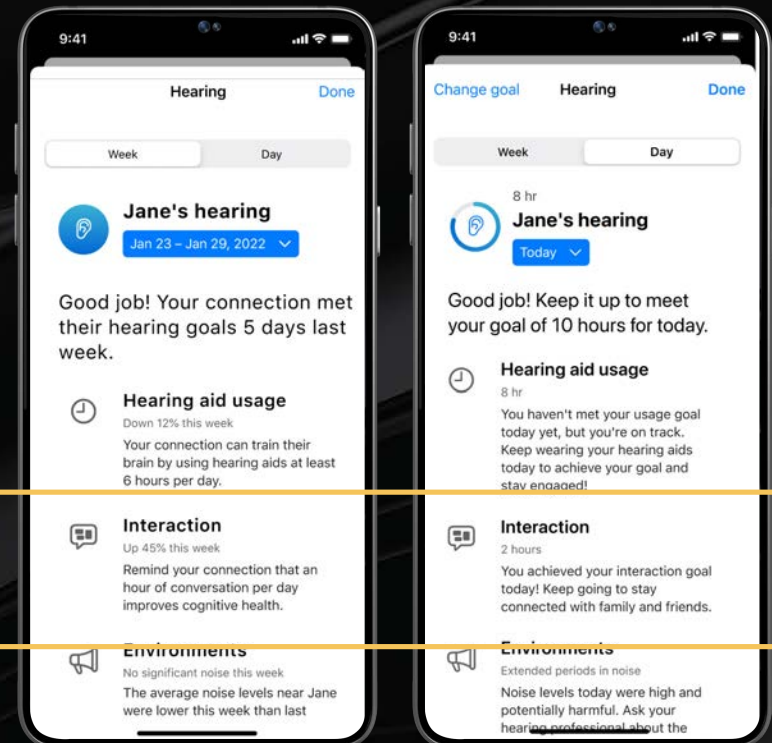
Can now distinguish a wearer's own voice vs other voices to more accurately measure time spent in conversation

Interaction

Interaction quantifies daily social engagement, conversation, and time streaming to promote cognitive stimulation

Interaction Improvements

- Own-Voice detection: identifies when the hearing aid wearer is speaking
- Conversation detection: identifies when the hearing aid wearer is speaking to another person





Intelligent Reminders

Two new tabs when you navigate to Reminders

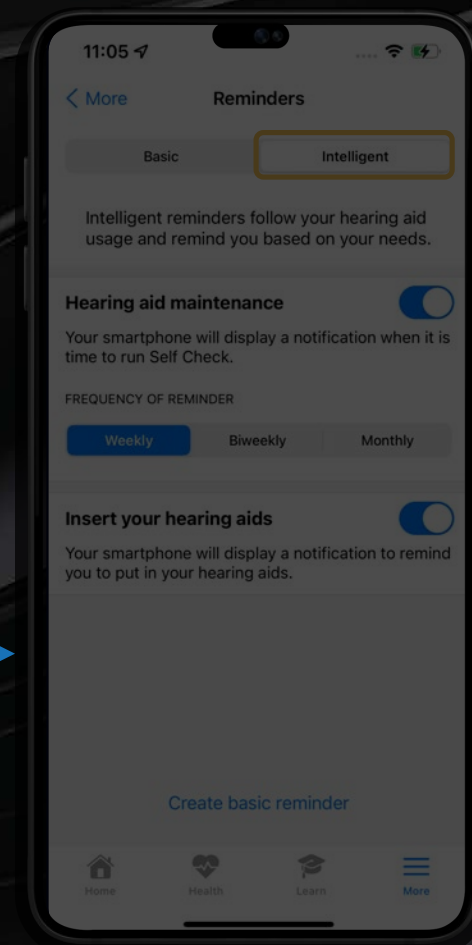
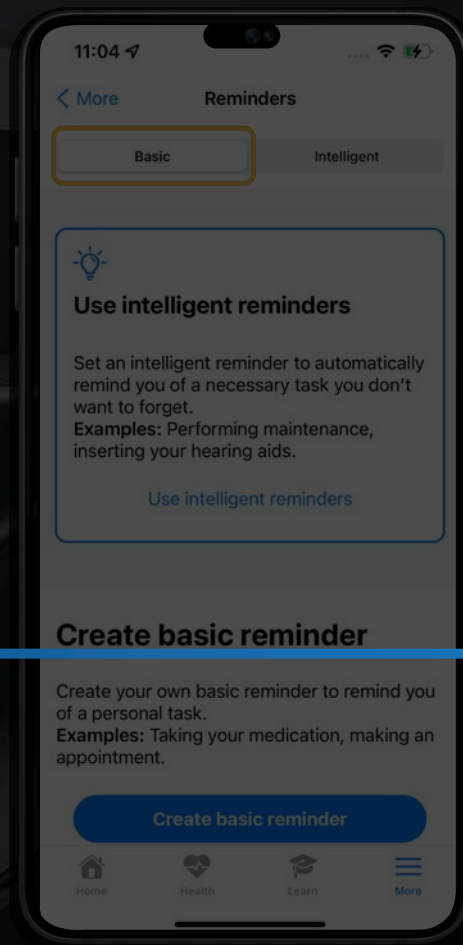
Basic

Create reminders

Intelligent

Hearing aid related reminders

EXCLUSIVE
24 & 20
TECHNOLOGY



*Basic Reminders will remain for the 16 & 12 technology tiers



Intelligent Reminders

Hearing Aid Maintenance

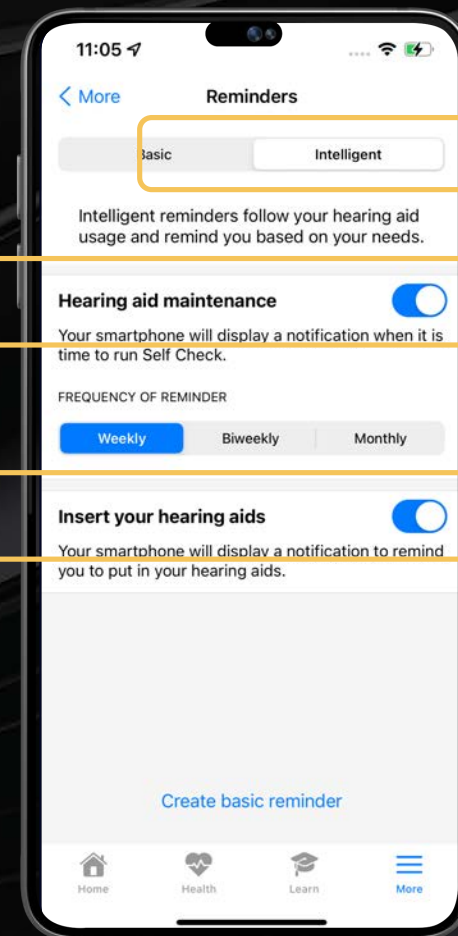
Reminds patients to perform Self Check

Frequency of Reminder can be set to:

Weekly, Biweekly, or Monthly

Insert Your Hearing Aids

Reminds the user to put on their hearing aids if they have not been turned on yet that day

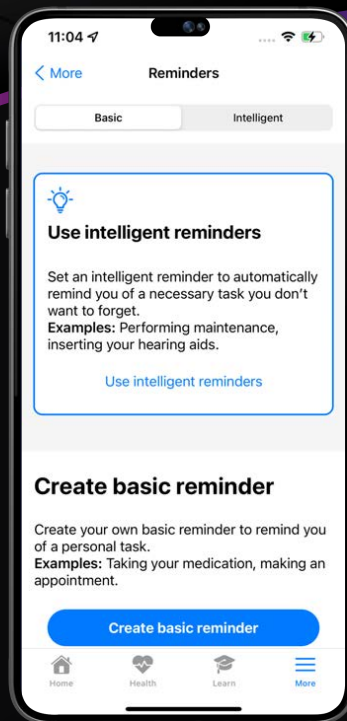


Intelligent Reminders Notifications

Notifications can be seen
and managed from the
phone's lock screen

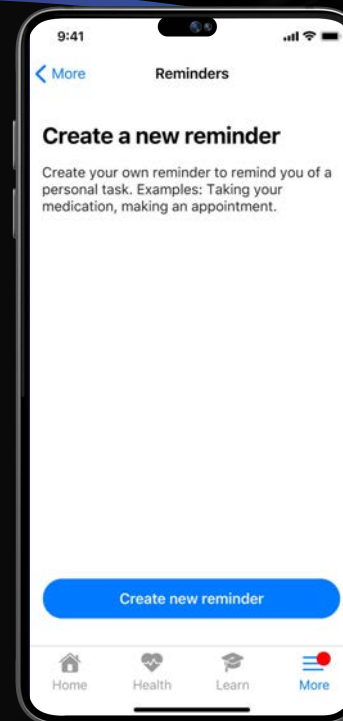


Reminders by Tech Tier



Genesis AI 24 and 20

Intelligent and Basic Reminder Options



Genesis AI 16 and 12

Basic Reminder Option only



Versatile Connectivity



Versatile Connectivity

Connectivity Upgrades

ENHANCED

Improved streaming sound quality

New equalizer to adjust streaming sound quality in the My Starkey app

NEW

TeleHear Aynchronous Remote Programming

Making remote care even more convenient for hearing professionals and their patients

Streaming

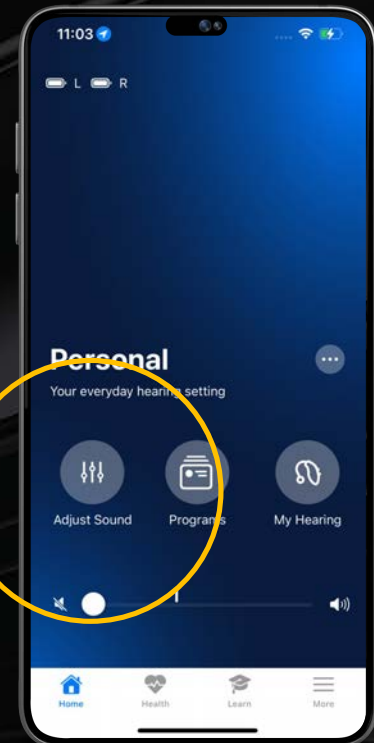
Improved streaming experience

When streaming, Edge Mode+ button is replaced with “Adjust Sound”

Standard



Streaming



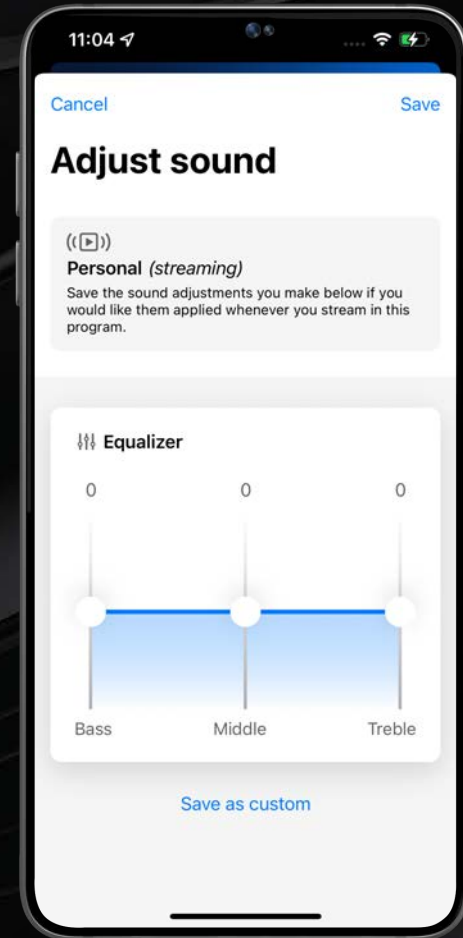
Streaming

Equalizer (EQ) controls for each program when streaming:

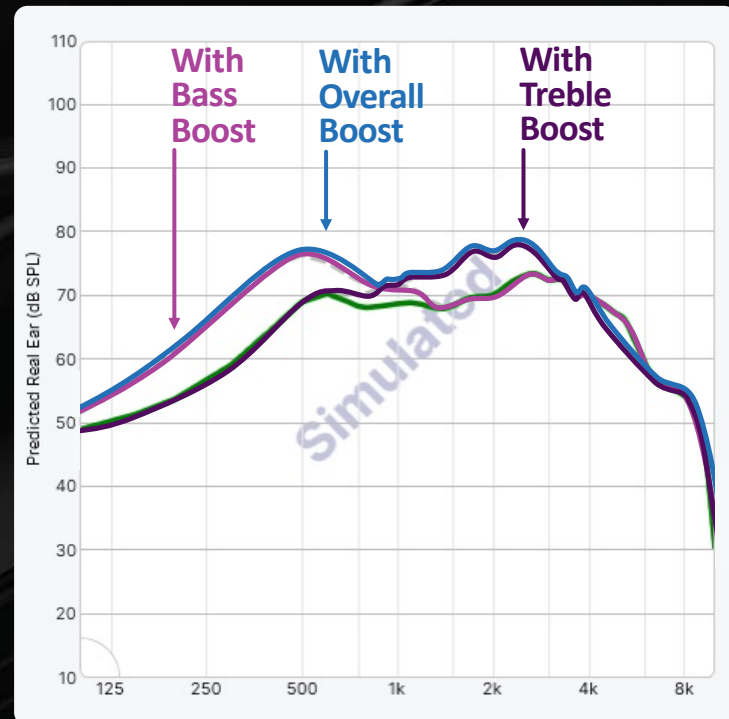
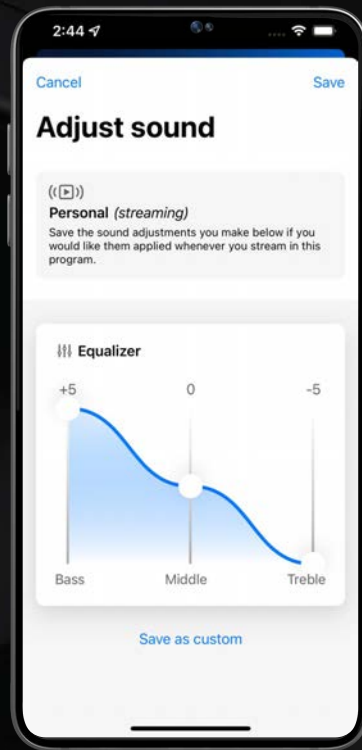
- Wearers can adjust Bass, Middle, and Treble

EQ settings are saved from one streaming session in that program to another:

- Wearers can save as a custom program if they desire



Streaming





**Connectivity Just Became
More Personal**

Starkey **Pro Fit**
TeleHear
Asynchronous
Programming



TELEHEAR GOAL

Improve patient outcomes
by providing a higher level of care

Types of Remote Programming

Synchronous

Remote Programming

Real-time communication and action

Happening now

Starkey synchronous solution

 [Start Live Session](#)

Examples

Facetime | Phone call

Asynchronous

Remote Programming

Sometimes called store-and-forward

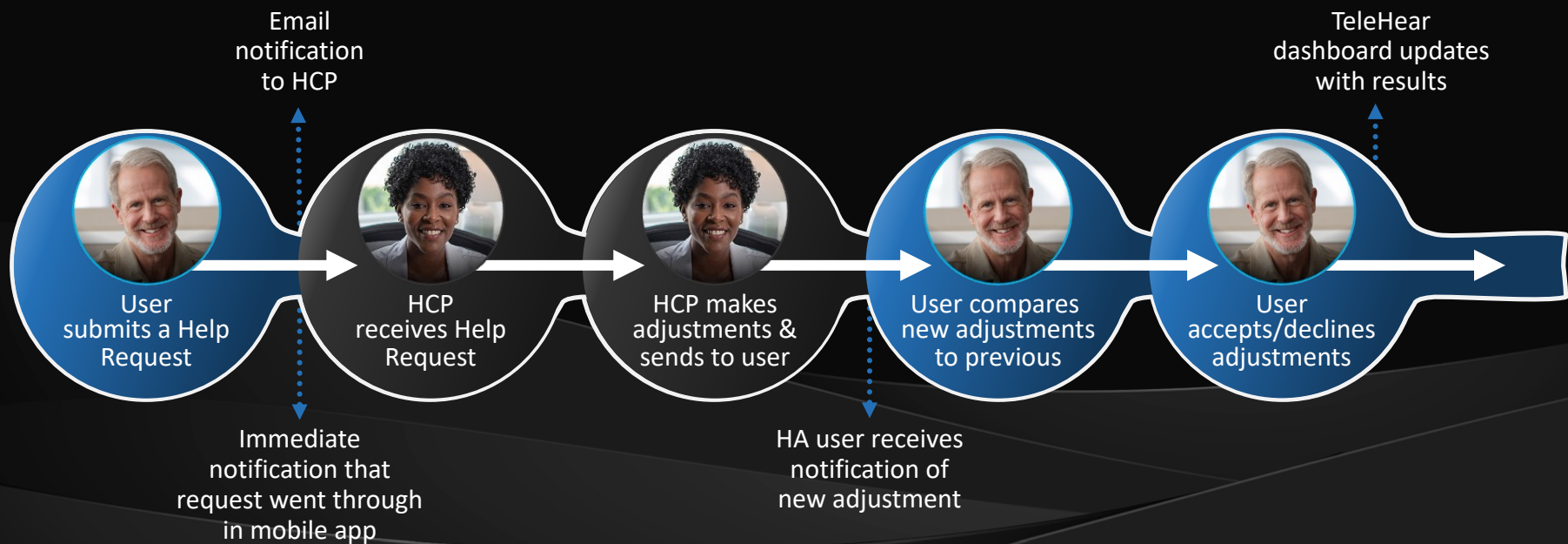
Not in real-time; communication
and action at your discretion

Examples

Facebook | Text messages

Asynchronous Remote Programming

OVERVIEW





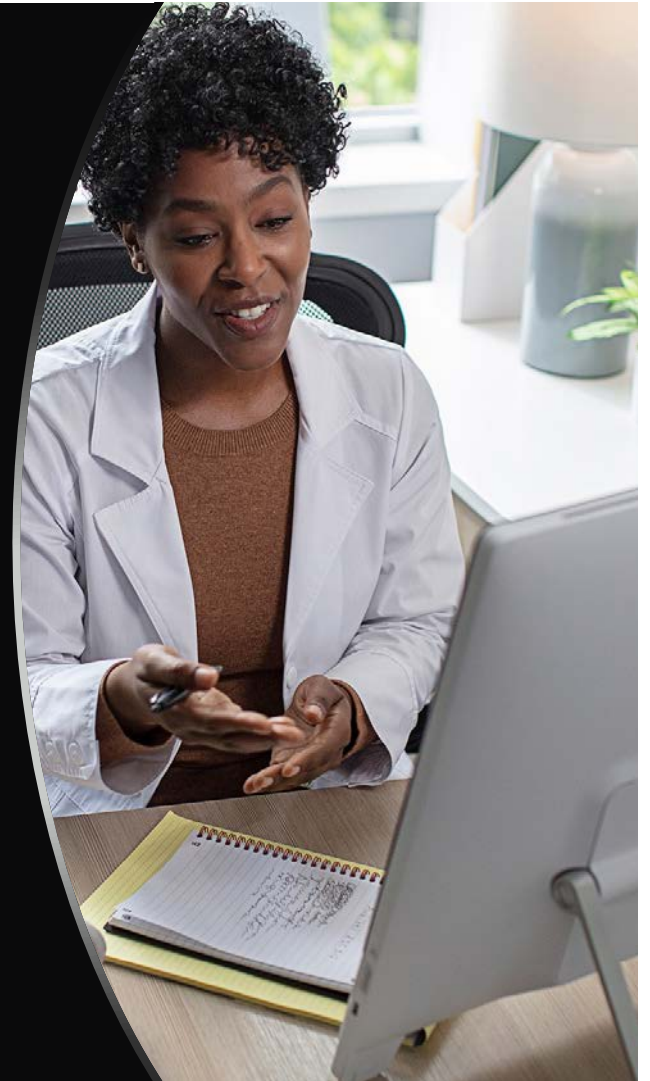
TeleHear Asynchronous Advantages

Programming is accomplished from anywhere!

Fully web-based and doesn't require fitting software

Log into TeleHear, make adjustments, send to the patient

Adjustments may be accomplished with a home computer or tablet



TeleHear

Tools in Your Toolbelt



**Live Remote
Programming**



**Asynchronous
Remote Programming**

Last but not least



**NEW Starlink Premium
Charger 2.0**



Improved Auto Sleep

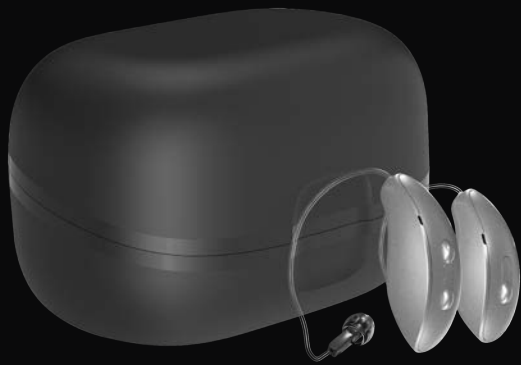


**Improvements to
Multiflex Tinnitus Pro**



**SCIF Compliant
Hearing Aids**

Chargers

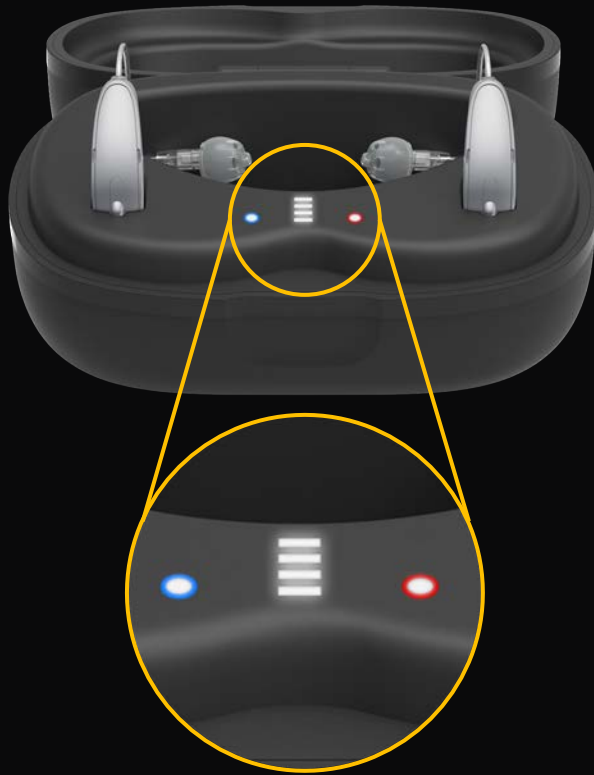


NEW

StarLink Premium Charger 2.0

Key Features

- Premium on-board battery for portable charging
- Turbo Charging
- 3 Charger battery LED indicators
- Utilizes USBC Charger Cable

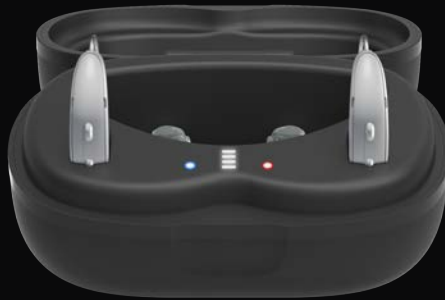


StarLink Premium Charger 2.0

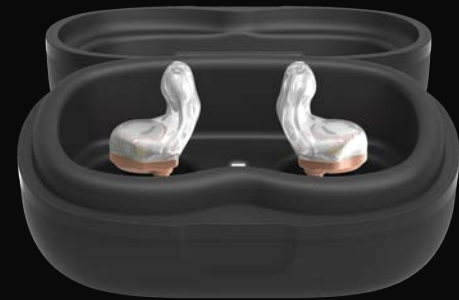
Device identification



mRIC R



RIC RT



Custom



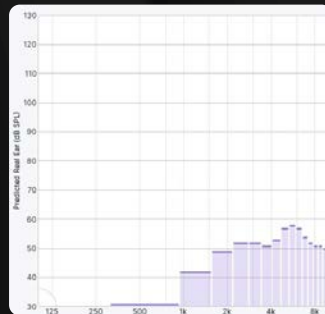
Starkey Pro Fit

Multiflex
Tinnitus Pro



Multiflex Tinnitus Pro

Personalized Sound Therapy for Tinnitus Management



WHITE NOISE

Signal level based on PTA
and comprised of equal
energy distribution
across frequencies

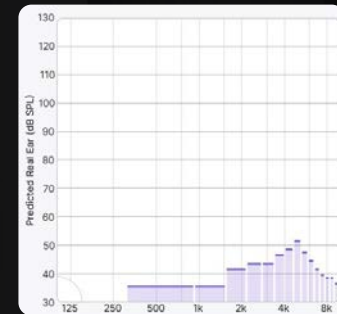
All Styles and
Technology Tiers



AUDIOGRAM- SHAPED NOISE

Automatic shaping of the
tinnitus stimulus **based on**
the hearing loss

All Styles of the
24, 20, and 16
Technology Tiers



CUSTOM NOISE

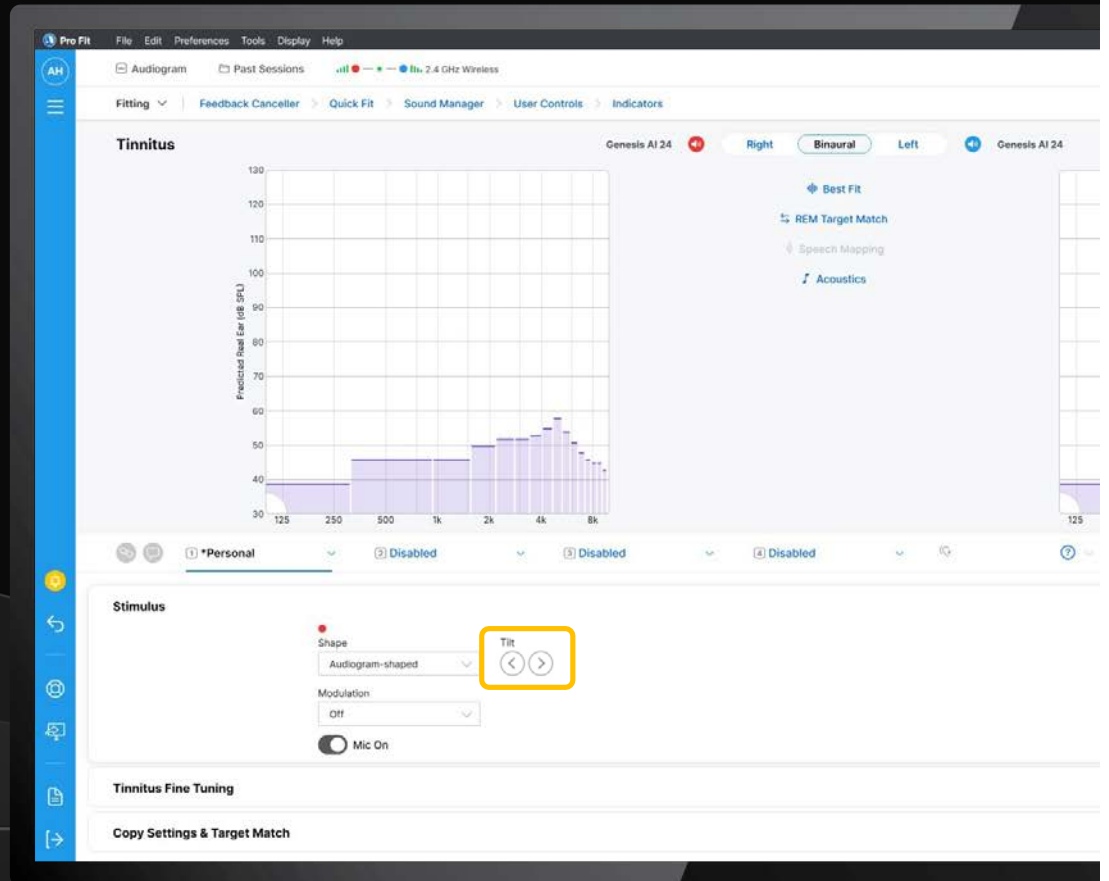
Custom shaping of the
tinnitus stimulus **based**
on MDLs and MMLs

All Styles of the
24 and 20
Technology Tiers

Tilt Control

Changes the shape and loudness of the masker

Adjusts gain as a function of frequency



Starkey **Pro Fit**

**SCIF-Compliant
Hearing Aids**

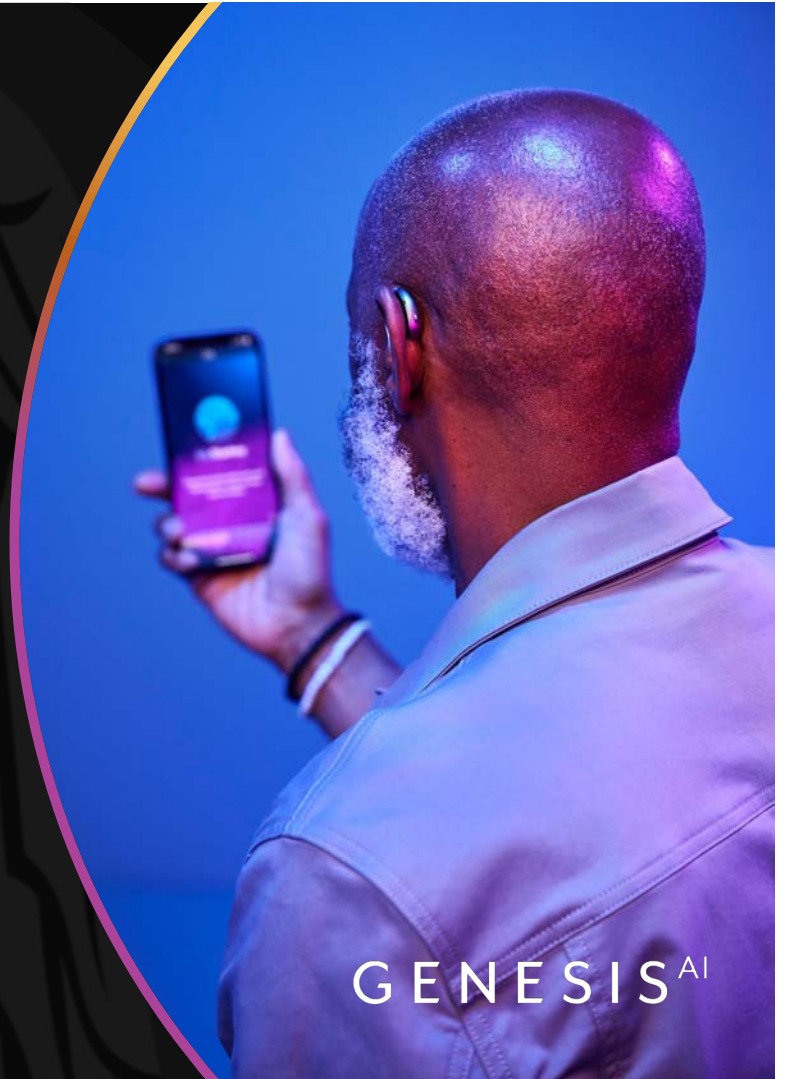


SCIF-Compliant Hearing Aids

Disable all hearing aid features that provide audio input to a smartphone or tablet

Unavailable features:

- Two-way audio phone calls with Apple devices
- Smart Assistant
- Translate
- Transcribe



NEW

SCIF-Compliant Offering

Starkey Genesis AI with banned audio features disabled

GENESIS^{AI}
RIC RT

24 Technology Tier
CROS Compatible

Connect

Patient: Laura Sparkles  [Audiogram](#)

Select the patient's hearing aids to connect.  [View programmers](#)

Noahlink Wireless  [Update available](#)  [refresh](#)

Laura Sparkles

Genesis AI 24 **SCIF**

SN: 231546834

 FW: 8.3.0

R



Laura Sparkles

Genesis AI 24 **SCIF**

SN: 231546836

 FW: 8.3.0

L



 [Connect](#)

 [Update Firmware](#)



Auto Sleep



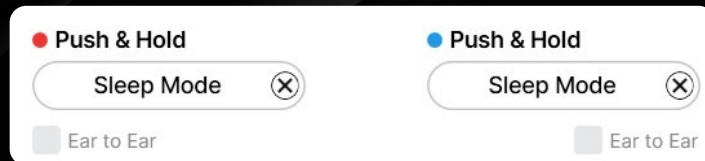


New Nomenclature

User Controls

Power Off

NOW Sleep Mode



GENESIS^{AI}

*New and Previously Fit 2.4 GHz Devices
with a Firmware Update*

Fitting Summary

Auto On/Off

NOW Auto Sleep

Status	
Feedback Cancellor	Not Initialized
Experience Level	3
Motion-based Optimization	On
Power-On Delay	Short ⌵
Auto Sleep	Off ⌵
Self Check	Enabled



New Indicator Names

Startup Sound
Sleep Sound

GENESIS^{AI}

*New and Previously Fit 2.4 GHz Devices
with a Firmware Update*

OLD

Indicators	
All Indicators	
Low Battery	☒ ☒
Power-On Sound	☒ ☒
Power-Off Sound	☒ ☒
Program / Home	☒ ☒
Telephone	☐ ☐
Volume	☐ ☐



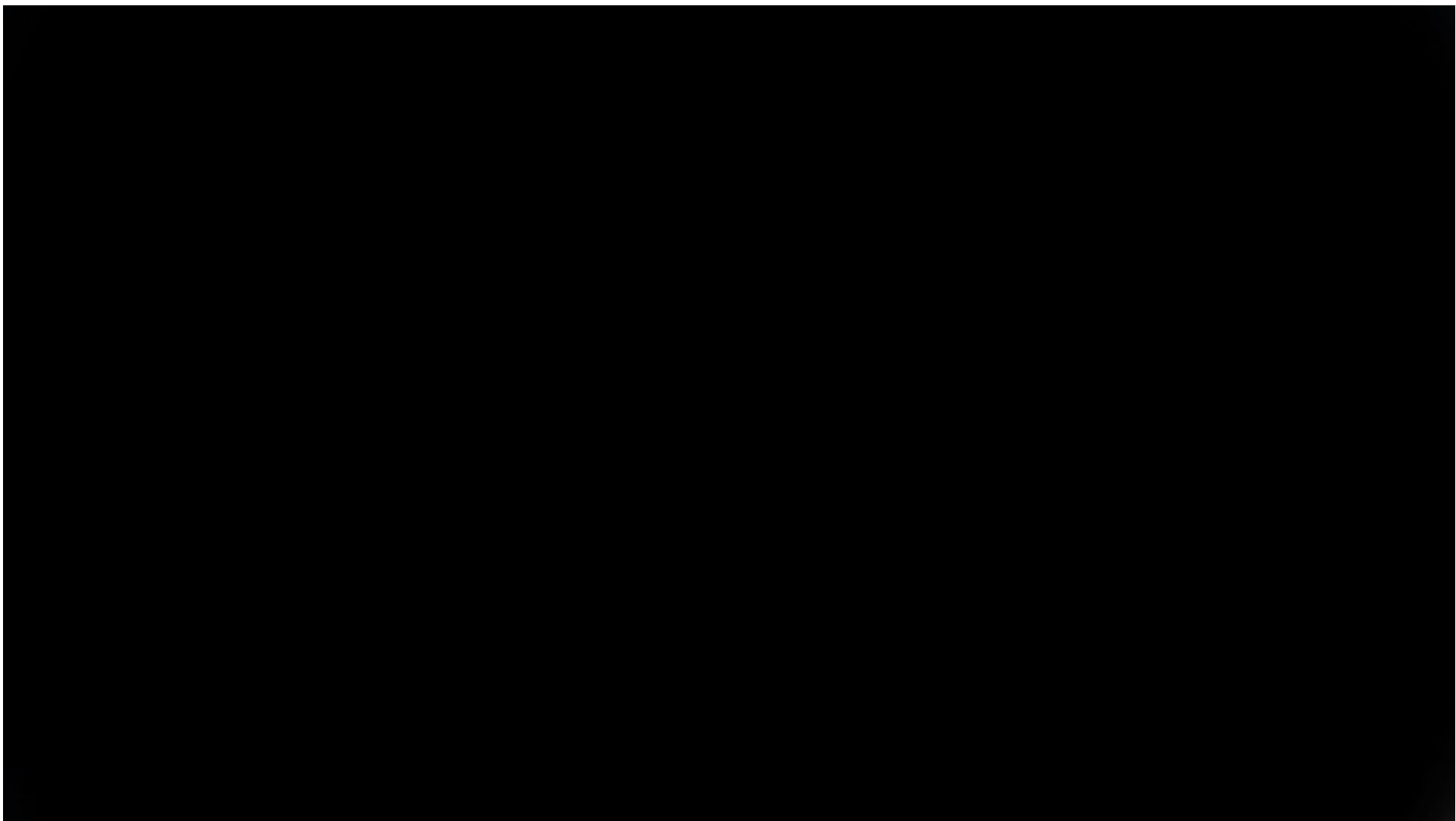
NEW

Indicators	
All Indicators	
Low Battery	☒ ☒
Startup Sound	☒ ☒
Sleep Sound	☒ ☒
Program / Home	☒ ☒
Telephone	☐ ☐
Volume	☐ ☐





GENESIS^{AI}
Signature
SERIES





Signature
S E R I E S

Nothing is smaller.
Nothing sounds better.



Signature S E R I E S

We've mastered
the **art** of small



IIC
(NW)



CIC
(NW)



CIC R
(NW)

Signature S E R I E S

**The first truly custom
rechargeable CIC in the industry**



**CIC R
(NW)**

Signature
SERIES

ALL
NEW

World's smallest custom
rechargeable hearing aid

CIC R NW

24 Technology Tier



BATTERY LIFE

38 hours per charge

SPECIFICATIONS

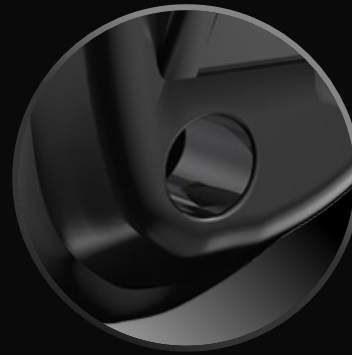
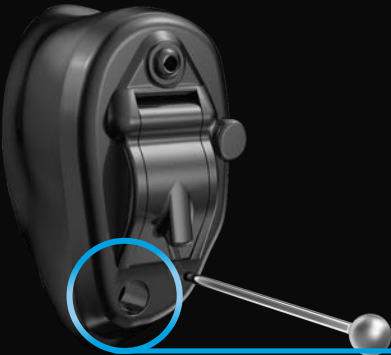
- Neuro Processor
- Removal handle + Antenna
- Push Button (*default*)
- Waterproof – IP 68+
- Same charging contacts as other custom rechargeables
- Wireless programming
- Compatible with StarLink 2.0 and legacy custom charger

COLORS





Custom Vent



Non-Custom Vent

Venting

Custom Vent

Through the shell rather than through the faceplate

A custom vent reduces faceplate size and visibility in the ear

Non-Custom Vent

Through the faceplate

Signature
S E R I E S

IP68+
WATERPROOF



CIC R
(NW)

CIC R NW Programming

*A Noah Link 1 or 2 programmer should
be used for best performance.*



Signature
SERIES

ALL
NEW

CIC NW

24 Technology Tier



BATTERY LIFE

Up to

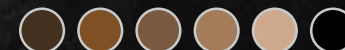
7 days

SPECIFICATIONS

- Neuro Processor
- Push Button (*Default*)
- Optional 312 battery
Up to 10 days
- Edge Mode+
- IP 68

COLORS

FACEPLATE



SHELL





An Extra Edge

Both Starkey Signature Series CICs provide the power of Edge Mode+ via the push button. Giving custom wearers the ability to optimize their environment – wherever they are.



CIC R NW

Eligible by default



CIC NW

Eligible by default

Original Edge Mode+ may now be assigned as a push button user control



Signature
S E R I E S

ALL
NEW

Industry's smallest
custom product

IIC NW

24 Technology Tier



BATTERY LIFE

Up to

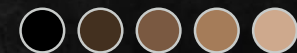
7 days

SPECIFICATIONS

- Neuro Processor
- 10 Battery
- IP 68

COLORS

FACEPLATE



SHELL



CIC NW and IIC NW Compatible Programmiers

- HiPro 2
- SpeedPort 2
- NoahLink
- HiPro USB

*Wired programming requires purple
programming cables and orange flex strips*



Signature SERIES

We've mastered
the **art of small**



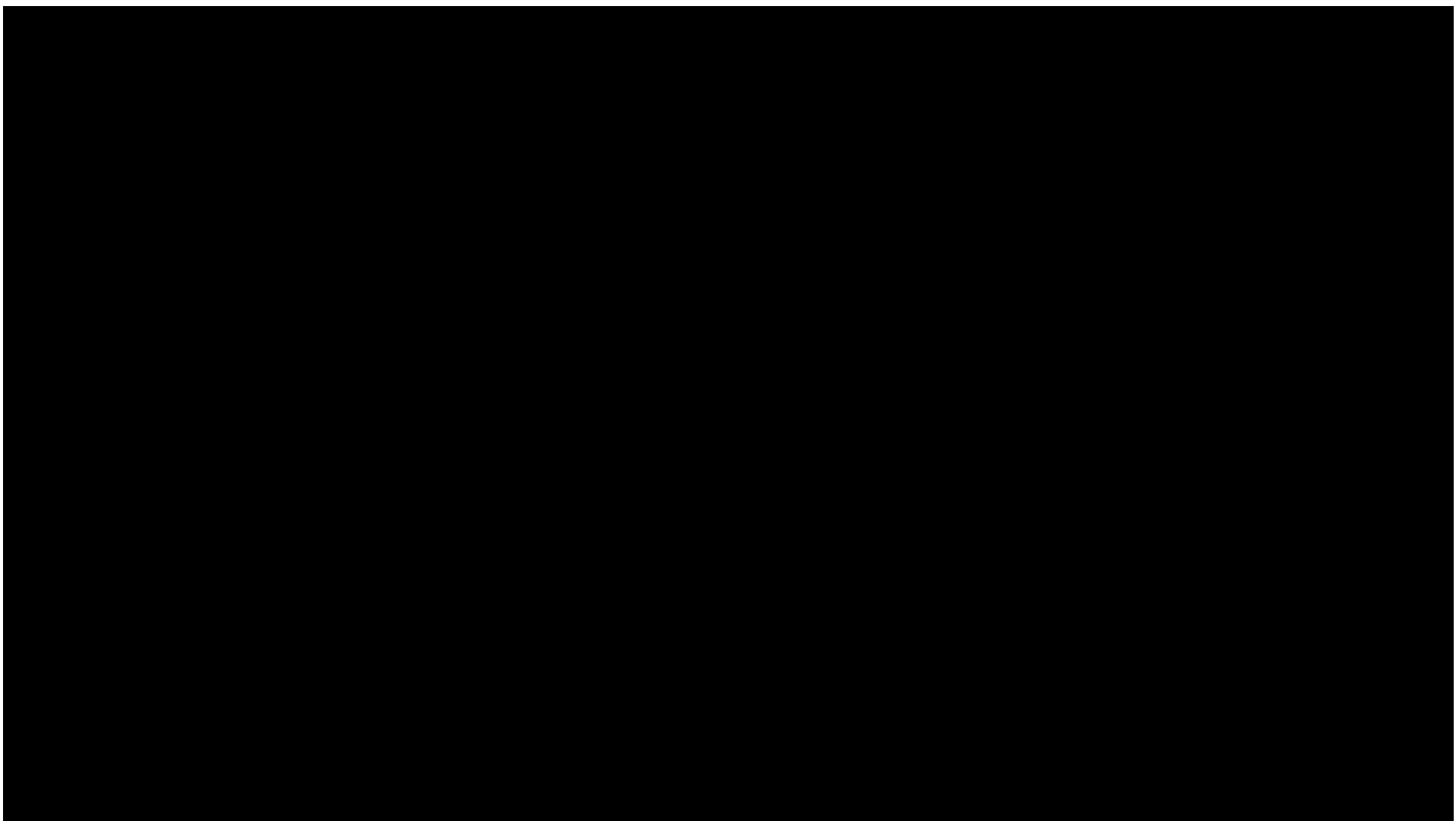
IIC
(NW)



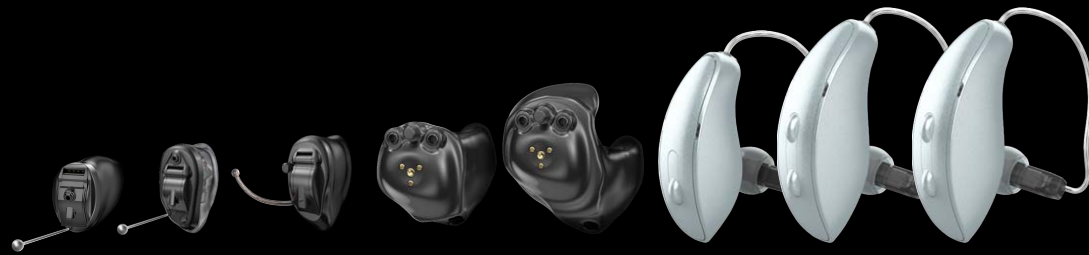
CIC
(NW)



CIC R
(NW)



GENESIS^{AI}



Signature
SERIES





Thank You

GENESIS^{AI}