

Universal Objection Handling *This can apply to all non-GN competitors today*

Regarding...	Objection Handling
Hearing in Noise	Beltone CrossLink Directionality 4 provides very strong SNR benefit, supports good sound quality for the user's own voice, and offers auditory awareness and spatial hearing benefits, all at the same time and in the same program. These are benefits that are unmatched among our competitors.
Environmental Classification	Beltone environmental classification has been shown to lead the hearing aid industry in accuracy, which means that our hearing aid features will activate and deactivate as they should, according to the user's surroundings.
Signal processing delay	Beltone offers industry-leading signal processing in terms of the group delay in the first default program. The first program is the most appropriate for nearly all listening situations, and is typically the only program that people use. The group delay is defined as the time it takes sound to enter the microphone of the hearing aid and exit via the receiver of the hearing aid.
Wind Noise	Beltone Wind Noise Reduction and split-band directionality both provide relief from wind noise, without compromise to other features such as directionality.
CROS/BiCROS	Beltone provides directionality options for CROS that offer more auditory awareness than competitors. The main reason to fit a CROS is to provide more audibility for sounds coming from the side of the poorer ear.
Connectivity	Bluetooth Low Energy Audio (BTLEA) is the FUTURE of connectivity – and Beltone leads the hearing aid industry by already fully incorporating it in Beltone Serene.
Rechargeable batteries	Beltone Li-ion batteries offer 80% capacity after 4-5 years, which means that the user does not have to worry about having their Li-ion batteries replaced for the expected lifetime of the hearing aid. Beltone rechargeable hearing aids offer a full day of use, even with streaming – without any compromise on the size or cosmetics of the device. We are able to offer this battery runtime without increasing the size of our hearing aids.
IP ratings	Beltone hearing aids are tested with the same IP testing as ALL other hearing aid manufacturers today: IP68. There is no assignment of a "+" to the actual IP rating system; the "+" only means that other testing or procedures were done in addition to the IP testing. Like other manufacturers, Beltone uses the same tests for ingress protection and robustness, including accelerated aging tests with biological stressors such as sweat, and environmental stressors such as humidity, extreme heat, cold and fog. In addition, Beltone uses nanocoating both inside and out, to provide long-lasting protection from moisture and debris.
Ease of use	Beltone offers Check My Fit to help users properly insert their receivers. This provides up to 11 dB more usable gain than if the receiver is improperly inserted by the user.