

Genesis AI:

Beyond IP68

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Hear better. Live better.

Webinar FAQs

Genesis AI:

Beyond IP 68

How to Ask a Question

Click Q & A, type your question, click Send.

Where to get the Handout

A PDF handout for this presentation may be accessed through your Pending Courses on Audiology Online or by clicking on the link in Chat within the classroom.

How to Earn CEUs

CEUs are available with a paid Audiology Online Unlimited CEU Access membership. After completing the course, go to your Pending Courses on Audiology Online and pass the multiple-choice exam.

Assistance or Tech Support

- Call Audiology Online at 800-753-2160
- customerexperience@continued.com
- Use the Q & A window

Learning Outcomes

1

Describe the design and manufacturing process that provides maximum durability

2

List the testing that Starkey products undergo

3

List the quality control measures that Starkey products are put through

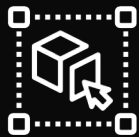
A photograph of a group of people dining at a restaurant. The image is semi-transparent, with a dark overlay. A semi-circular graphic element, colored in shades of pink and orange, is positioned on the left side of the image. The text "Genesis AI:" is prominently displayed in the center in a large, white, sans-serif font.

Genesis AI:

Beyond IP68

GENESIS^{AI}

Technology For All-Day Wear



Design



Build

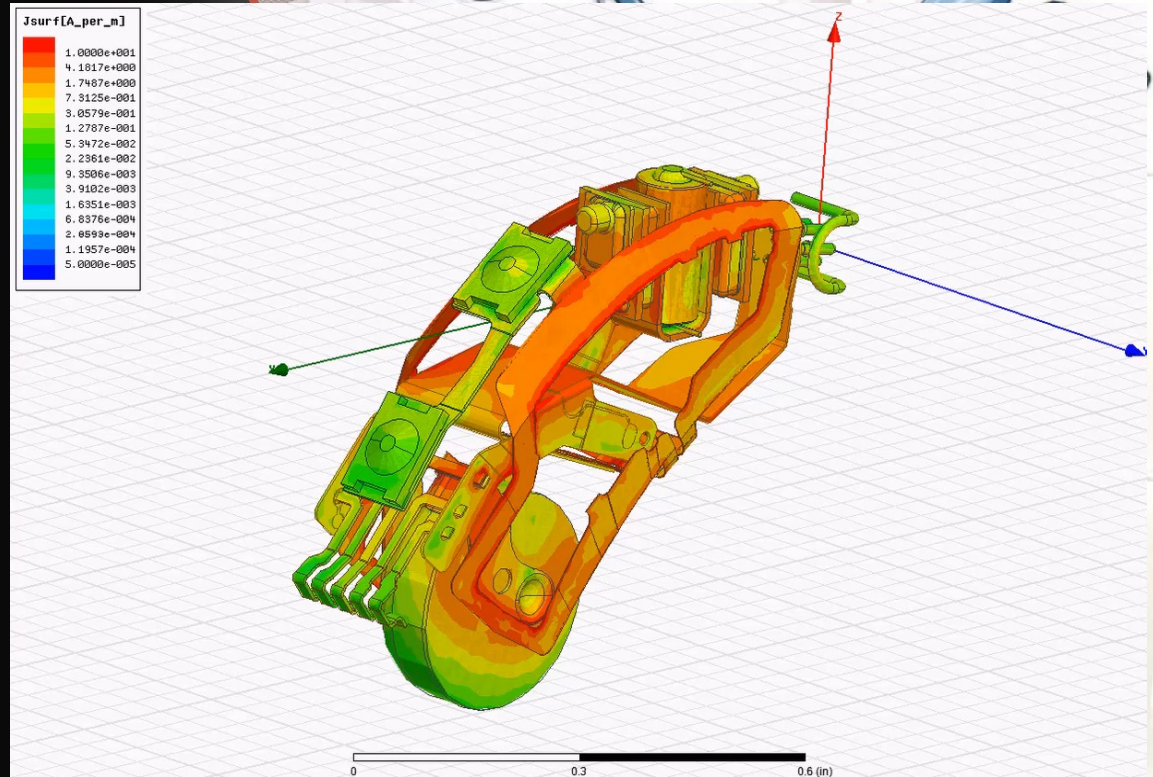


Test



Delight

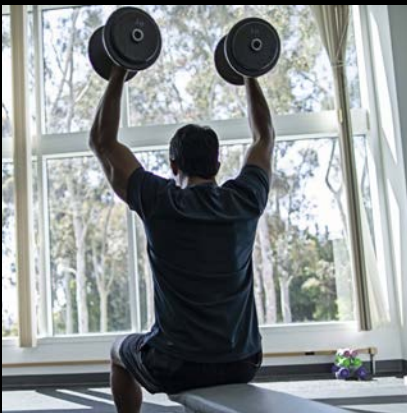
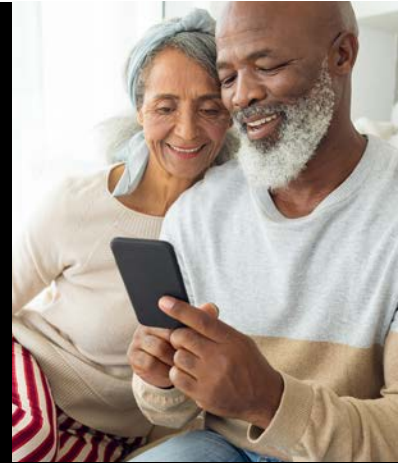
Product Design





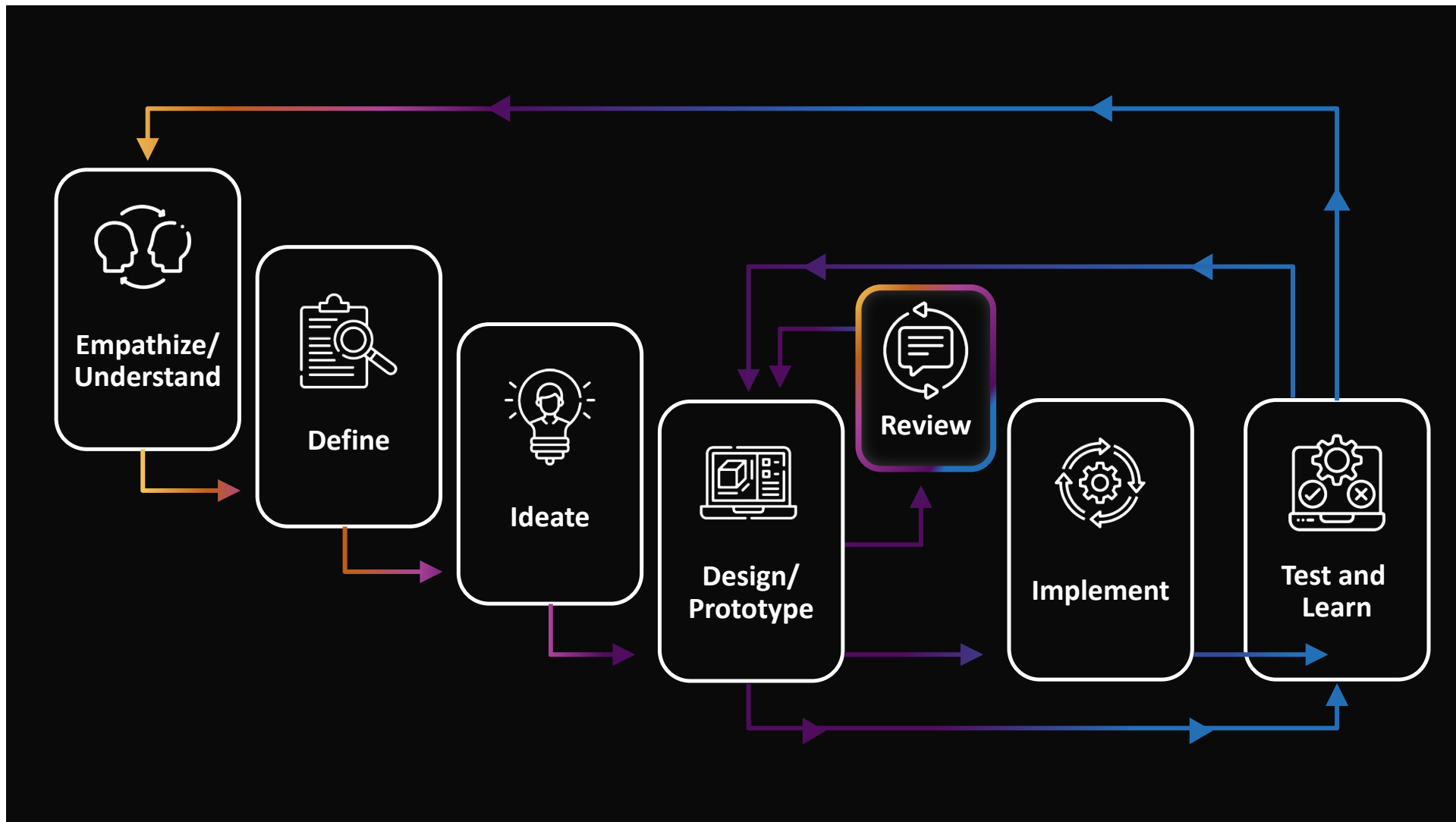
Product Design is defined as

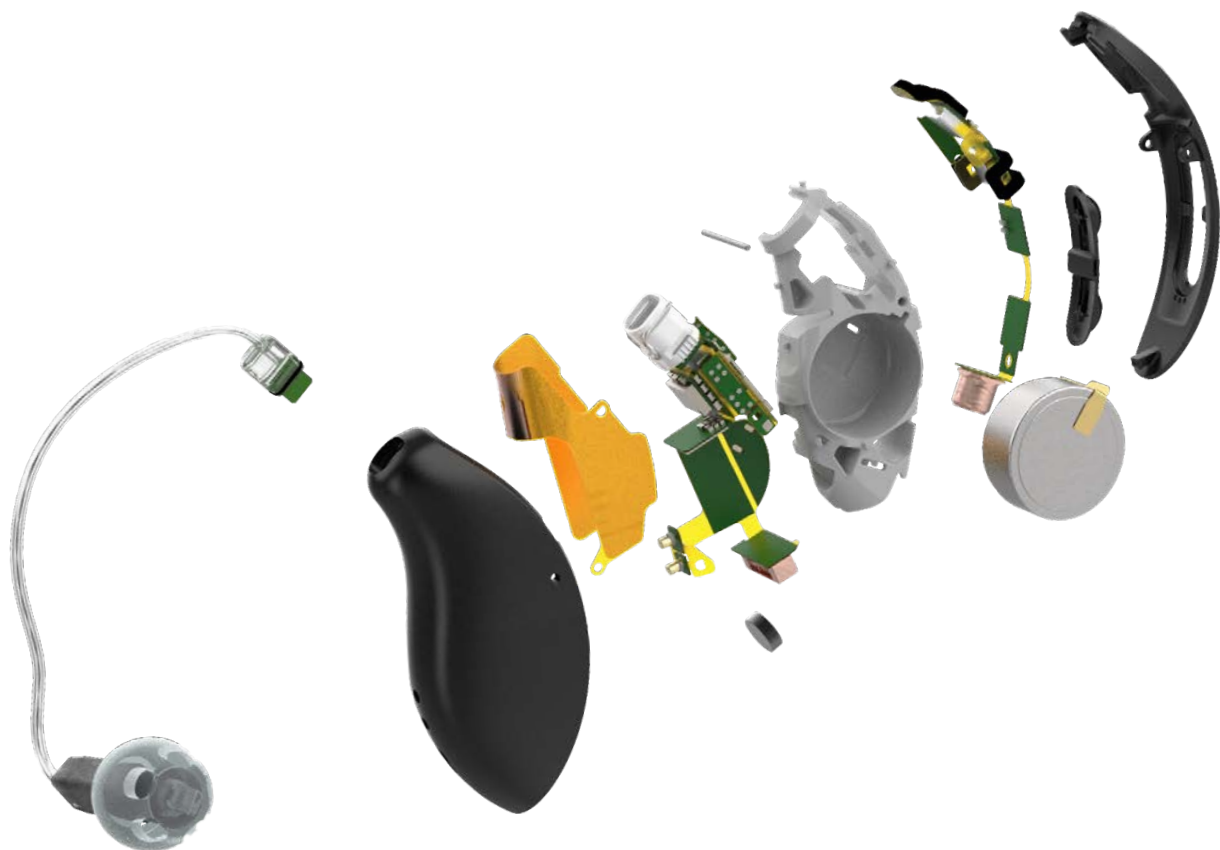
The process of imagining, creating, and iterating products that solve users' problems or address specific needs in a given market.



**Appearance
+
Function
+
Manufacturability**







PROBLEM

Battery Life



Processor + Battery Technology



Increased
Battery Capacity

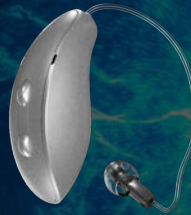


Battery Performance



CIC 312 up to
8 days

Custom R up to
42 hours
on a single charge



RIC RT up to
51 hours
on a single charge



RIC 312 up to
6 days
CROS up to
4 days

CROS up to
29 hours



mRIC R up to
41 hours
on a single charge

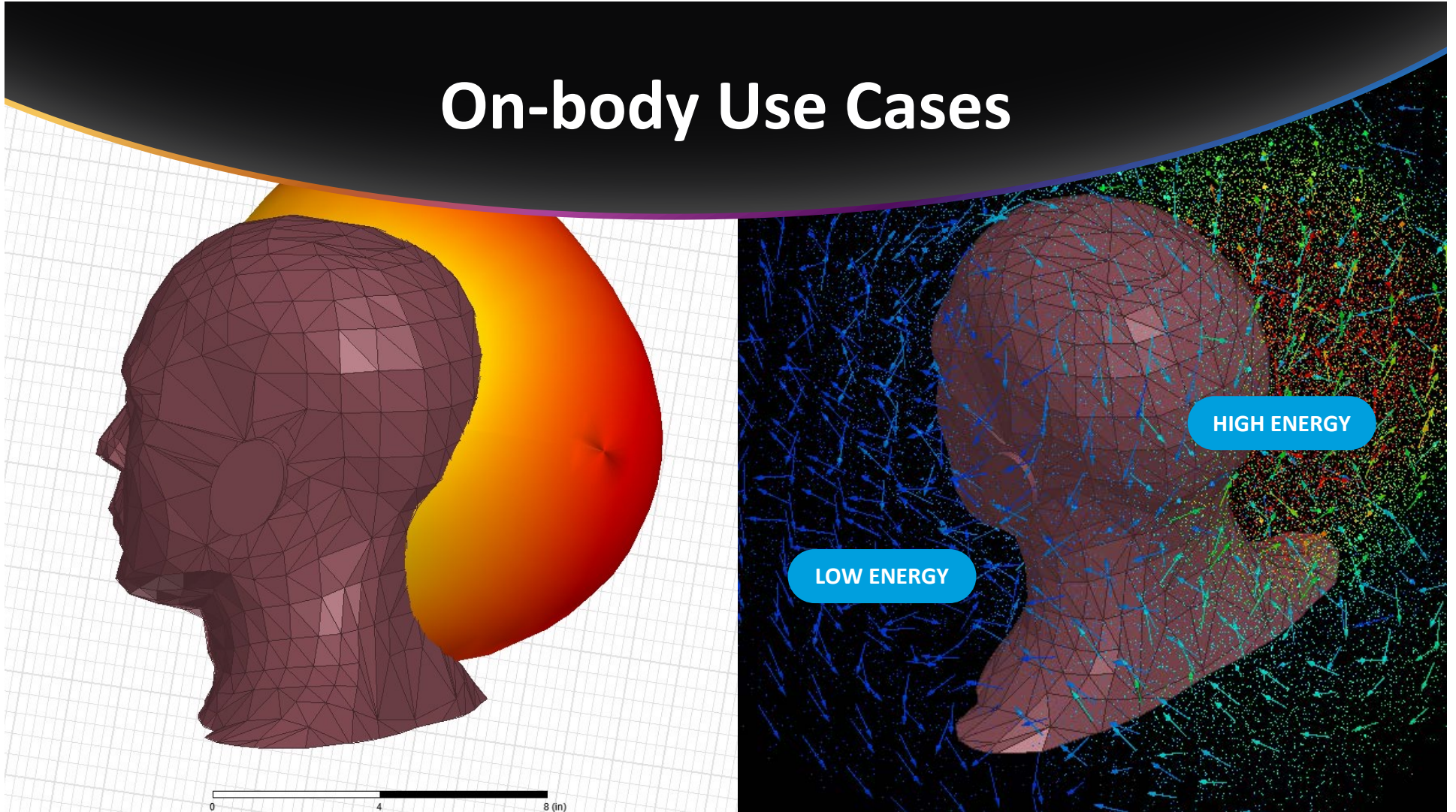


IIC 10 up to
7 days

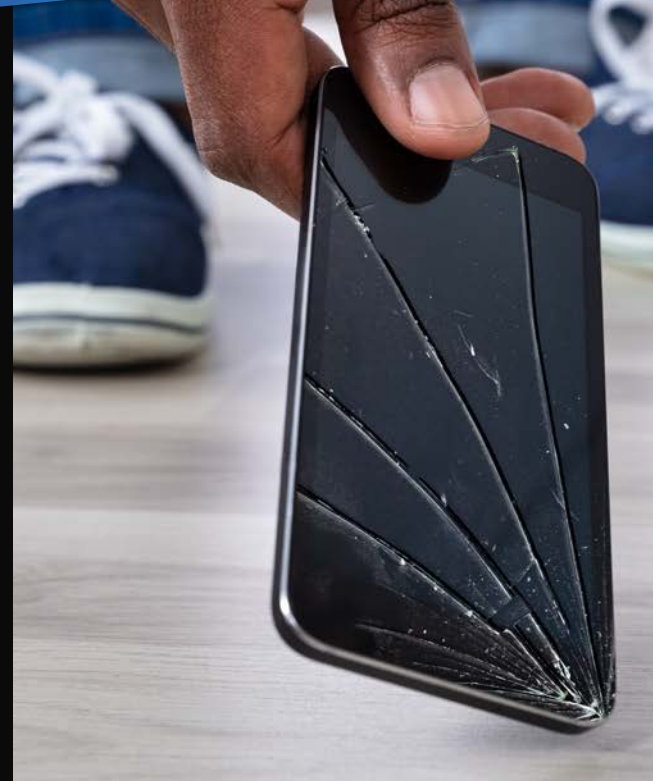
Wireless Connectivity



On-body Use Cases



Product Quality





Quality is defined as

The standard of something as measured against other things of a similar kind; the degree of excellence of something.

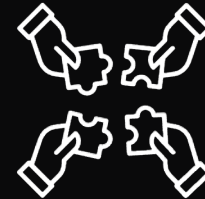
Three Rules of Quality



Quality of
PROMISE



Quality of
EXCLUSIVITY



Quality of
EFFORT



Quality of Promise

Do we meet specs?

Does the product work well?

Is the product dependable?

ULTIMATELY

**Does the product do
what we said it would do?**



Quality of Exclusivity

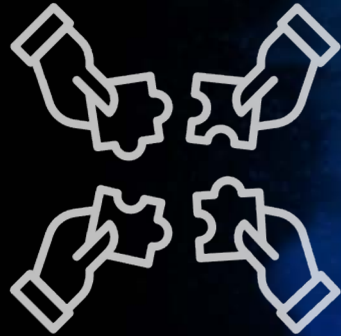
Does this item feel premium?

Does the packaging evoke high quality?

Is this something you can get anywhere else?

ULTIMATELY

**Does the product provide
a deluxe experience?**



Quality of Effort

Does the vendor make it easy to order?

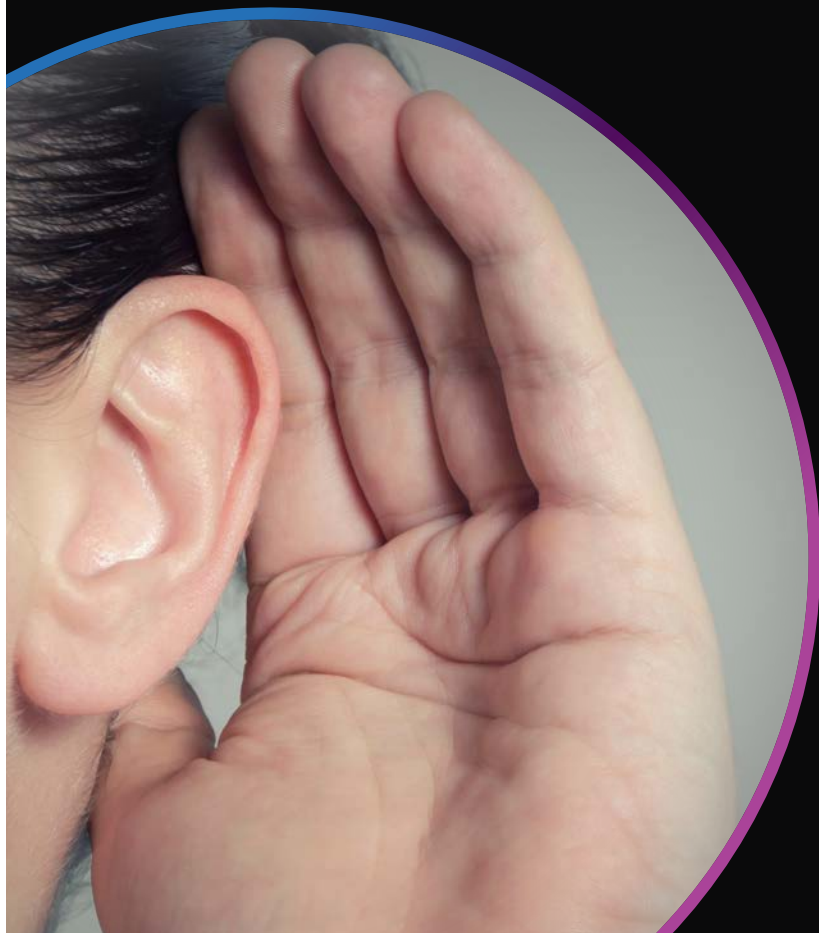
Does the vendor make it easy to return products?

Is this vendor accessible to you?

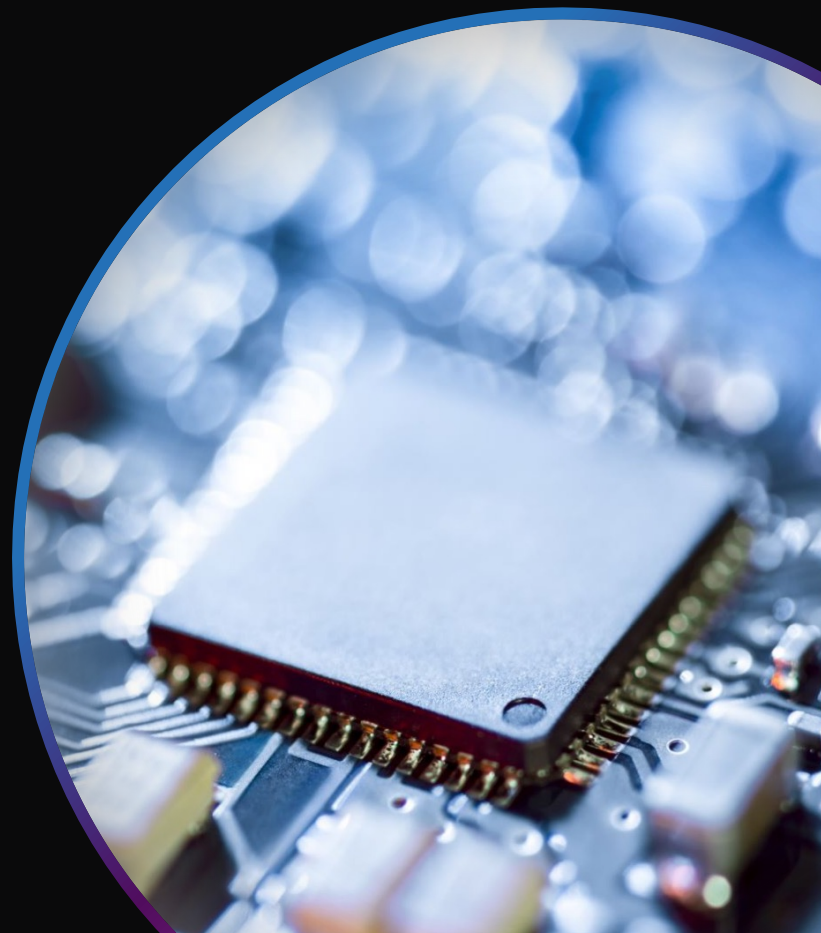
ULTIMATELY

**When something goes wrong
will the vendor make it right?**

Ears and Electronics



+



Pro8 Hydrashield™

8 points of protection

Recessed and Kevlar-reinforced receiver cable withstands daily handling.

Full silicone seal of case parts and charge contacts repels moisture.

Completely enclosed Li-Ion battery module creates another layer of protection from moisture ingress.

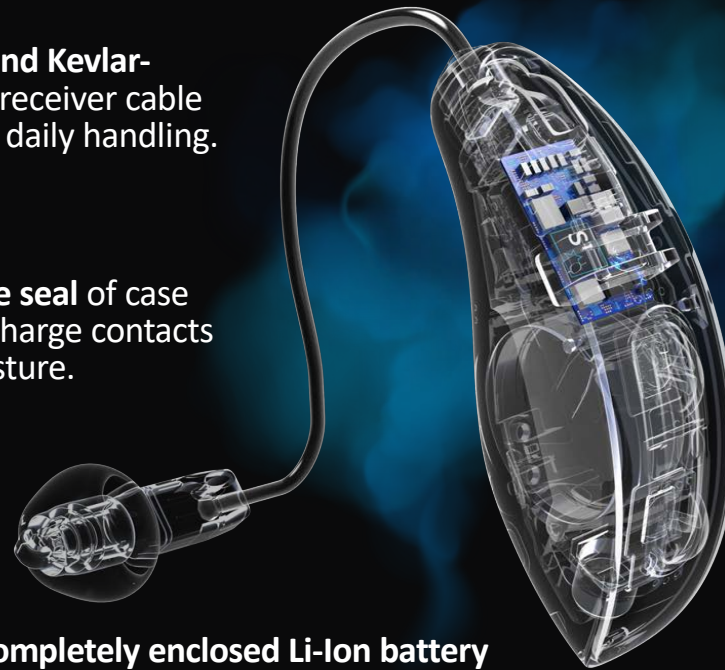
More robust circuit sealing and processes enhance durability.

Internal microphone mesh barrier provides final layer of defense.

Redesigned acoustic ports impede the entrance of foreign materials.

Internal and external protective coating surpasses its IP68 rating.

Continuous overlapping enclosure design provides a tighter seal.





All 5 Rechargeable
Styles are
WATERPROOF



Humidity
Test



Salt Mist
Test



Rain Spray
Test



Targeted Sweat
Drip Test



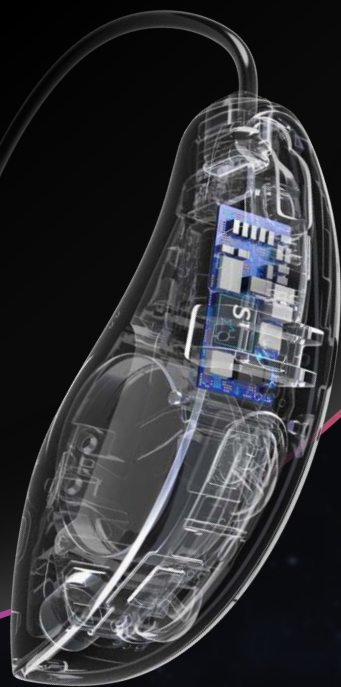
Extended
Reliability Testing



Salt Brine
Immersion Test

IP68+

Going
Beyond
IP68



ALL
NEW

GENESIS^{AI}

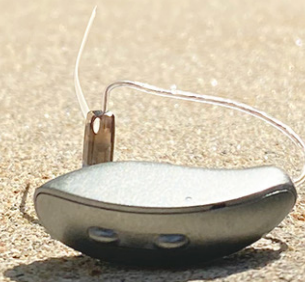


A photograph of a group of people dining at a restaurant. The image is dimly lit, with a semi-transparent dark overlay covering the right side. On the left, a person's head and shoulder are visible in the foreground. In the background, several white plates with food, glasses of wine, and a person in a yellow shirt are visible. A semi-transparent dark overlay covers the right side of the image, featuring a curved pink and orange border on the left edge. The title "Performance and Reliability Testing" is written in white, bold, sans-serif font across the center of the overlay.

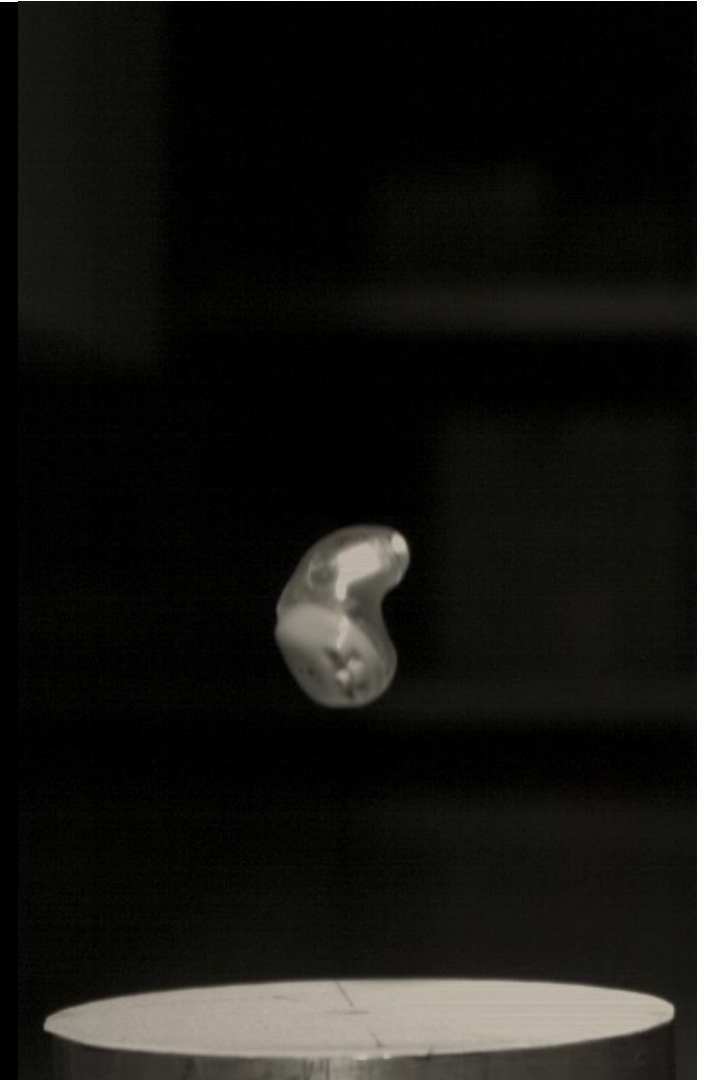
Performance and Reliability Testing

PROBLEM

Impact



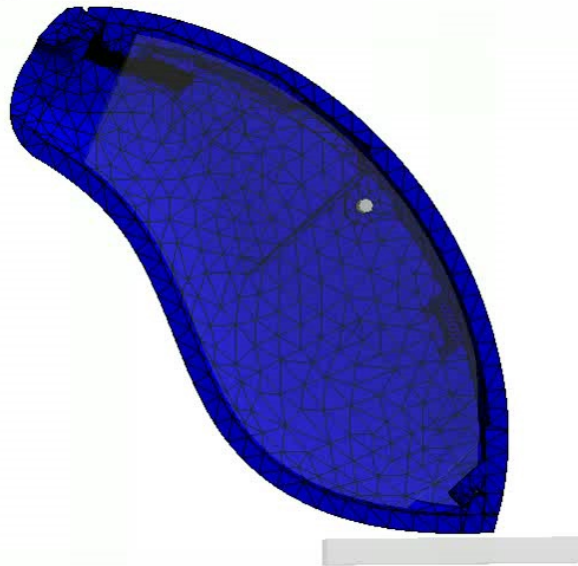
Custom Impact Testing



RIC Impact Testing

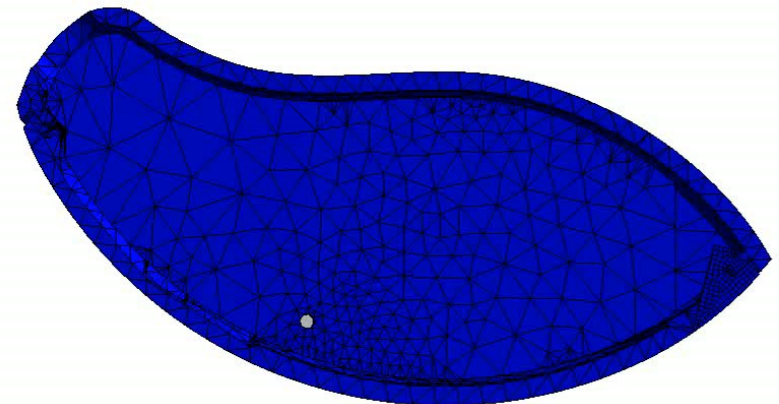
B: Transient Structural better mesh
Equivalent Plastic Strain
Type: Equivalent Plastic Strain
Unit: mm/mm
Time: 4.e-004

0.93262 Max
0.829
0.72537
0.62175
0.51812
0.4145
0.31087
0.20725
0.10362
0 Min



G: Copy of ric
Equivalent Stress
Type: Equivalent (von-Mises) Stress (Unaveraged)
Unit: MPa
Time: 7.23e-005

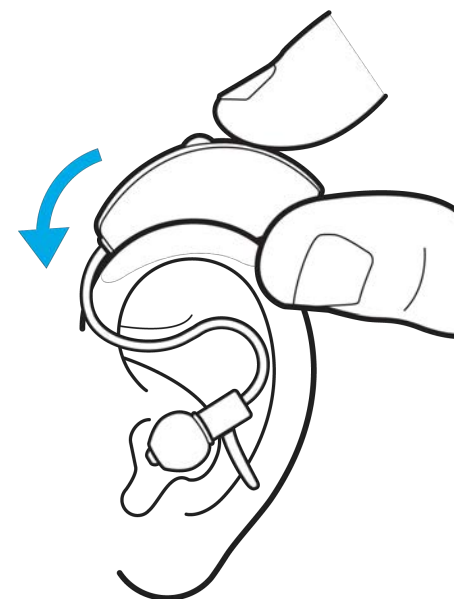
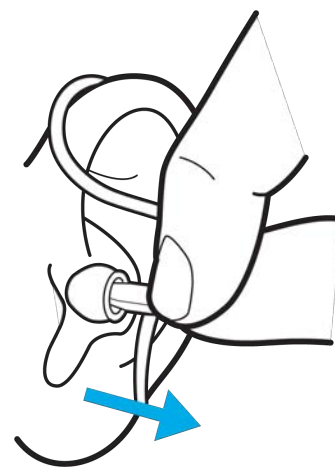
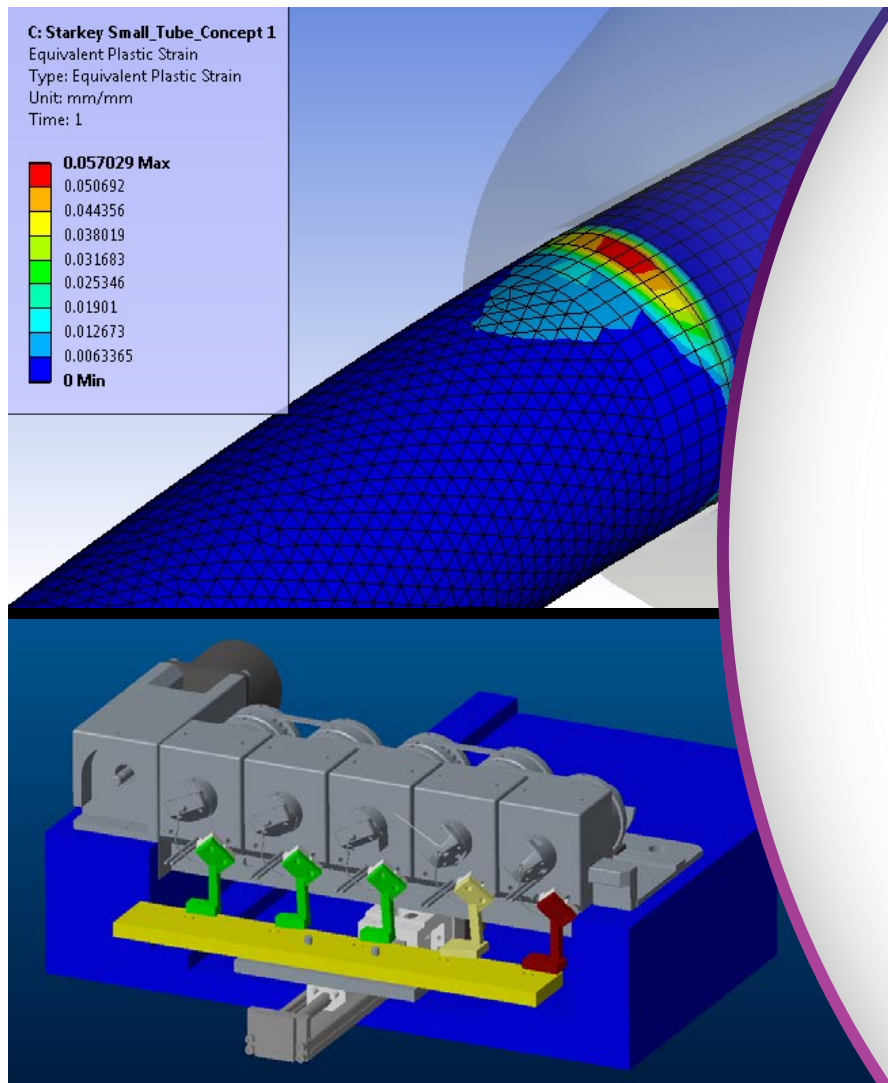
50
50
43.75
37.5
31.25
25
18.75
12.5
4.0774 Max
2.3673e-5 Min

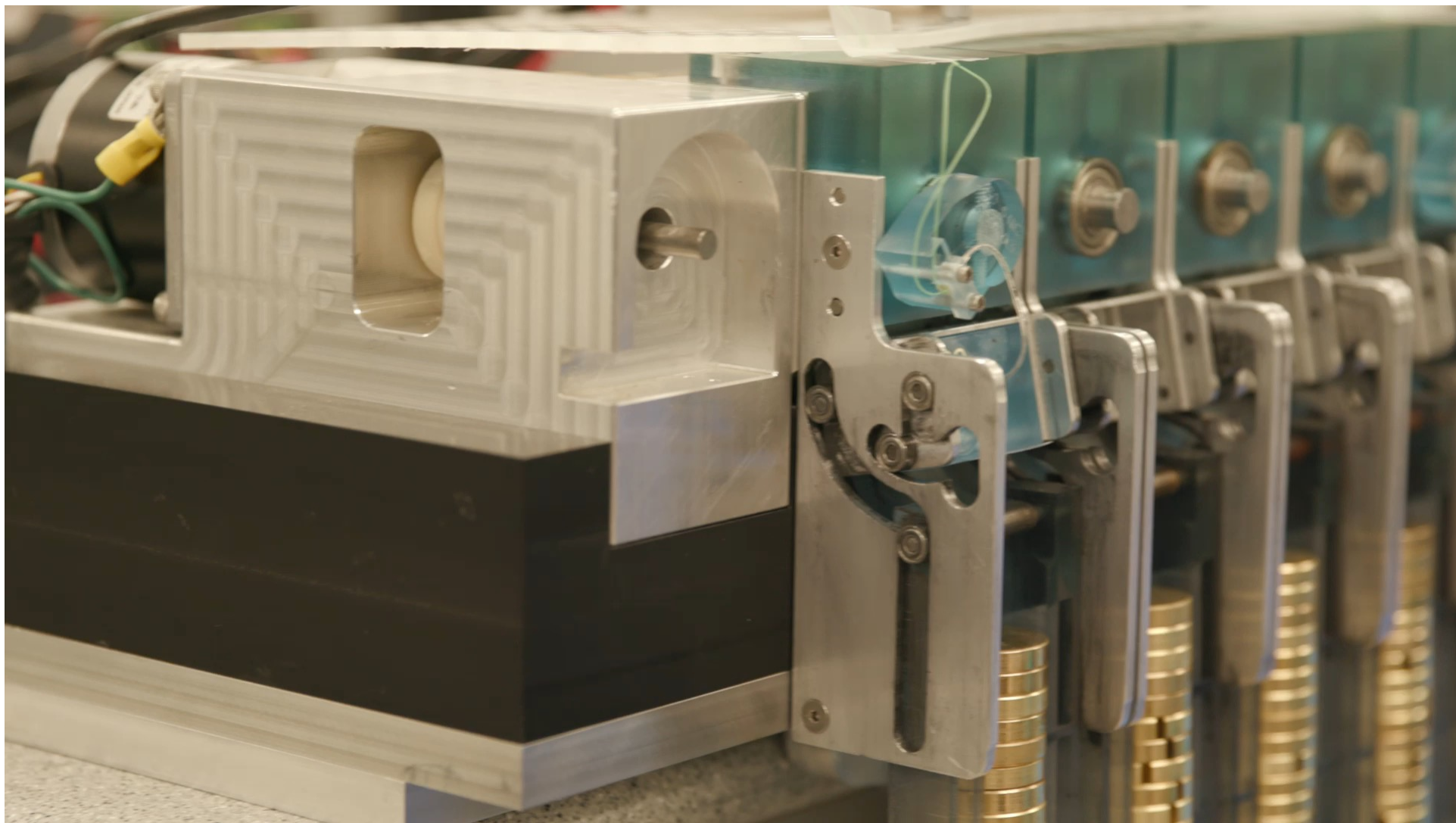


PROBLEM

Wear and Tear





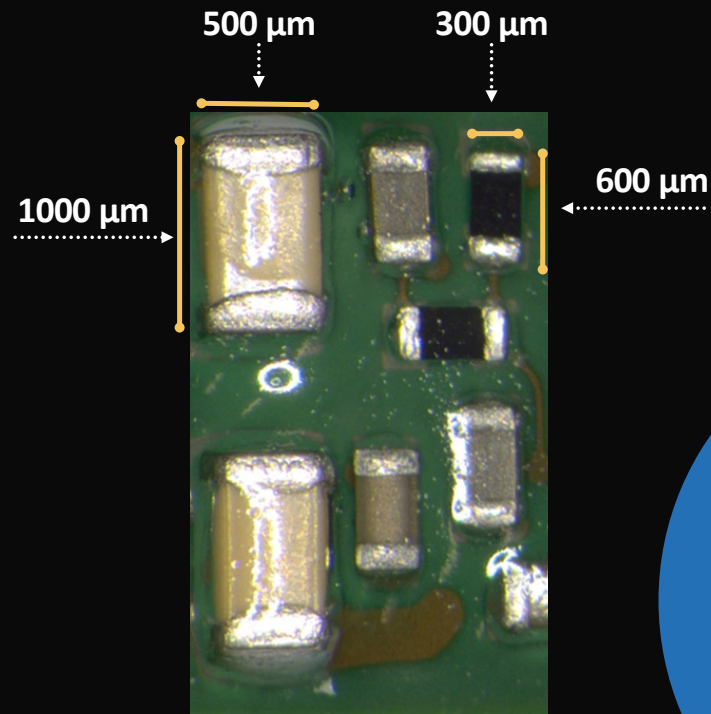


PROBLEM

Moisture

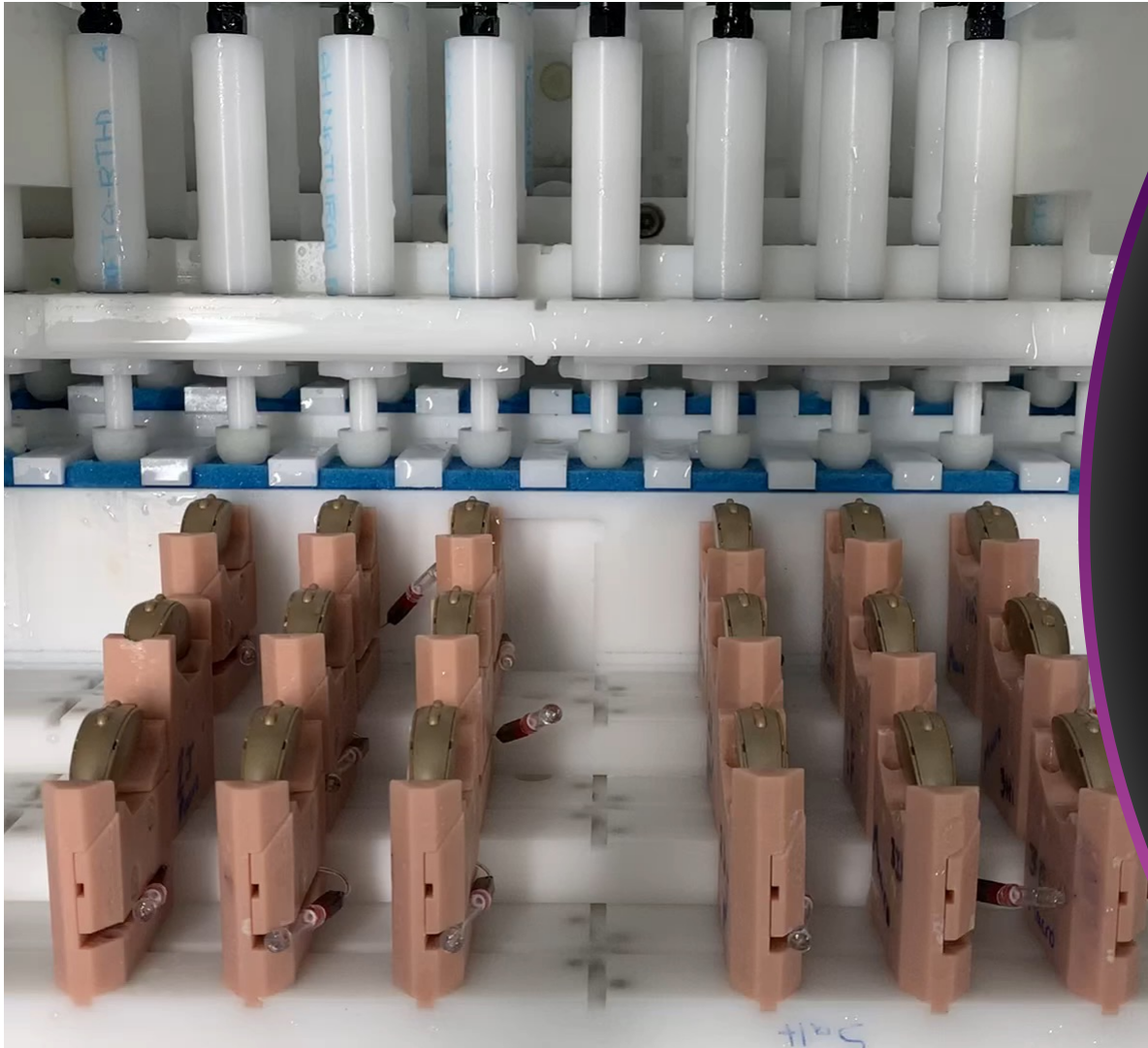


PROBLEM Moisture



- Fog – Dry
>10 μm
- Fog – Fine
10-100 μm
- Drizzle – Fine
100-300 μm
- Rain – Light
300-1,000 μm

Rain – Storm
> 1,000 μm (1 mm)

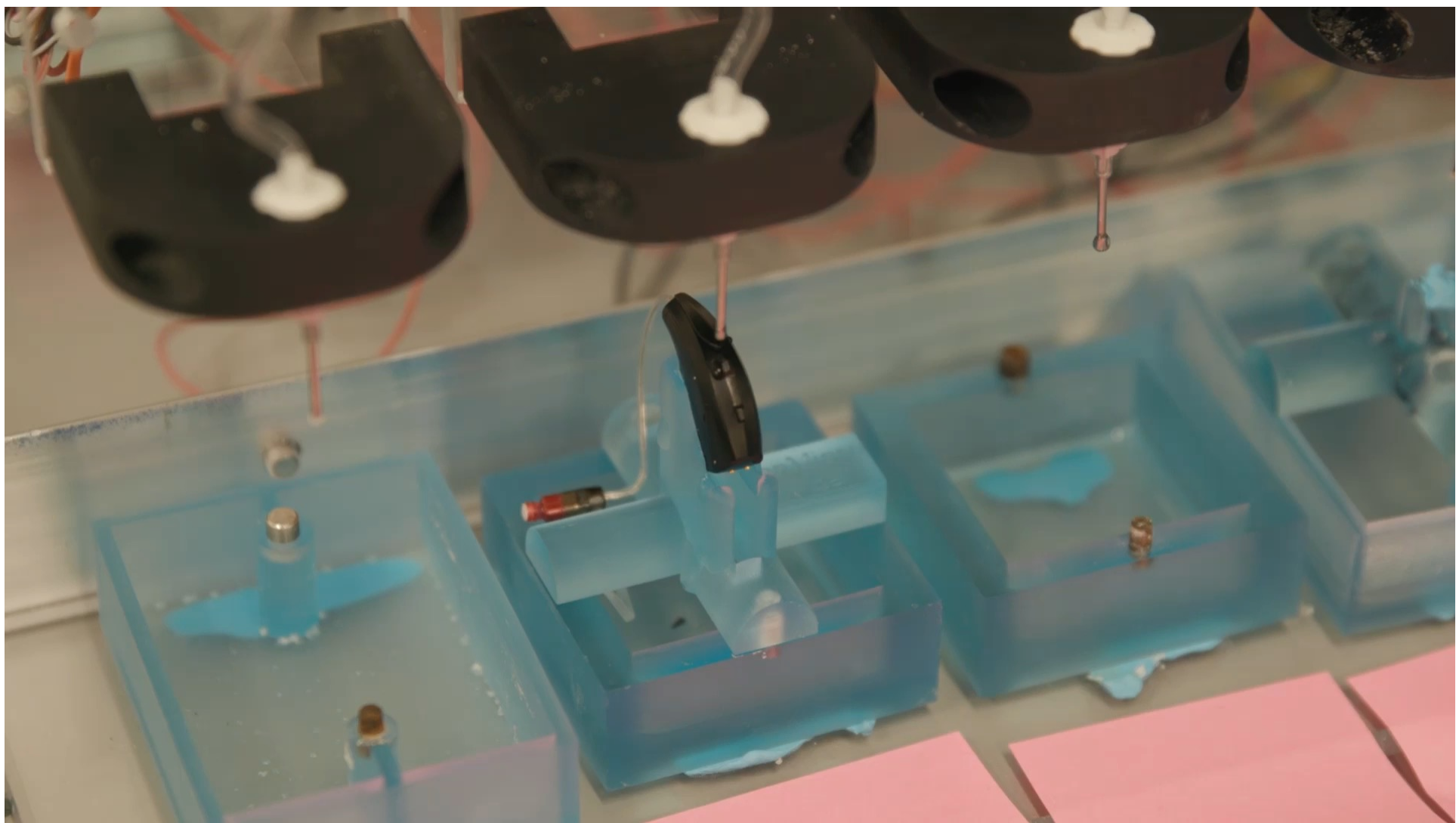


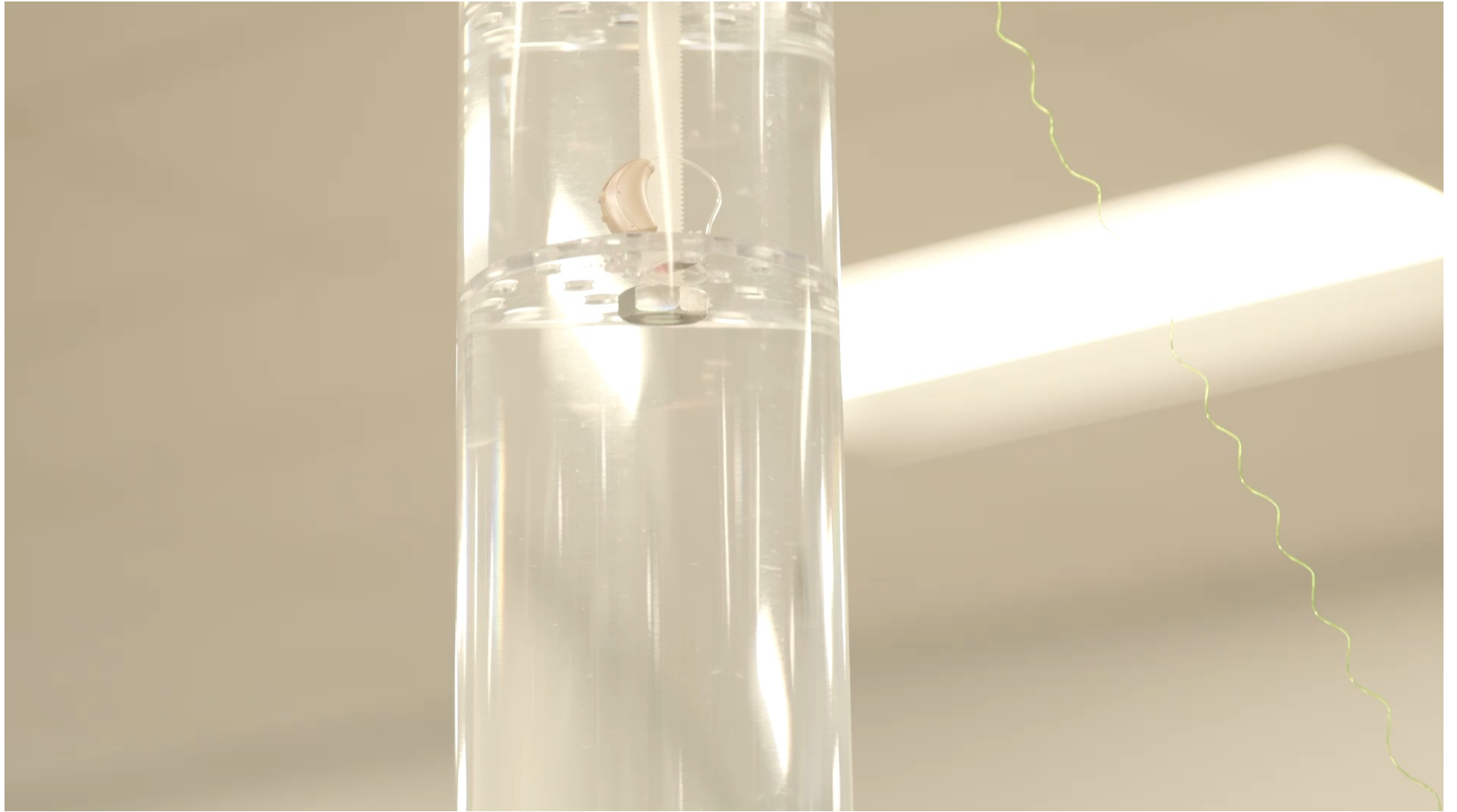
Testing the Push Button

Push button testing verifies the hearing aids will hold up to daily wear and tear

TEST CONDITIONS

Repeatedly depressing the push button when they are in a salt fog environment







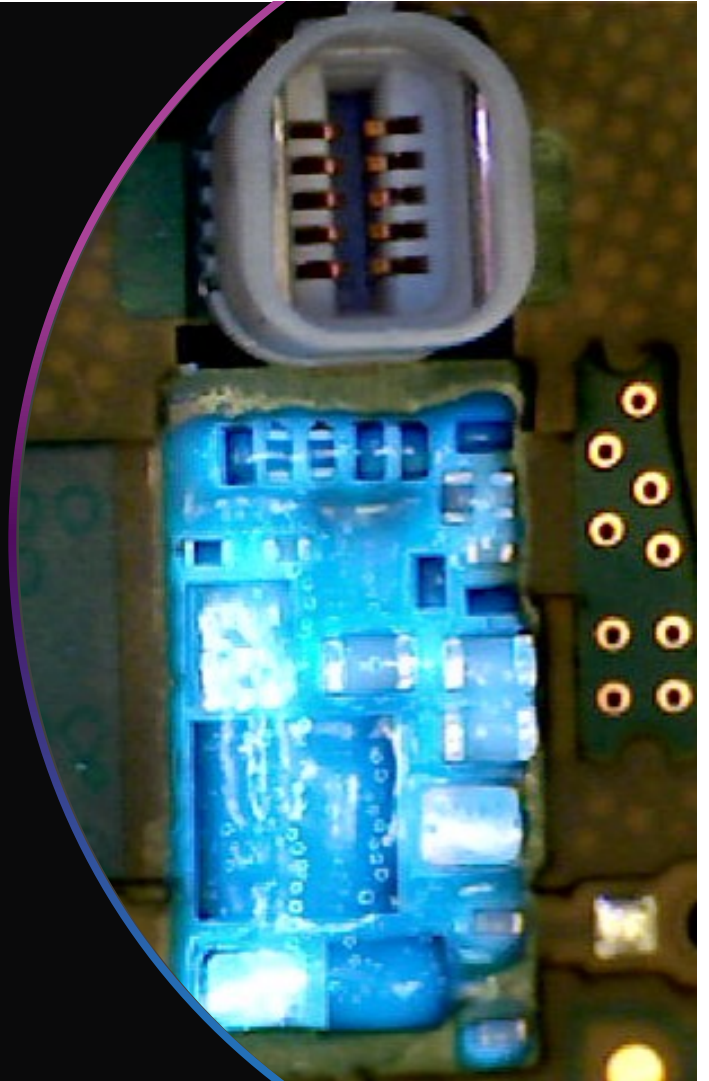
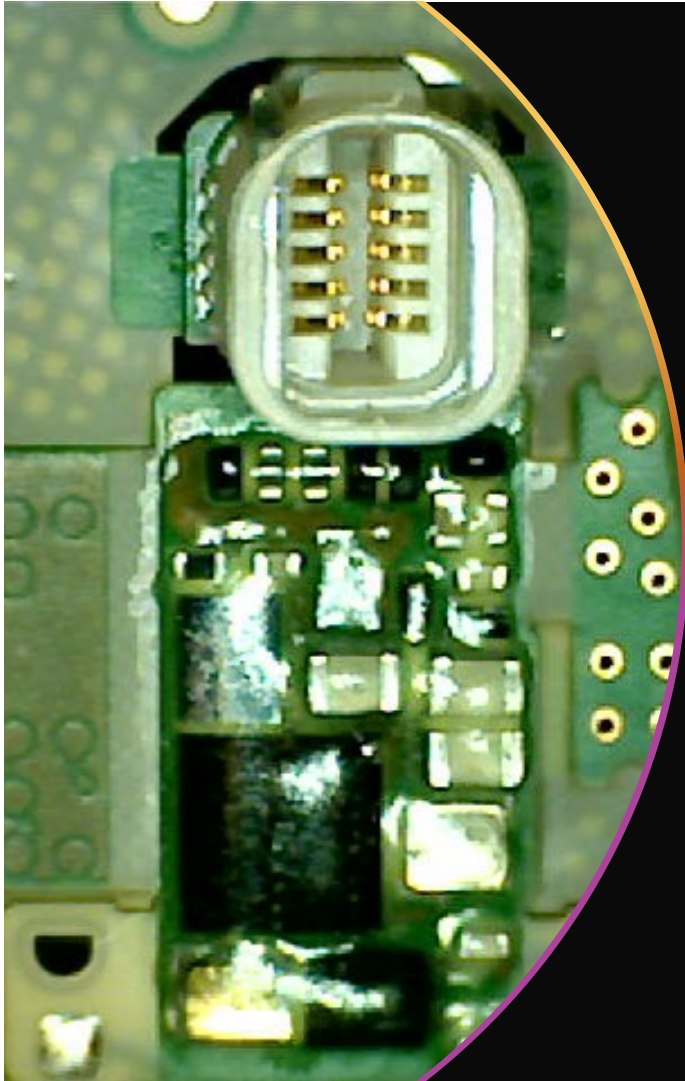


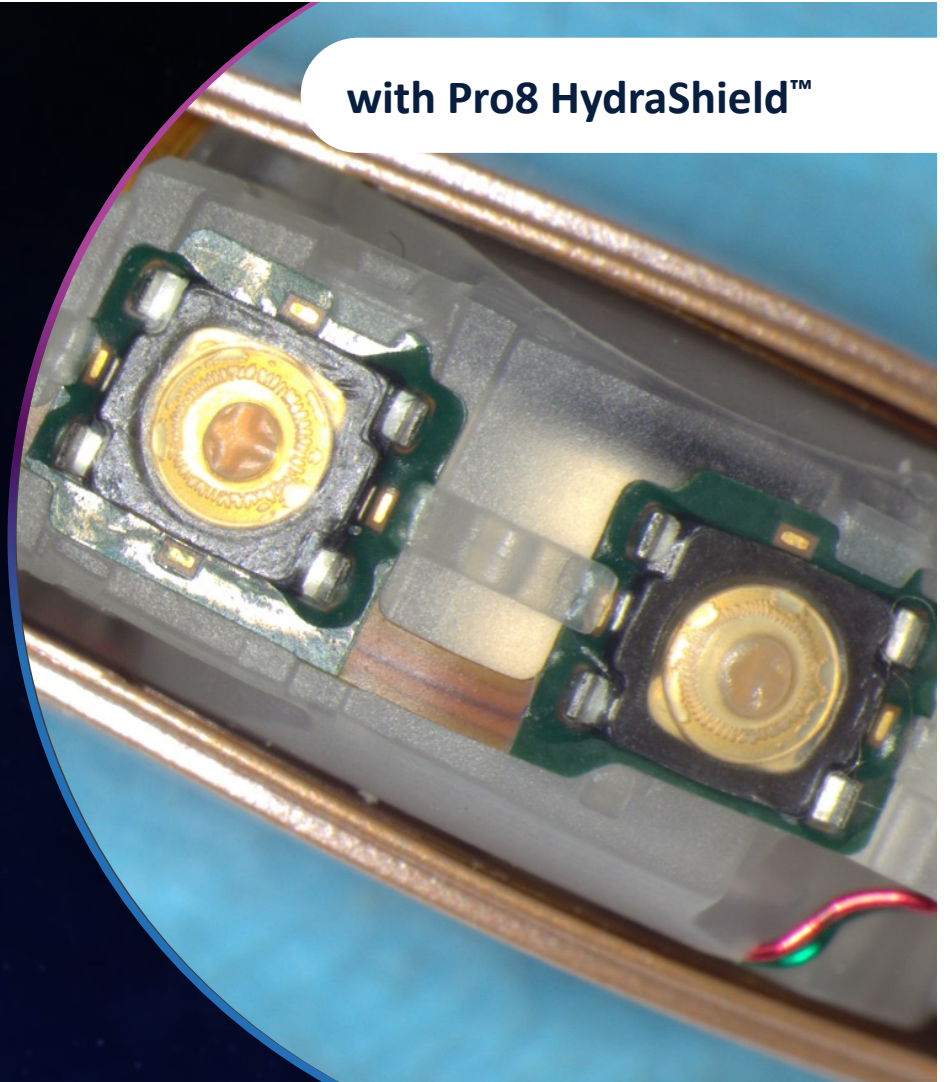
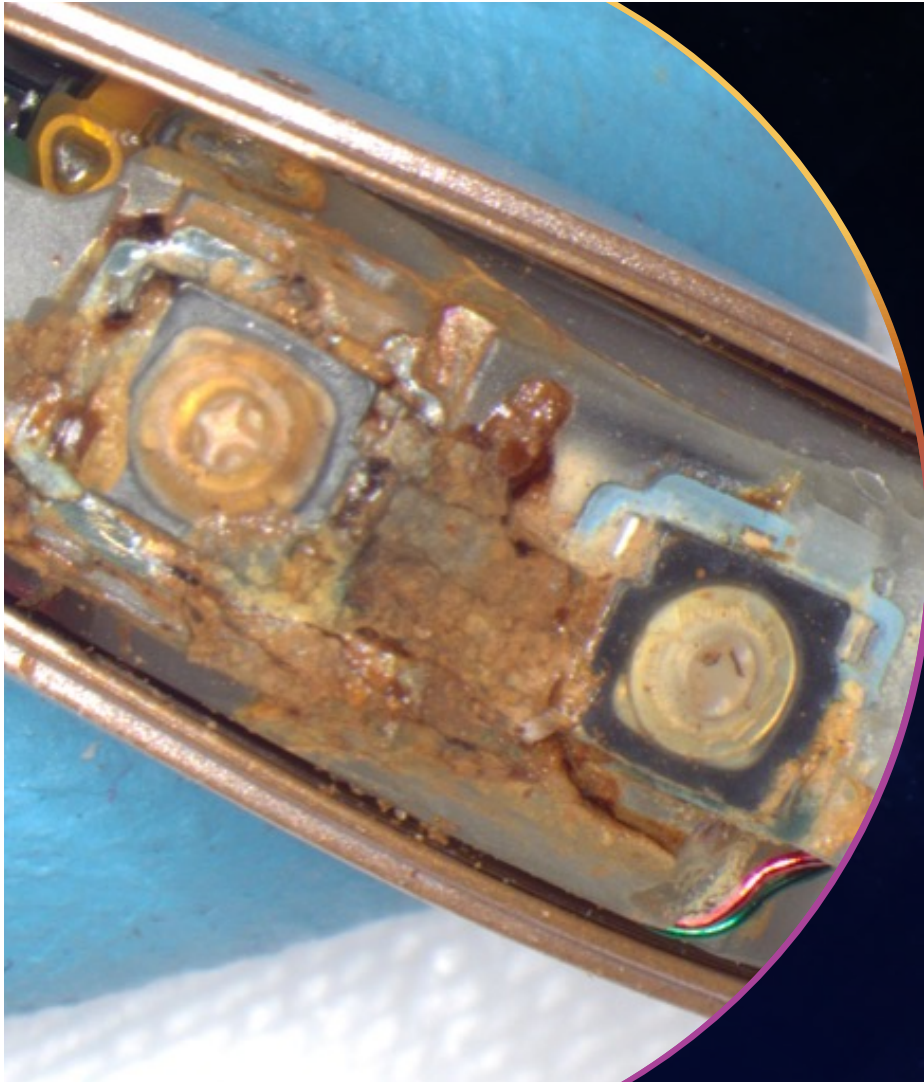
Investments in Coating Automation

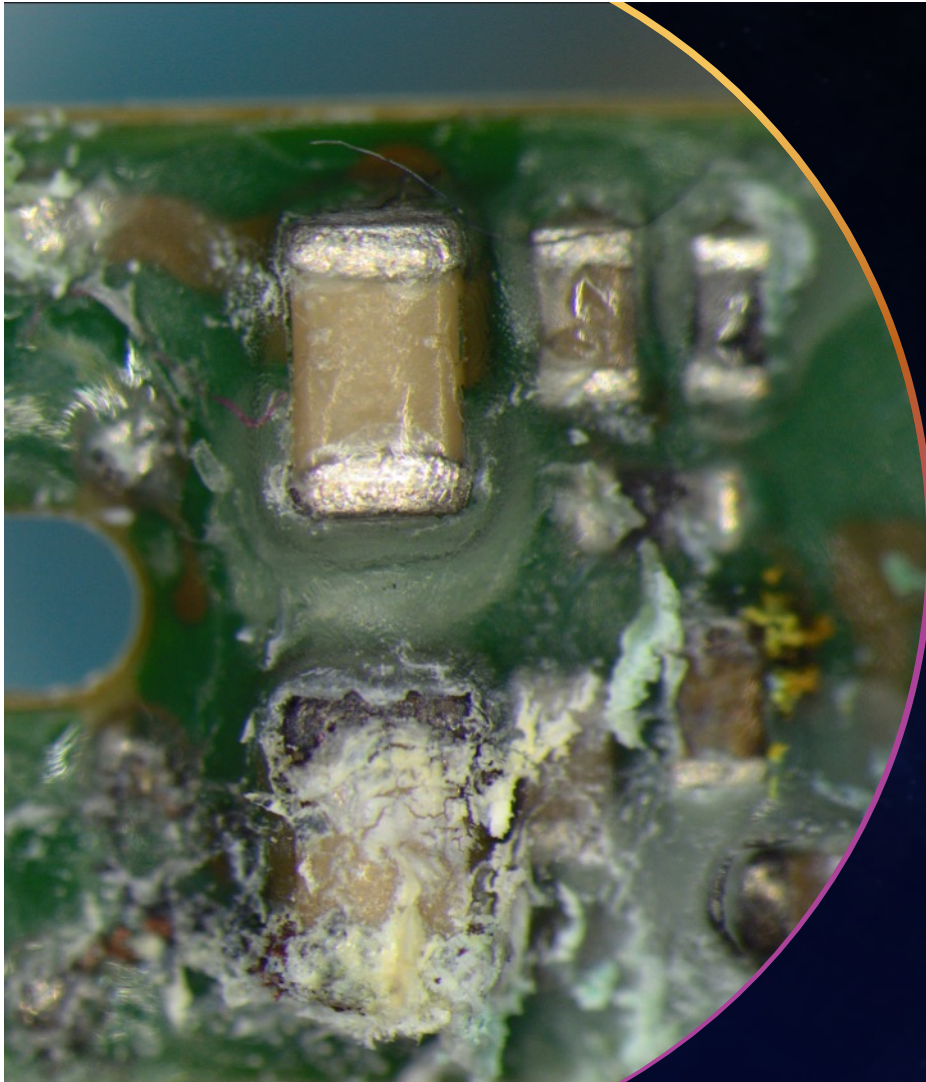
Auto CCT



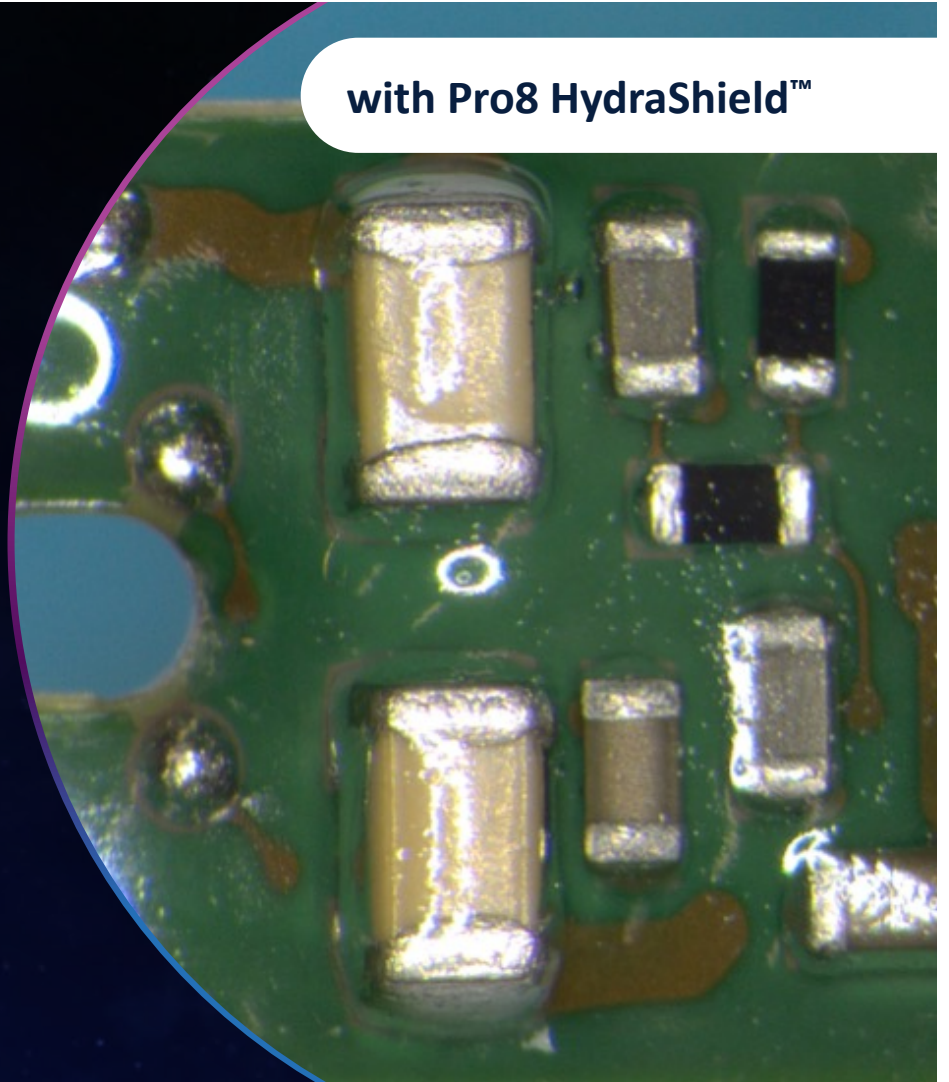
Enhanced Internal Coating

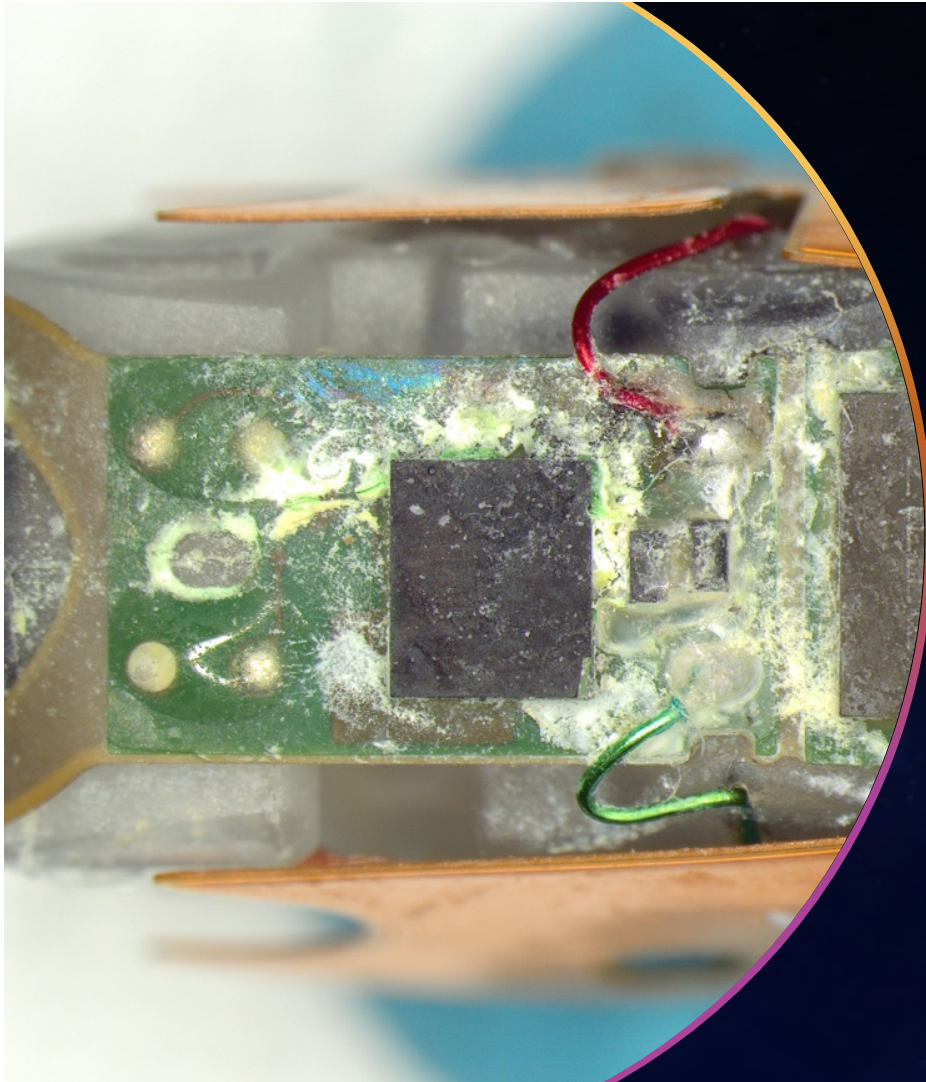




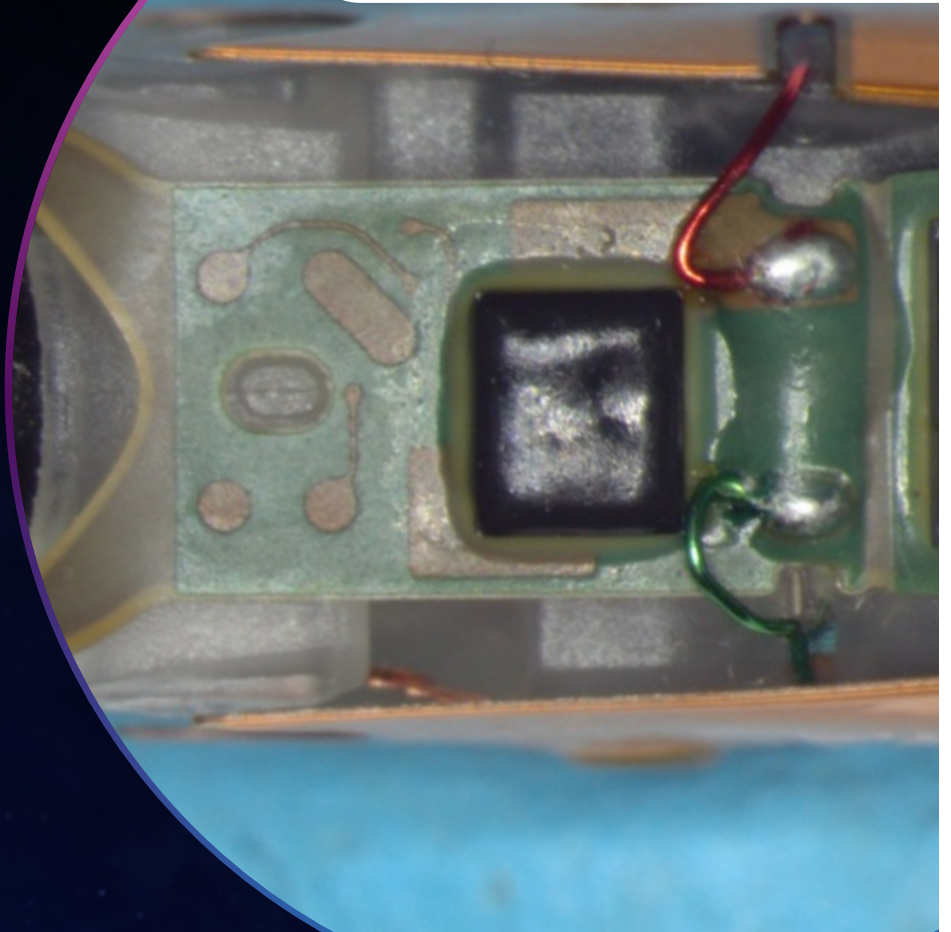


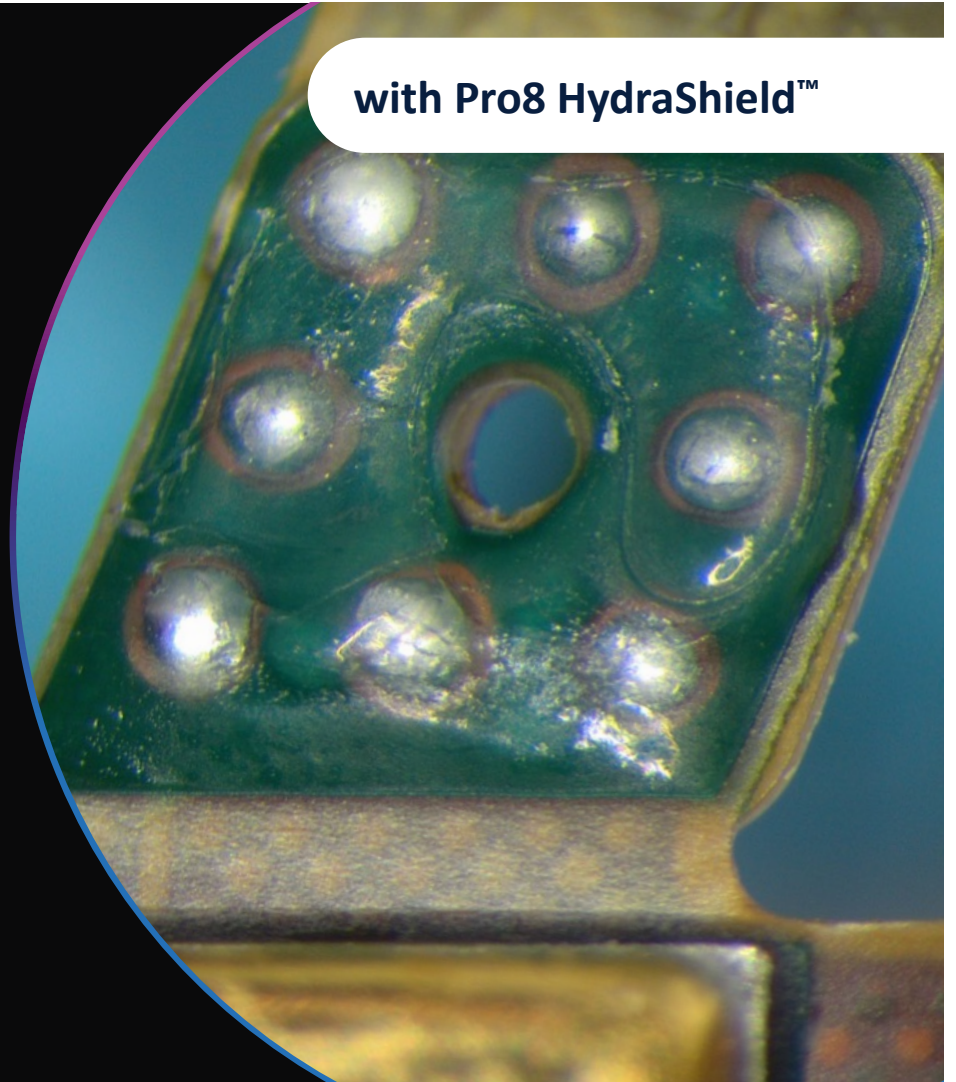
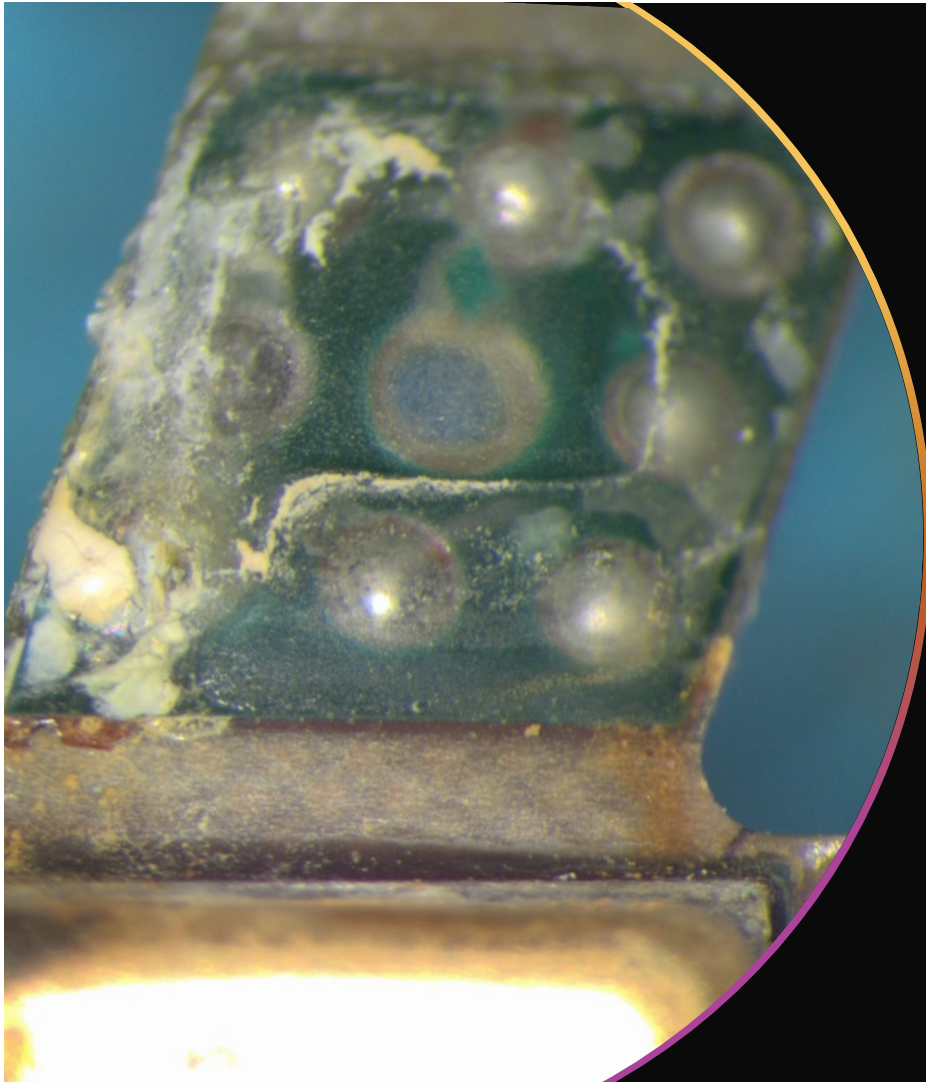
with Pro8 HydraShield™

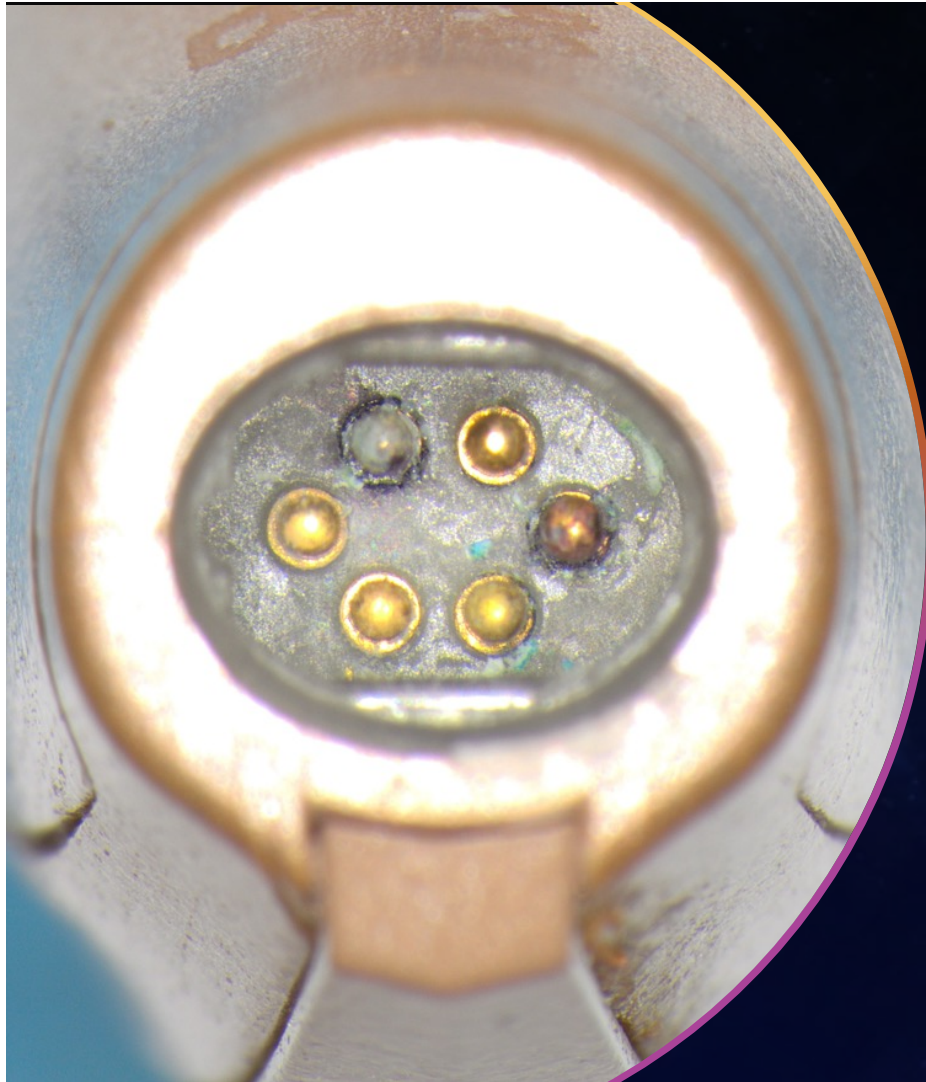




with Pro8 HydraShield™





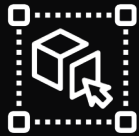


with Pro8 HydraShield™

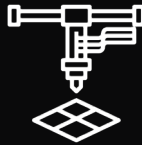


GENESIS^{AI}

Designing For All-Day Wear



Design



Build



Test



Delight

Thank You

