





signia

Quick Tips

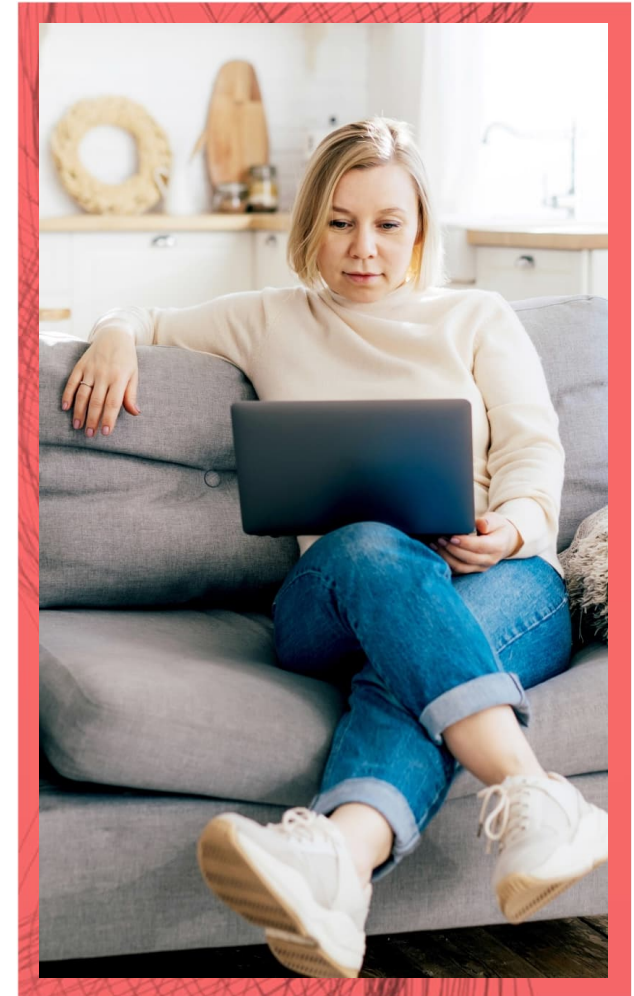
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Start with Signia: An Introduction

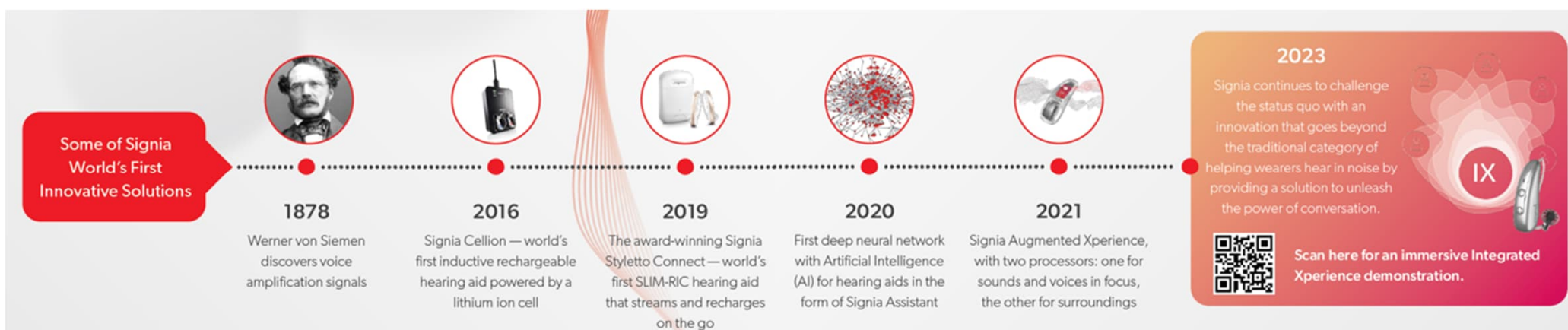
- Thank you for joining us to learn more about Start with Signia: An Introduction.
- For assistance with this course, contact AudiologyOnline (1-800-753-2160)
- Please visit the AudiologyOnline website for other live and recorded events from Signia.

<http://www.audiologyonline.com/ce/signia>

Danielle Robertson, AuD
Sr. Clinical Education Specialist



Signia's History of Innovation



140 years in the industry with many world's firsts

7 research hubs with over 1,100 employees

\$160 million annual investment in technology R&D

Pioneer of innovations across design, connectivity, and rechargeability

WS Audiology is the #1 patent applicant for conventional assistive hearing technology

25% of the hearing aids globally are powered by Signia technology

Augmented Xperience Changed the Game



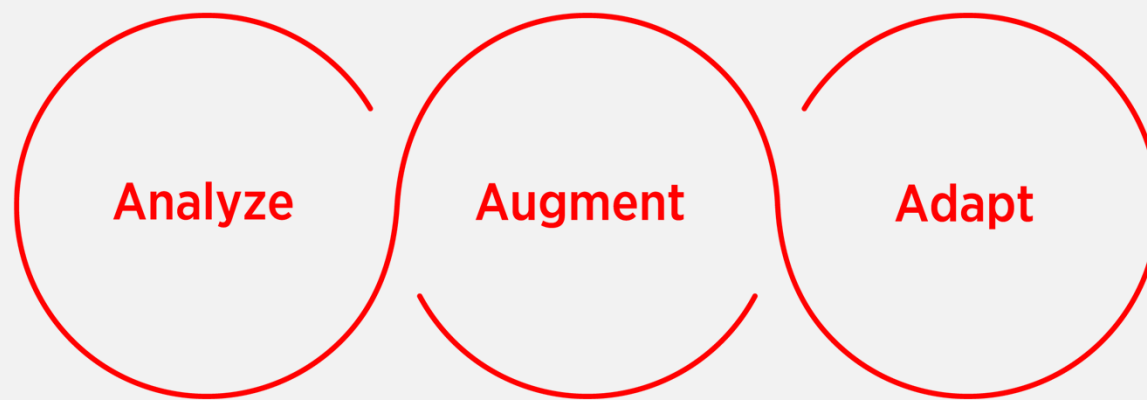
No Compromise in How Speech and Ambient Sound are Processed





Signia IX with RealTime Conversation Enhancement

A revolutionary three stage process that puts conversation first:

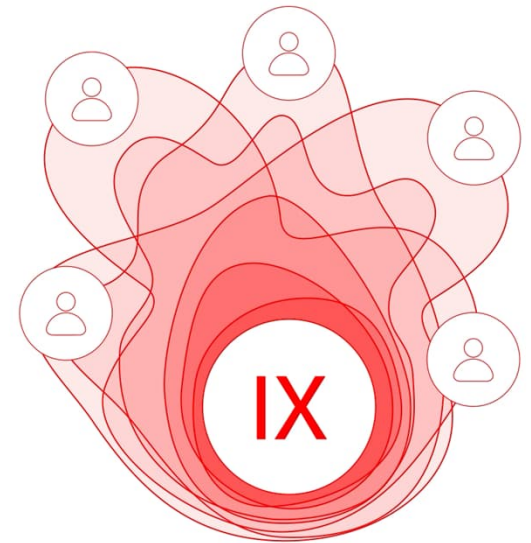


The world's first hearing aid with a multi-stream architecture capable of accurately pinpointing multiple moving speakers in real-time conversation

Signia Integrated Xperience Platform Named a 2024 BIG Innovation Award Winner



Signia Integrated Xperience
Hearing Aid Platform Named a
Winner of the 2024 BIG
Innovation Awards





Contribute Comfortably

Own Voice Processing 2.0



signia

Be
Brilliant™

Compromising Gain for Comfort

Own voice dissatisfaction is a common issue for wearers⁴

Traditional solutions to own-voice complaints compromise audibility for comfort:

- Reduce gain
- Increase vent size

And often do not solve the problem

56% of experienced hearing aid wearers with an open fitting were dissatisfied with their own voice perception⁴

With Signia, and OVP 2.0 you no longer need to compromise

Signia Provides a Solution Without Compromise

Double-patented Own Voice Processing 2.0 (OVP 2.0) preserves the familiar sound of the hearing aid wearers' own voice



Analyzing the sound environment, for the personal auditory fingerprint created from the interaction between the wearer's own voice/head, when they speak



Augmenting own voice perception, by rapidly applying compression to the wearer's own voice independently to the surrounding sound



Adapting continuously in real time, seamlessly optimizing own voice compression in relation to the environmental volume.

Contribute comfortably and with clarity, only with Signia and OVP 2.0

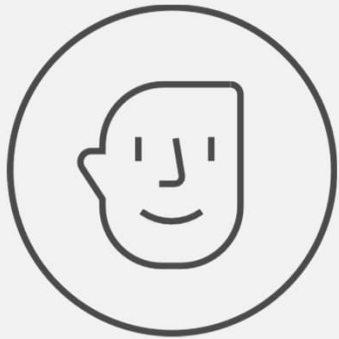
Fine-tuning in the Moment

Signia Assistant



Be
Brilliant™

Signia Assistant Offers Relevant Optimization in Real-time



- Easily accessed via Signia App
 - Intuitive chat interface
 - Offers intelligent support for sound customization and troubleshooting in-between appointments
- The world's first and only hearing aid assistant powered by a LIVE Deep Neural Network
 - Continuously updateable using real world data from real wearers in real situations
 - Performs complex optimizations of sound processing - based on user input and preferences - in real-time

Now even more powerful with RealTime Conversation Enhancement

Signia Assistant Empowers Wearers



Analyzes the wearer's listening situation and reported issues. Enhanced with Integrated Xperience



Augments the sound processing of the hearing aid instantly, to optimize sound quality in real-time

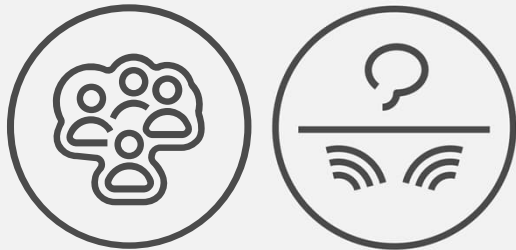


Adapts over time to the user individual preferences, and through updates from the cloud based on real world data

Signia Assistant evolves the client journey, so you have more time to concentrate on what matters

Unleash the Power of Conversation with Integrated Xperience

Access to group conversation



RealTime Conversation
Enhancement
Split Processing

Contribute comfortably



Own Voice Processing
2.0

Fine-tuning in the moment



Signia Assistant



3/17/2024

80%

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

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.



Expanding Access... by Design

Facilitate the client journey and reach more people together through:

- Creating aesthetic designs that promote a personal identity to empower wearers^{4,7}
 - To reduce self-stigma through changing their perception of a hearing aid
 - To change societal narratives
- Ultimately helping more people to unleash the power of conversation and contribute to life's magical moments

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

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.

Expanded IX Portfolio - Benefits

Pure Charge&Go IX



- Contribute to noisy group conversation
- Instant control
- Stream longer
- Connect in public venues
- Convenient

New

Styletto IX



- Contribute to noisy group conversation
- Less space on ear
- Hear all day
- Empowerment through design
- Convenient

Silk Charge&Go IX



- Hear better in noisy conversation
- Fewer appointments
- More discreet
- Convenient

New

Insio IX



- Hear better in noisy conversation
- Most secure fitting
- Most discreet

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Signia is a Leader in Technology and Design



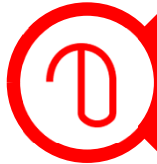
We've been helping the world hear for over 140 years



We supply 1 in every 4 hearing aids worldwide



Numerous awards for excellence and innovation



Unique product offerings



Pure
Charge&Go
IX



Silk
Charge&Go
IX



Styletto
IX



Insignia
Charge&Go
AX



Active
X



Motion
Charge&Go SP
X

Patient benefit
Clarity with comfort and discretion

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Reasons to Love Signia

Exceptional Style & Rechargeability

Unique designs

A broad rechargeable portfolio

Options for charging on the go





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TUNE OUT TINNITUS

Unique Therapies
For Lasting Relief



Treatments for Tinnitus

Amplification



Static Signal



Modulated



Notch Therapy



Signia Notch Therapy



Candidates for Notch Therapy

- Tonal Tinnitus: pure-tone, whistling, ringing or humming sound
- Any type and degree of hearing loss

Tinnitus pitch assessment via Connexx 9 software

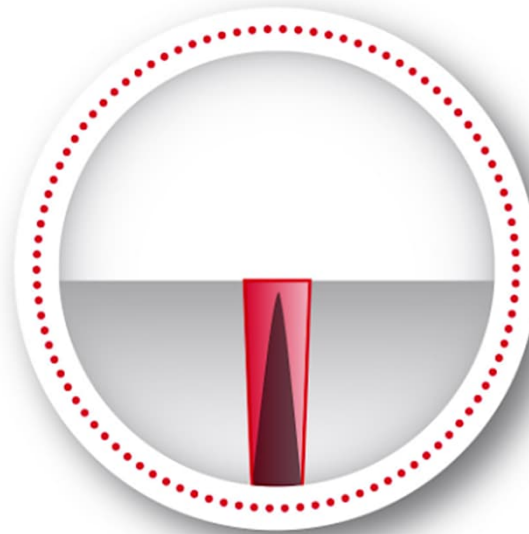
- Easy step-by-step process
- No additional tools required

Treatments for tinnitus

Notch Therapy

Relief without adding a masking sound

Unique to Signia: Tuning out tinnitus for a truly peaceful experience



■ Tinnitus frequency ■ Amplified background sounds ■ Tinnitus therapy

Signia Delivers Ways to Help You Succeed



Innovative Solutions

that make you more
competitive.



Unparalleled Support

that helps you
build your business.



Service Excellence

that makes your business
run better.

Signia Delivers you a better value



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Thank You!

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