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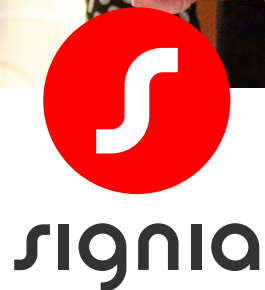
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Integrated Xperience

Expanding Access to the Power of Conversation



Be
Brilliant™



Learning Objectives

1. After this course, participants will be able to describe how Signia's latest innovation in split processing helps to empower the wearer to contribute to the conversation in challenging situations.
2. After this course, participants will be able to describe the additional benefit of RealTime Conversation Enhancement.
3. After this course, participants will be able to describe the benefits of the new form factors available in the new platform.



Group Conversation in Noise is Difficult...



Group conversations in noise are the biggest unmet need for people with hearing loss

Can lead to frustration, isolation and ultimately withdrawal

They miss out on the moment, we miss out on their contribution to the conversation



Expanded IX portfolio



Expanded IX portfolio

Pure Charge&Go IX



New

Styletto IX



Silk Charge&Go IX



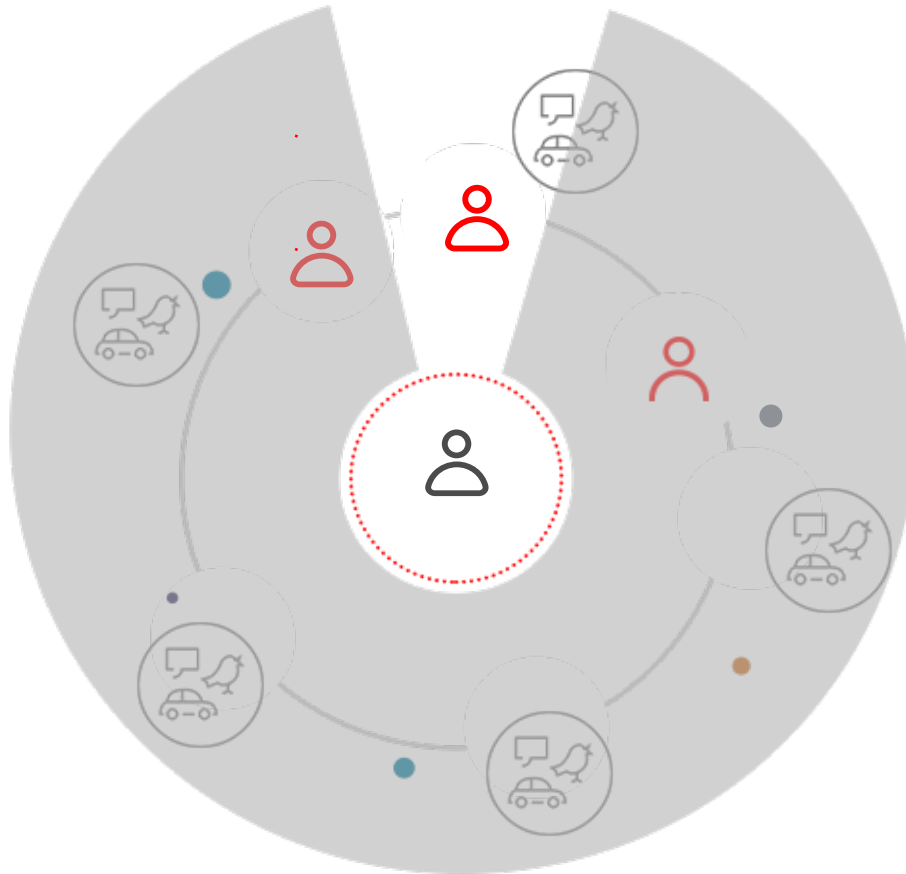
New

Insio IX

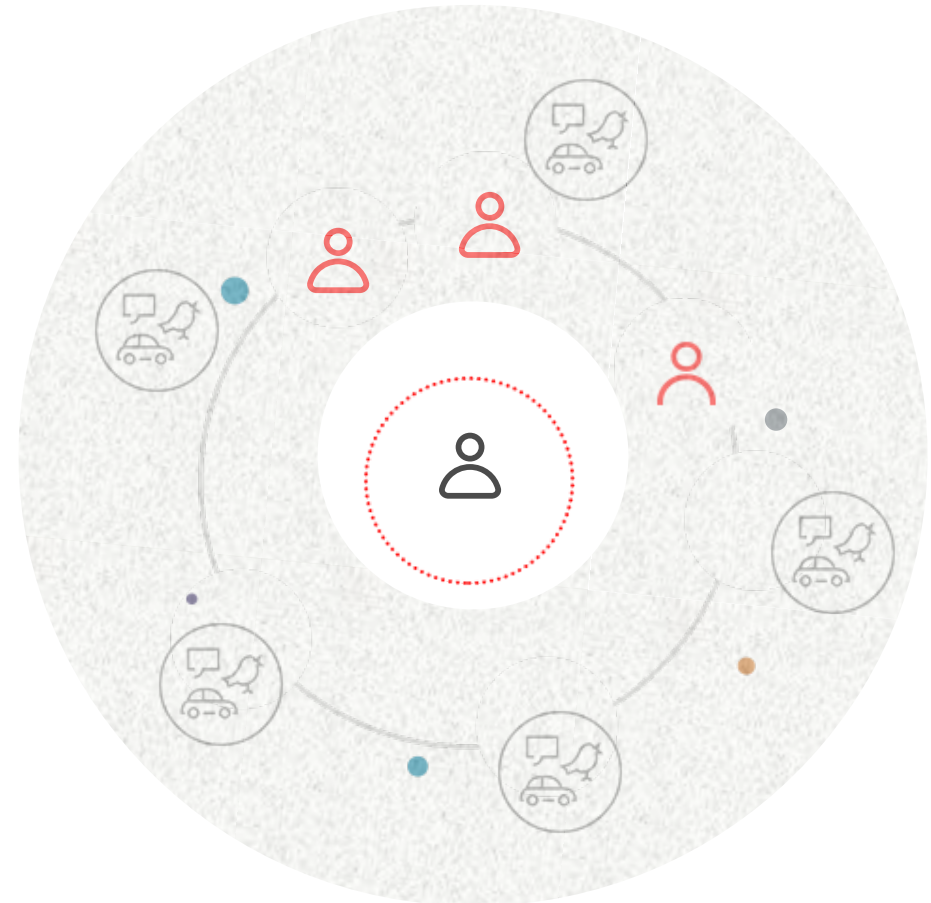


Traditional Approaches Fall Short

Narrow Focus



Broad Focus



Augmented Xperience Changed the Game



No Compromise in How Speech and Ambient Sound are Processed

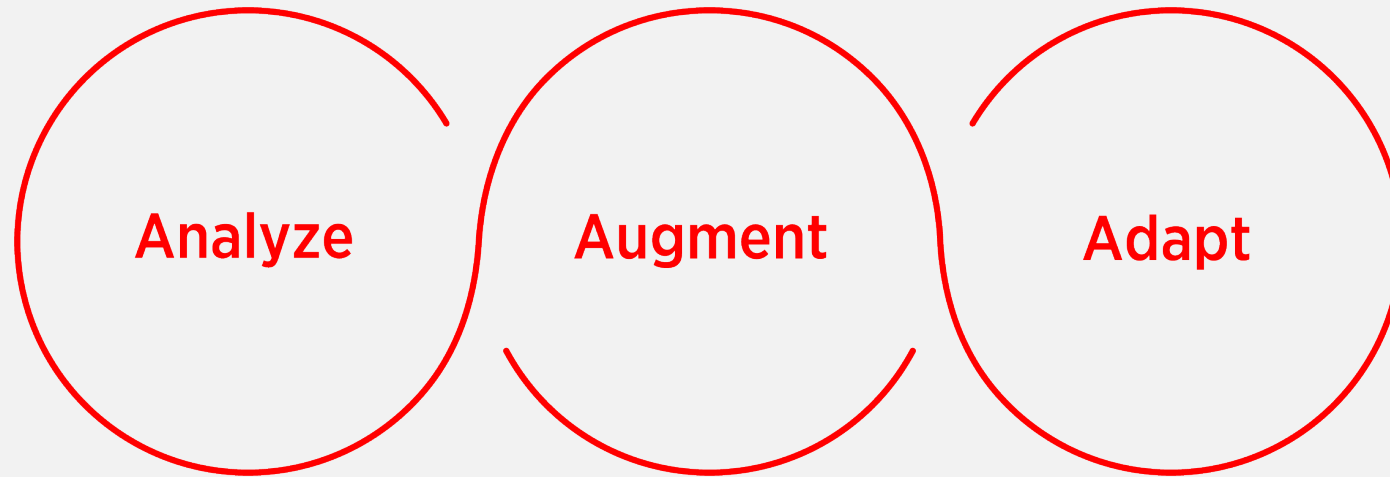


IX



Signia IX with RealTime Conversation Enhancement

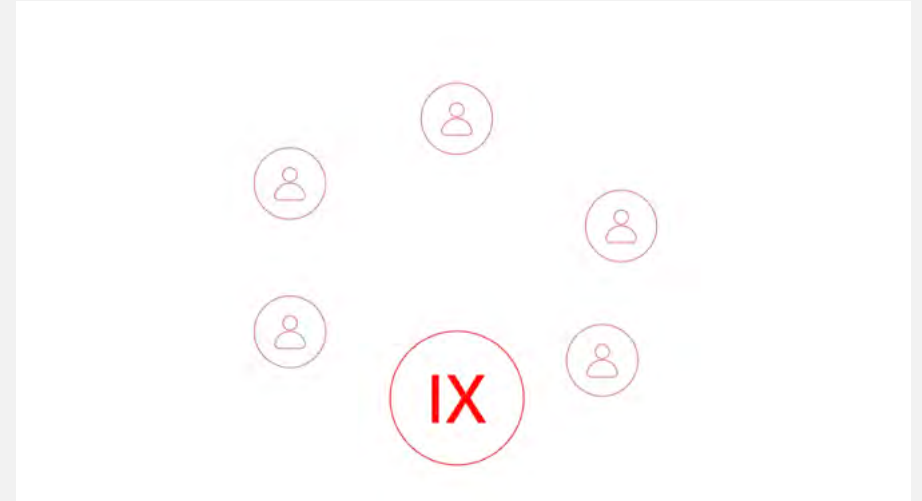
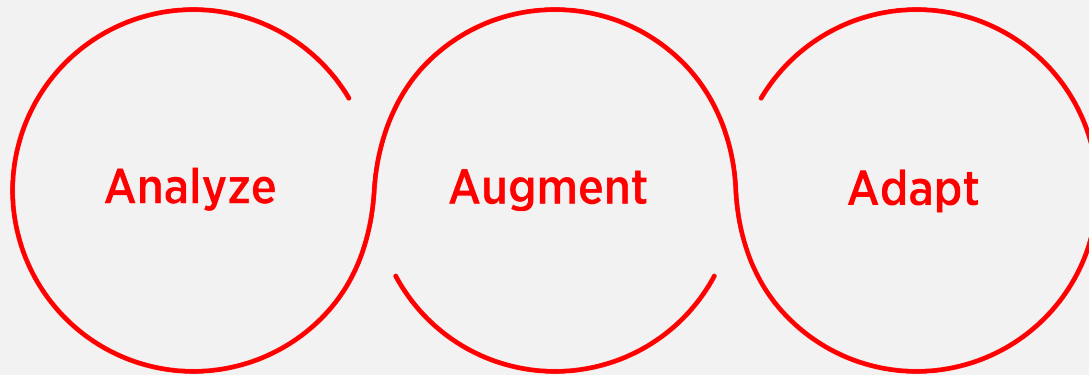
A revolutionary three stage process that puts conversation first:



The world's first hearing aid with a multi-stream architecture capable of accurately pinpointing multiple moving speakers in real-time conversation

Signia IX with RealTime Conversation Enhancement

Revolutionary three stage process



A live auditory space
immersing in surround

Smoothly enhancing
multiple speakers



Hearing Aids are under-utilized:

80% of adults aged 55–74 years who could use a hearing aid choose not to.¹

¹ McCormack, A., & Fortnum, H. (2013). Why do people fitted with hearing aids not wear them?. *International journal of audiology*, 52(5), 360–368.



Stigma is an influencing factor^{1,2}

Self Stigma³

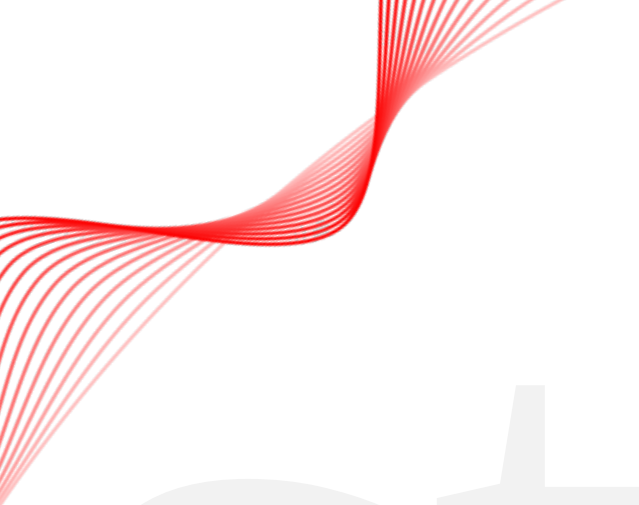
Societal Stigma³

1 McCormack, A., & Fortnum, H. (2013). Why do people fitted with hearing aids not wear them? International journal of audiology, 52(5), 360–368.

2 Barnett, M., Hixon, B., Okwiri, N., Irungu, C., Ayugi, J., Thompson, R., Shinn, J B., & Bush, M. L. (2017). Factors involved in access and utilization of adult hearing healthcare: A systematic review. Laryngoscope, 127(5), 1187-1194.

3 Pattyn, E., Verhaeghe, M., Sercu, C., & Bracke, P. (2014). Public stigma and self-stigma: Differential association with attitudes toward formal and informal help seeking. Psychiatric Services, 65(2), 232-238.





Stigma

Stigma is a barrier:

Stigma is deep-seated and resistant to fact-based discussion⁴

⁴ Wallhagen, M. I. (2010). The stigma of hearing loss. The Gerontologist, 50(1), 66-75.



Social Withdrawal and Health Risks:

Stigma is a major contributory factor to rejecting hearing aids,
and the associated cognitive decline^{5,6}

5 Amieva, H., Ouvrard, C., Giulioli, C., Meillon, C., Rullier, L., & Dartigues, J. F. (2015). Self-reported hearing loss, hearing aids, and cognitive decline in elderly adults: A 25-year study. *Journal of the American Geriatrics Society*, 63(10), 2099-2104.

6 Livingston G, Huntley J, Sommerlad A, et al. Dementia prevention, intervention, and care: 2020 report of the Lancet Commission [published correction appears in *Lancet*. 2023 Sep 30;402(10408):1132]. *Lancet*. 2020;396(10248):413-446. doi:10.1016/S0140-6736(20)30367-6



“ If I had known that hearing aids weren’t quite so ugly looking as what we all thought they were..., that would have definitely helped.” ⁷



⁷ Rolfe, C., & Gardner, B. (2016). Experiences of hearing loss and views towards interventions to promote uptake of rehabilitation support among UK adults. *International Journal of Audiology*, 55(11), 666-673.

Styletto IX A Conversation Starter



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Brilliant™



Introducing Styletto IX

Unique two-tone design

Performance Levels
7/5/3 IX
CROS Styletto IX
sDemo

7 sophisticated
colors



Sleek and sophisticated
design

IP 68 Rating

Super slim
only 6.45mm wide



Styletto IX - A Conversation Starter

- Many older adults still have very little awareness of modern hearing aids
- Start the conversation with Styletto IX and redefine what a hearing aid can be
- Styletto IX and its modern, super-slim and sleek design can open the door to the unique benefits of Signia IX



Who Could Benefit...Meet Sylvia

- A bit taken aback that she has a hearing loss
- Feels she isn't "bad enough" for a hearing aid
- Likes to look good - doubts hearing aids will fit on her ears with her glasses



Re-imagining Hearing Aids

- The industry is awakening to user needs, with attempts at making traditional hearing aids slimmer
- But it is about more than this
- Patients need devices designed from the ground up to redefine what a hearing aid can be



Styレット IX: Built From the Ground Up to Change Perceptions

Tap control
utilizes motion sensor
technology

Unique Li-Ion pin-cell
Allows slim and sleek design
while delivering a full day of wear

Custom MI antenna
Maintains e2e 4.0 connection
Fitting in a narrow space



Custom designed BT antenna
Engineered to fit into a smaller
space

Bluetooth® LE Audio ready*

* Future firmware update required



Styretto With the Full Power of Signia Integrated Xperience

Hear multiple talkers
even as they move

**RealTime Conversation
Enhancement technology**

Contribute comfortably
Own Voice Processing 2.0

Get help when you need
it, where you need it
Signia Assistant



More Reasons to Offer Signia Unique Form Factors

Article:

The Appeal of Signia's Innovative Form Factors and Their Role in the Adoption of Hearing Aids

By Andre Marcoux, PhD, MBA, Brian Taylor, AuD and Daniel Olesen, M.Sc.

Results:

Non-buyer rate decreased 21% when Styletto and Silk form factors are among the choices of devices to try.



<https://canadianaudiologist.ca/issue/volume-10-issue-6-2023/the-appeal-of-signias-innovative-form-factors-and-their-role-in-the-adoption-of-hearing-aids/>



Insio IX IIC / CIC Engineered for Real Conversations



Be
Brilliant™



Introducing Insio IXIIC/CIC - Engineered for Discretion

- Our smallest design ever
- Floating mic – A more adaptable fit with deeper insertion
- Chamfered battery drawer for a reduced visual impact



The Importance of Customized Discretion

Discreet customized devices:

- Provide the comfort and security of a custom device
- Can help a reluctant patient take the first step on their hearing aid journey



Who could benefit?..Meet Christine

- Christine, 55 years old
- Needs a compact secure design
- Works in a noisy clinic and needs to hear her patients
- Wants the best, in the smallest size



Introducing Insio IXIIC/CIC... Engineered for Conversation

Additional feature benefits of the
Integrated Xperience platform:

- SpeechStabilizer for clearer conversations
In dynamic environments
- Auto EchoShield for clearer sound
in echoey environments

**And with Binaural OneMic Directionality 2.0
for enhanced access to speech in noise**



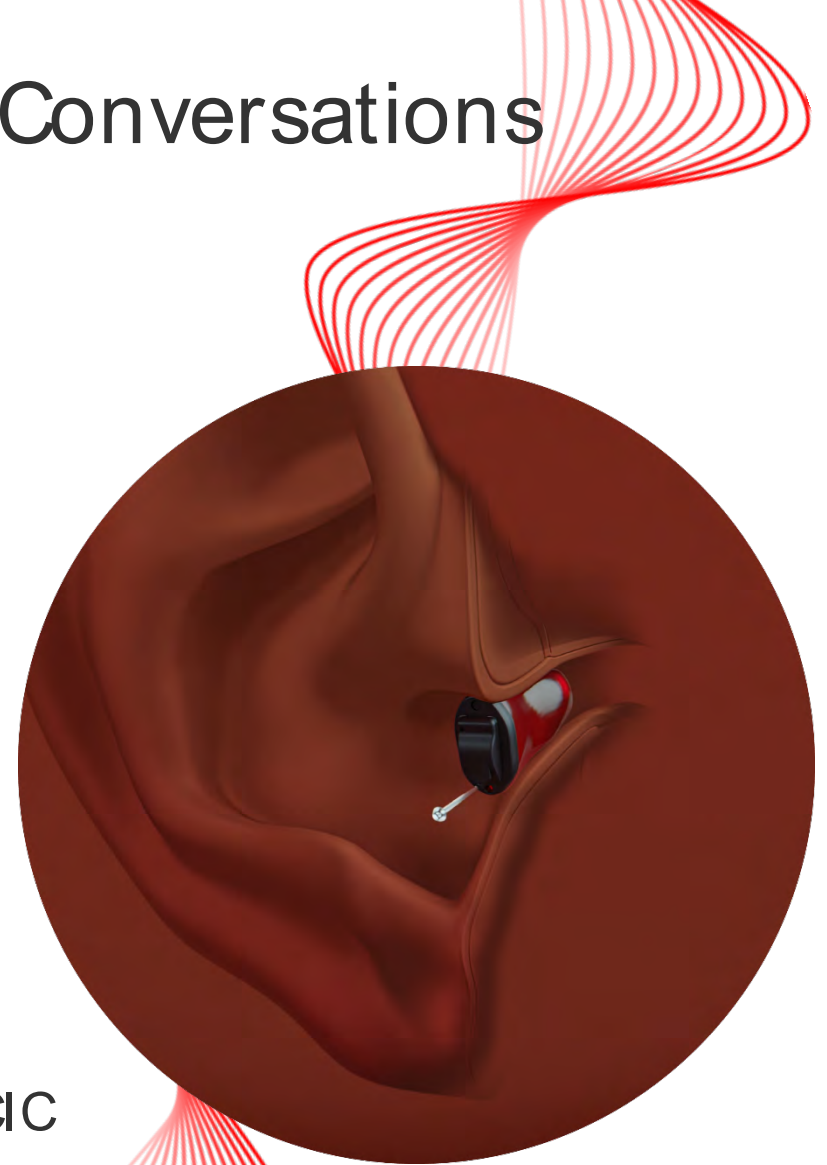
Binaural OneMic Directionality – A Game Changer

- Small IIC/CIIC custom devices have one microphone which traditionally means no directional help in noise
- Until now, with Insio IX with Binaural OneMic Directionality 2.0
- Advanced e2e technology facilitates the creation of a binaural directional beam, utilizing the single microphone on each device
- Making Insio IX the only custom IIC/CIIC to provide enhanced directional access to speech in noise



Insio IX IIC/CIC...Engineered for Real Conversations

- Engineered for discretion and comfort
- An array of design and processing improvements
- Custom, comfortable fit
- The only custom one-microphone device with directionality
- Unleash the power of conversation with Insio IX IIC/CIC



Reaching More, With the Power of Conversation

- Breaking down barriers with innovative form factors
- Beautiful and discreet prescription-grade hearing aids,
- Changing perceptions
- Providing a gateway to the benefits of enhanced hearing

Unleashing the power of conversation and empowering wearers to actively participate



The Research Evidence Behind RealTime Conversation Enhancement



Be
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The Signia Research Network

- Hundreds of publications across multiple centers involving 1000s of participants
- Multi-modal objective and subjective data with a holistic focus:
 - Physiological
 - Neural
 - Behavioral
- Working to improve conversation is at the core of what we do



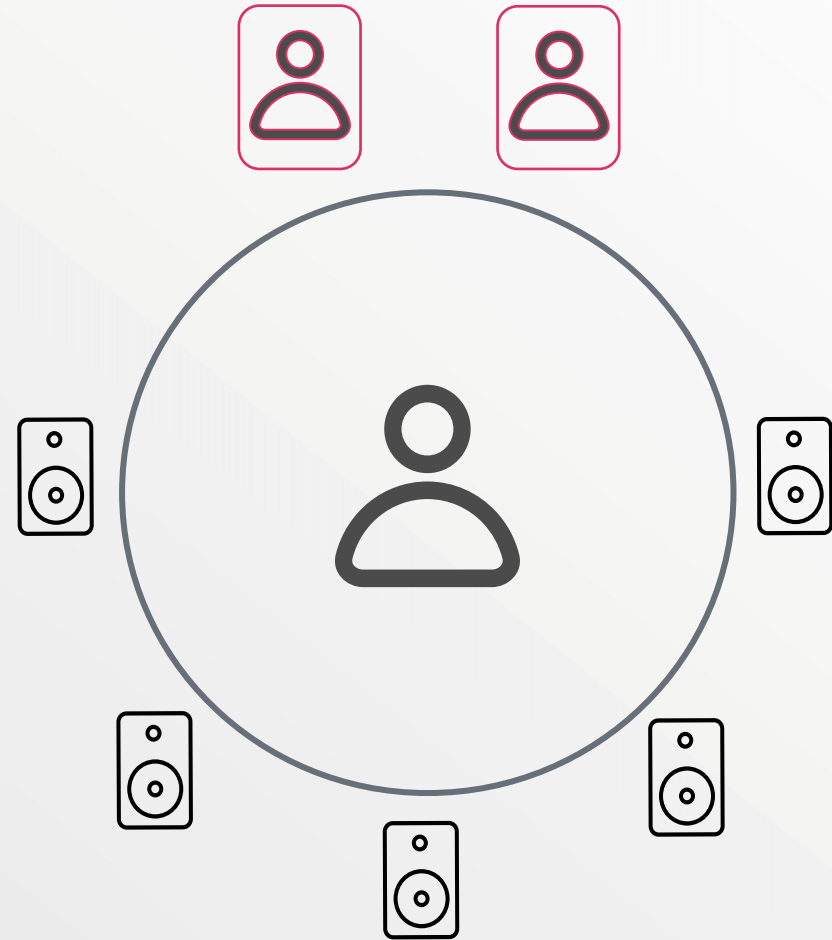
Our Mission to Unleash the Power of Conversation

We are on a journey to understand all aspects of real conversation and use this knowledge to create innovative hearing solutions that enrich the lives of our wearers



95% of Wearers Had Improved Performance in a Group Conversation Scenario*

Group conversation scenario..not your typical lab setup



* Compared to RealTime Conversation Enhancement off
Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



Integrated Xperience is an Industry Breakthrough*

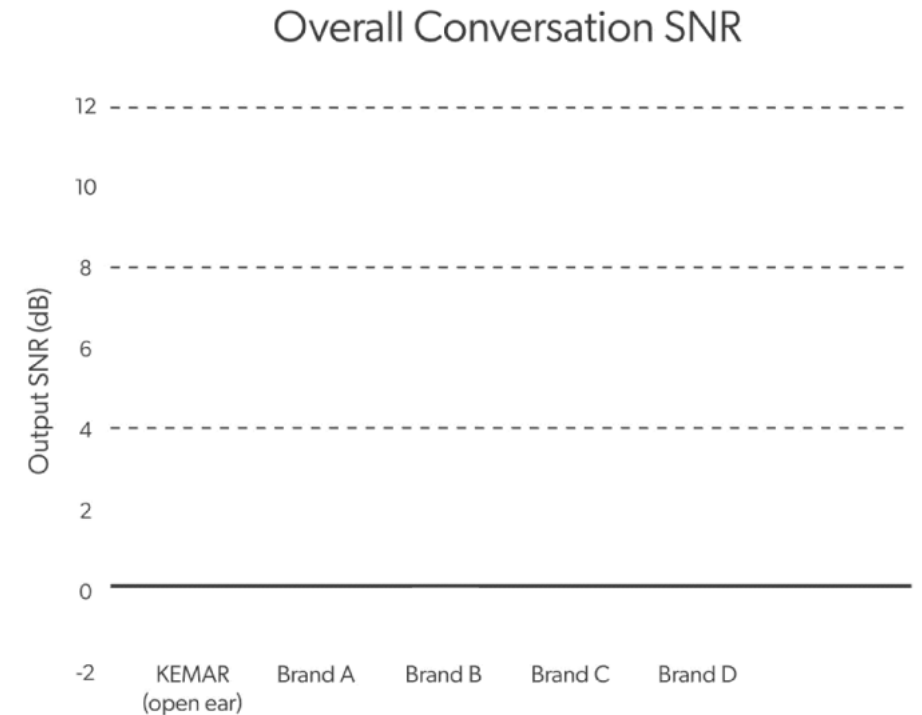
- Test conditions applicable to the real world
- Objective technical measurement recording the output of the hearing aids in a KEMAR manikin



* Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>

Integrated Xperience is an Industry Breakthrough*

- Test conditions applicable to the real world
- Objective technical measurement recording the output of the hearing aids in a KEMAR manikin
- Shows a remarkable **4.1 dB SNR** improvement compared to the absolute best the competition had to offer



* Visit for more details: <https://www.signia-pro.com/en-us/local/en-us/claims-data/>



Assessing Signia IX in the Real-World*



- University of Western Ontario, Canada
- Principal investigator: Dr. Susan Scollie



- N = 20 experienced hearing aid wearers
- Bilateral symmetrical sensorineural hearing loss
- 11 female, 9 male
- Mean age 73.6 years (range: 61-84 years)



- Signia Pure C&G 7IX, M-receiver and power domes
- IX First Fit, REM verification vs. NAL-NL2
- One program with RTCE activated (RTCE ON)
- One program with RTCE deactivated (RTCE OFF)
- All other features activated, incl. Augmented Focus



- Paper submitted to the American Journal of Audiology for peer review

* Folkeard, Scollie, et al. (submitted to American Journal of Audiology, 2024).

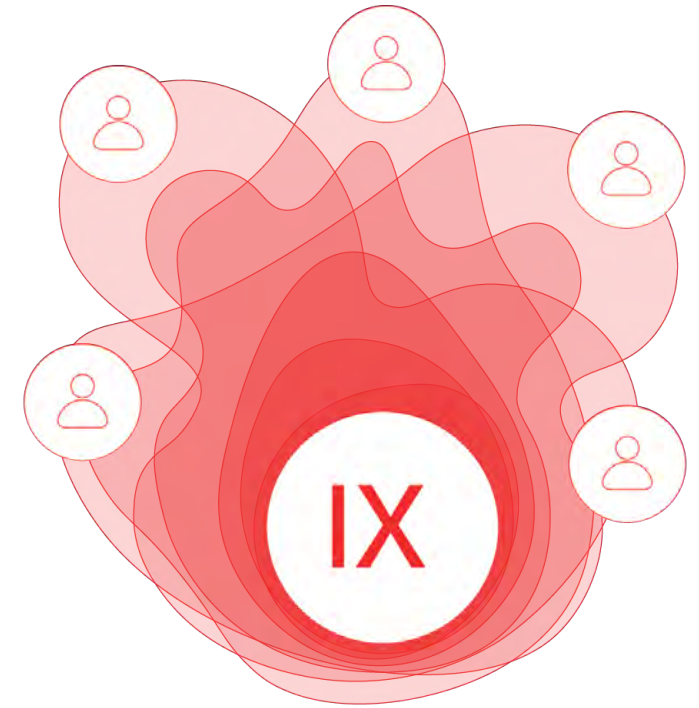


Test environment



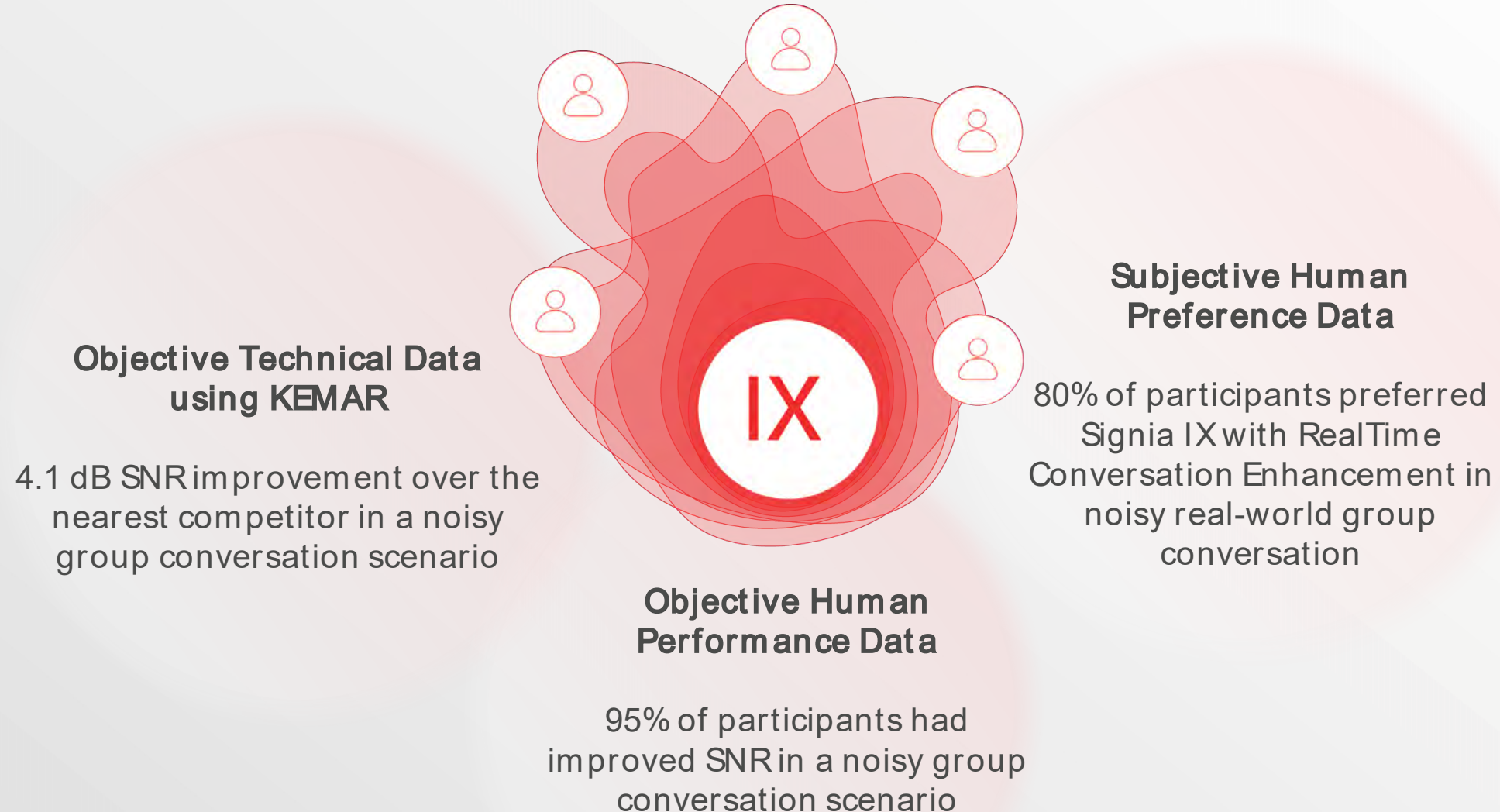
Study conclusions

- RealTime Conversation Enhancement was preferred on all investigated aspects of the group conversation experience
- 80% of participants had an overall preference for RealTime Conversation Enhancement
- The results are in line with the results from previous lab evaluations of Signia IX with RealTime Conversation Enhancement



* Folkeard, Scollie, et al. (submitted to American Journal of Audiology, 2024).

Unleash the Power of Conversation with Signia IX



Styletto IX



Be
Brilliant™



Styletto IX Ready For a Full Day



Up to 20 hours wear time

17 hours of battery wear time, including 5 hours of streaming

Up to an additional 5 hours with a 30-minute fast charge



Styletto IX – Acoustical Performance With EarWear 3.0



miniReceiver 3.0:

Lengths: 0,1,2,3

Power: S, M, P

Eartips 3.0:

Open: All sizes (XS, S)

Tulip: All sizes (M,L)

Round: All sizes (S,M,L)

Sleeves 3.0:

Vented: XS, S, M

Closed: XS, S, M

Custom earmolds 3.0

S	M	P
Receiver	Receiver	Receiver
46dB / 110 dB SPL (2 ccm coupler)	60 dB / 119 dB SPL (2 ccm coupler)	65 dB / 122 dB SPL (2 ccm coupler)



Styletto IX – Seven Chic Colors



Styletto IX – Seven Chic Colors



Styletto IX – Performance Levels and CROS



Styletto IX - Charging Options



Styletto IX Charger



Styletto Dry&Clean Charger



Styletto IX Charger Details



Styletto IX Charger

- Integrated power bank holds five additional charges
- LEDs to indicate charging status of hearing aids and of charger
- Can be charged wirelessly (Qi) or via USB-C cable



Styletto Dry&Clean Charger

- Same product for Styletto IX and Styletto AX
- Charges, cleans and dries the hearing aids to ensure peak performance
- UV cleaning cycle takes 15 minutes
- LEDs indicate status





Pure Charge&Go IX & Pure Charge&Go TIX



Be
Brilliant™

Advanced Hearing Technology with Thoughtful Design

Pure Charge&Go IX & Pure Charge&Go TIX

7IX

5IX

3IX

sDemo*

* TIX only

CROS

Pure Charge&Go IX



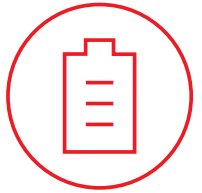
Pure Charge&Go TIX



Pure Charge&Go IX



Up to 28 hrs runtime / 24 hours runtime w/ 5 hrs of streaming



Up to additional 6 hrs of runtime with 30-minute fast charge

7IX

5IX

3IX

sDemo*

CROS



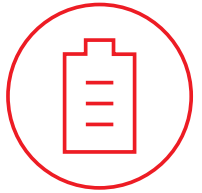
* TIX only.



Pure Charge&Go TIX



Up to 39 hrs runtime / 34 hrs runtime w/ 5 hrs of streaming



Up to 6 hrs of additional runtime with a 30-minute fast charge

7IX

5IX

3IX

sDemo*

CROS



*TIX only.



CROS Pure Charge&Go IX



CROS Pure Charge&Go IX

- Compatible with all performance levels 7/5/3

CROS battery runtime

- Up to 29 hours without streaming



Pure Charge&Go IX/T IX Charger Options

NEW!



Portable Charger



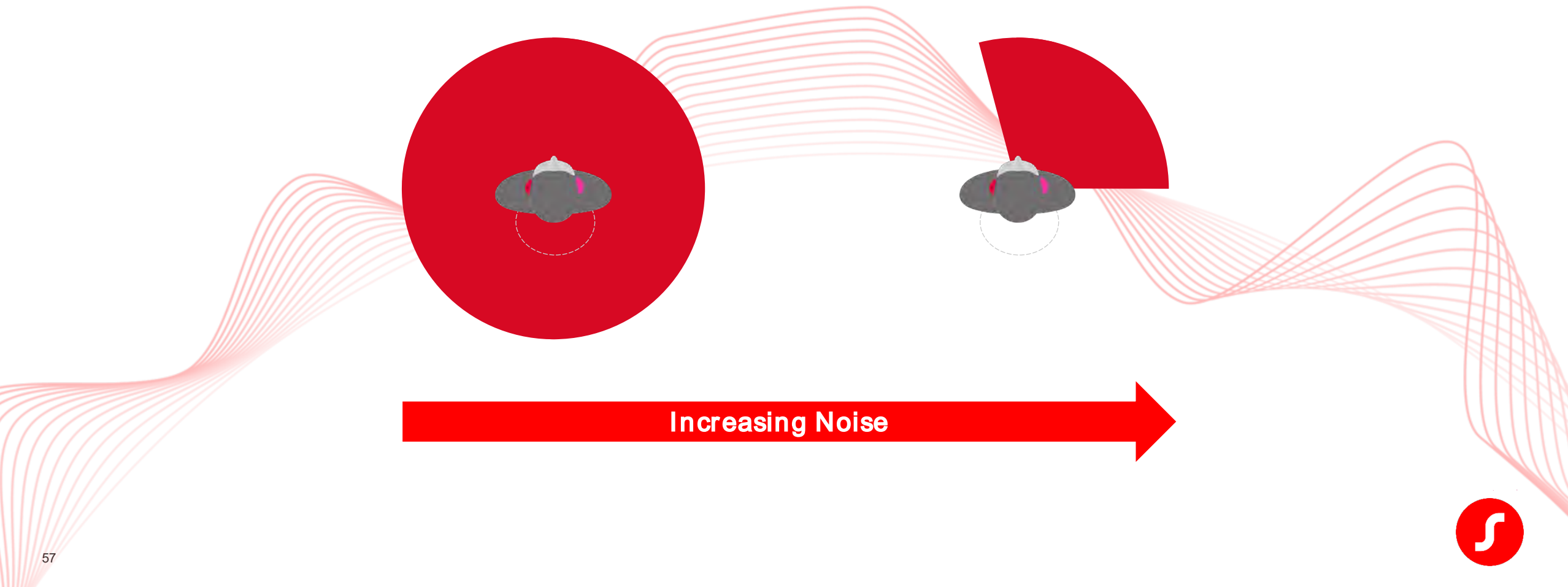
Dry & Clean Charger



Unique to Signia CROS IX

Skewed directionality toward unaidable ear

Directional pattern skewed toward the unaidable ear for improved speech understanding in noise



Seamless Connectivity



LE Audio Ready*

* Future firmware update required



IX Accessories

StreamLine™ TV

Direct high-quality streaming of TV sound.
Perfect and clear TV signal directly into the hearing aids.



StreamLine™ Mic

Stream audio from any Bluetooth device
Remote mic

miniPocket™

Discrete convenient remote control.



IX Wireless Programming



via Noahlink Wireless





Silk Charge&Go IX



signia

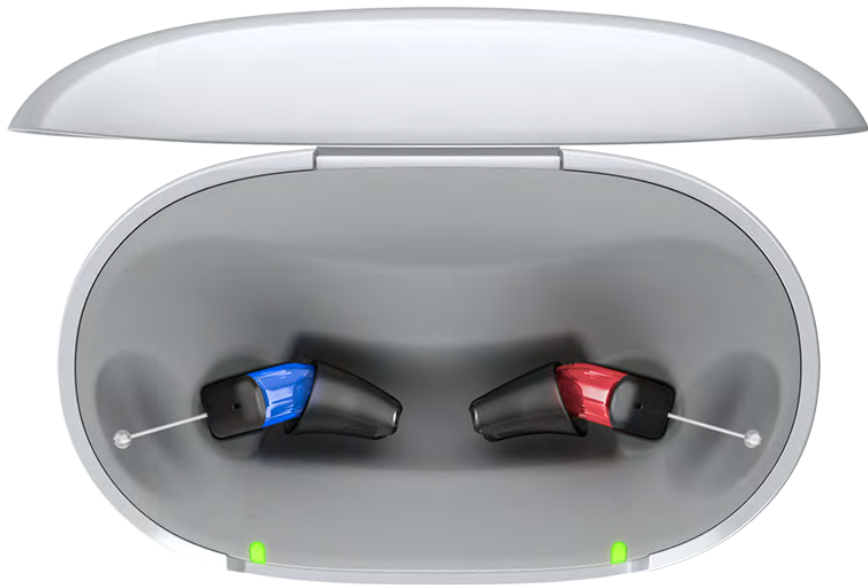
Be
Brilliant™

Seamless Hearing with Discretion

Silk Charge&Go IX



Upgraded to Integrated Xperience architecture offering a full 20% increase in computational power*



- Now with the convenience of rechargeability on the go
- Dynamic Soundscape Processing 3.0
- e2e wireless 4.0
- Extended Dynamic range 117dB
- Auto EchoShield
- Feedback Cancellation Improved
- All without compromising on size or performance
- Compatible with Charge&Go Silk IX CROS

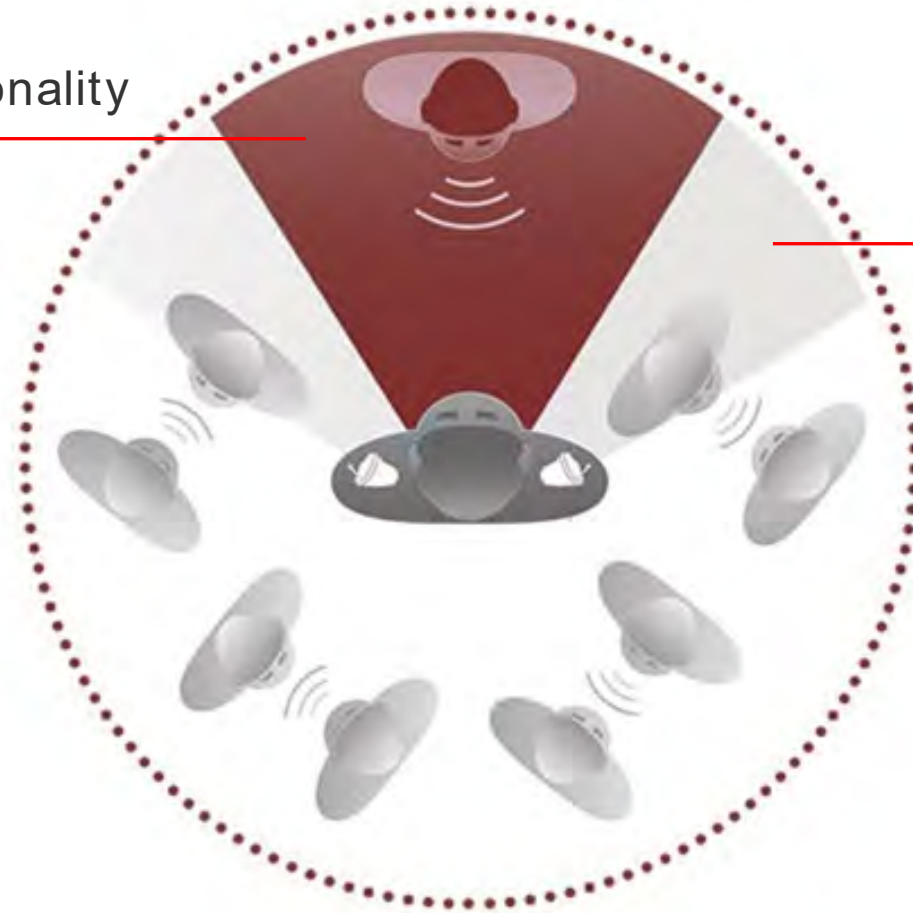
*compared to Silk X



The Only CIC With Binaural OneMic Directionality

Binaural OneMic Directionality

Natural pinna effect



Rechargeability Without Compromise

Silk Charge&Go IX



Fits mild to moderate hearing loss

50dB/114 dB SPL (2ccm coupler)

Power to hear all day

Up to 28 hours on a single charge

30-min fast charge provides additional 7 hours

Binaural OneMic Directionality

Focus on the speaker in a noisy environment

Unmatched Discretion

The soft, textured faceplate surface avoids reflections for added discretion

Convenient Control

Signia App or miniPocket via acoustic pairing



Thoughtful Design for Ease of Use

Silk Charge&Go IX



Immediate Fit with Immediate Impact

Silk Charge&Go IX

- Instantly fit with new ultra comfortable EarWear 3.0
- Custom earmolds



Mocha
with red/blue shell



Black
with red/blue shell



Components and names



1 Receiver connector

2 Canal end tip

3 Wax filter

4 Side indicator (blue text/L = left ear, red text/R = right ear)

5 Vent

6 Removal cord

Wireless Programming via ConnexxAir

Silk Charge&Go IX



Silk Charge&Go IX Benefits



New design

Soft-textured faceplate
Non-reflective for added discretion
No battery door
No additional mic cover needed

Rechargeable

Up to 28-hour wear time
4 additional portable charges

Binaural OneMic Directionality

Only CIC with added directional benefit

e2e wireless 4.0

Faster Binaural Link

More Processing Power

20% More than Silk X



Previous Battery-Powered Silk X

Updated

Dynamic Soundscape Processing 3.0

New Feature

SpeechStabilizer

More Coupling Choices

Custom mold or Earwear 3.0 tips/sleeves

More Flexibility

5 IX - 36 channels
3 IX – 32 channels

Improved Additional Features Thanks to More Channels

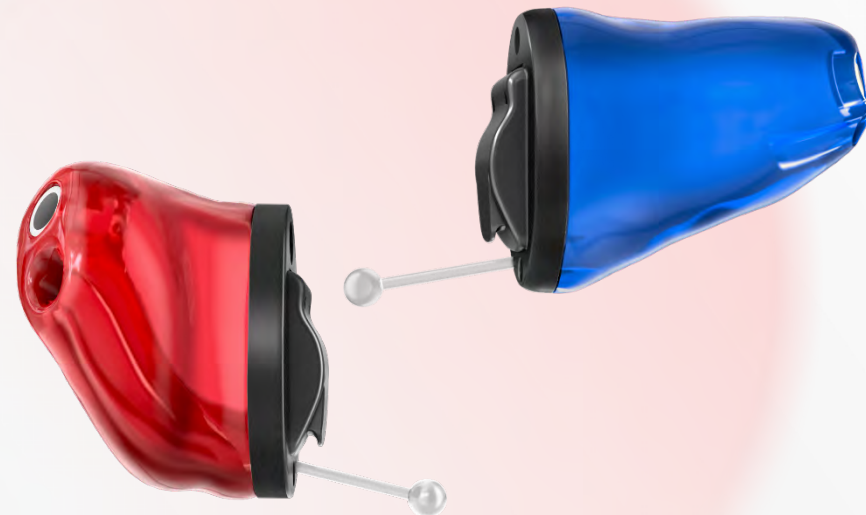
Speech and Noise Management
Sound Smoothing™
Tinnitus Therapy Signals or Notch Therapy
HD Music

Improved Features Introduced with Integrated Xperience

Auto EchoShield (7 IX)
eWindscreen
Feedback cancellation



Insio IX IIC/CIC



Be
Brilliant™



Insio IX IIC/CIC

7IX

5IX

3IX

CROS



Insio IX CIC



Insio IX IIC



Insio IX IIC/CIC: Engineered For Real Conversations

Floating mic
A more adaptable fit with
deeper insertion

Speech Stabilizer
Clearer conversations in dynamic
environments

Chamfered corners on battery door
Reduced visual impact



Our smallest design ever

Binaural OneMic Directionality 2.0
Enhanced access to speech in noise

Auto EchoShield
Clearer sound
in echoey environments



Insio IX IIC / CIC Introduces a New Faceplate Design: I3

I3 faceplate

- For CIC and IIC



Designed to optimize perception of small size

1. Shorter battery axel (for size-optimized battery door)
2. Chamfered corner of battery door (for size-optimized battery door)
3. Smaller programming pins
4. Floating microphone – allows for more flexible placement to achieve the smallest possible size



Insio IX IIC/CIC – Matrix Options and Battery Life



IIC

2 ccm coupler

50 dB / 113 dB SPL



CIC

2 ccm coupler

50 dB / 113 dB SPL

55 dB / 118 dB SPL

60 dB / 124 dB SPL



Up to 75 hours of listening

Power on/off by closing/opening
battery door



Insio IX IIC / CIC – CROS Compatibility



Compatible with CROS Silk Charge&Go IX

Must have e2e wireless 4.0

Non-wireless devices are not compatible with CROS



CROS Silk Charge&Go IX battery runtime:

Up to 28 hours

Note: This scenario would result in the Insio IX IIC/CIC using a size 10 zinc-air battery and the CROS Silk C&G IX would use the Silk Charger.



Available in 3 Discreet Colors



Available in 3 Discreet Colors



Mocha



Black



Dark Brown

Insio IX IIC / CIC – Use Control Options

Signia App

remote control adjustments
(acoustic pairing)



miniPocket™



Insio IX IIC/CIC – Wireless Programming

Wireless programming via Connexx Air*



* Only for devices with e2e wireless capability



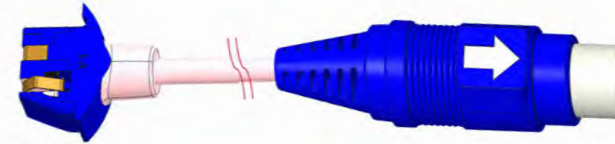
Insio IX IIC / ClC – Programming

Insio IX IIC / ClC can be made in versions with and without e2e wireless

- **Wireless** devices can be programmed with Connexx Air



Achieving the optimized battery door size of the I3 faceplate required the design of the new I3 Programming Adapter to fit



Note: Wireless devices can be programmed with the I3 programming adapter



Insio IX IIC/CIC Benefits



Custom design

New smaller faceplate
Floating microphone
Chamfered battery door



Previous Faceplate

Battery – powered solution

Up to 75 hrs
wear time

Binaural OneMic Directionality

The ONLY CIC
with added
directional
benefit

e2e wireless 4.0

Faster
Binaural Link

More Processing Power

Powered by IX
platform

Updated

Dynamic
Soundscape
Processing 3.0

New Feature Speech Stabilizer

Preserves
envelope and
acoustic cues
important to
speech

Custom Choices

Custom sizes
and designs to
accommodate
more ears

More Flexibility

5 IX - 36 channels
3 IX – 32 channels

Improved Additional Features Thanks to More Channels

Speech and Noise Management
Sound Smoothing™
Tinnitus Therapy Signals or Notch Therapy
HD Music

Improved Features Introduced with Augmented Xperience

Auto EchoShield (7 IX)
eWindscreen
Feedback cancellation



Signia Portfolio



Pure
Charge&Go IX



Pure
Charge&Go T IX



CROS Pure
Charge&Go IX



Pure
312 AX



CROS Pure
312 AX



Styletto
IX



CROS Styletto
IX



Silk
Charge&Go
IX



CROS Silk
Charge&Go
IX



Insio IIC/CIC
IX



Insio
Charge&Go
AX



Motion
Charge&Go
SP X



Motion
Charge&Go
P X

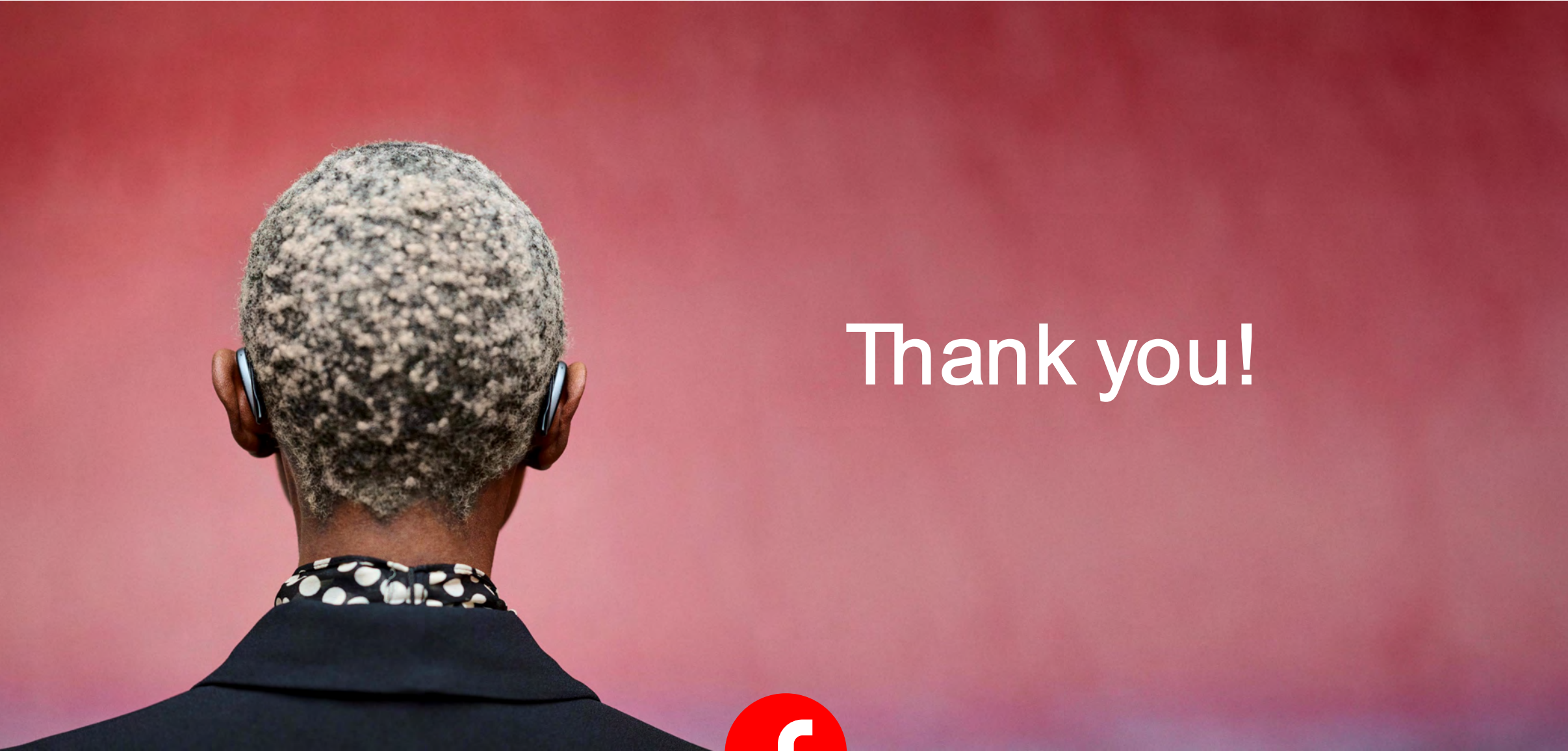


Motion
Charge&Go
X



Active
X



A photograph showing the back of a person's head and shoulders. The person has short, curly, grey hair and is wearing a black jacket over a black and white polka-dot shirt. They are wearing two black hearing aids in their ears. The background is a solid, deep red color.

Thank you!



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