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Starkey: No Rest for the Best

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- Welcome to today's course, No Rest for the Best, presented by Luis Camacho. It has been said that innovation is seeing what everybody has seen and thinking what nobody has thought. This month on AudiologyOnline, we're celebrating innovation in the hearing industry with our fourth Industry Innovation Summit. Thank you for joining today, and we hope to see you in other summit courses in our library, and if you've missed any, please go back and look for them. We would like to thank our title sponsor, CareCredit, and all of the companies who are participating in the 2024 summit. And now it's my pleasure to turn the microphone over to Luis.

- Thank you, Anna. And welcome, everyone, to our live session here today as part of the AudiologyOnline Innovation Summit. I'm Dr. Luis Camacho. I'm the manager of education and training at Starkey, and I will be your host for today's session that we are titling No Rest for the Best. Now, before we get into the materials, I do wanna run through a few housekeeping items. First of all, if you do have any questions throughout the session, feel free to go ahead and ask them. You know, open up the Q and A area, type in your question, and click on the Send button. I will be holding answers till the end of the session. I've got a lot of materials to go through today.

I wanna make sure we have the time to do that, but I will do my best to answer any questions that come through through the Q and A area throughout the hour today. As was mentioned before, there is a Resources tab. You can download the handout for today's session as well as access a link to any information about the course today. You can also turn on closed captioning with the caption CC button. Today's session is worth one CEU credit. If you are a part of AudiologyOnline's CEU program, after the end of today's webinar, you can log back into your account, click on your Pending Courses, and there, you'll have access to the multiple-choice exam associated with today's session.

Once you pass that, you will have earned your one CEU credit for today's session. And lastly, if you have any technical problems, you need some kind of assistance interacting with the classroom today, there are multiple ways to contact AudiologyOnline. You can call them at 1-866-782-9924. You can email them at customerservice@audiologyonline.com or simply use the Q and A area, and Anna will be able to deal with any technical issues you might be having. We do have three learner outcomes for today's session. At the end of today's session, you should be able to list the new updates to the Genesis AI product family. You should also be able to describe the updates to our custom devices, and I've got a lot of exciting information to share to you about our custom product line.

And lastly, be able to list the updates for the Pro Fit fitting software as well as the My Starkey mobile app. So let's dive in. I do wanna start with just a little bit of a recap of the last year. Last year at Starkey, we introduced Genesis AI, and, you know, we really emphasized that Genesis AI was all new everything. This launch was the culmination of a five-year project that really re-envisioned everything that you can do, you can offer your patients in terms of providing the best hearing possible, you having the best fitting experience with the software, and the patient have the best experience with the mobile app. It really did set a new bar for listening and overall health and well-being for your patients.

And it really all started with the development of our Starkey neuro processor. This is the industry's most powerful hearing aid processor. It's the only hearing aid processor with a dedicated DNN accelerator designed specifically to provide the best signal processing for your patients. And this is part of the reason it took five years to introduce the Genesis AI product line because it takes that long to really develop a processor of this size, power efficiency, and processing power for the best sound quality possible. It really lays the groundwork for everything that we're doing with Genesis AI and everything that you're going to see in terms of the updates in today's

session. And with the neuro processor and the neuro sound technology, really we're providing just impeccable crystal clear sound quality for your patients with a truly almost fully automatic listening experience.

The power of the processor is providing 80 million automatic hearing adjustments every hour. So as you work with your patients to get those hearing aids programmed to their listening preference, they can really put these hearing aids in and basically forget that they're even wearing them throughout most of the day and get that crystal clear, transparent sound quality. So, with Genesis AI and the introduction of the product line last year, we really were offering to you and your patients a full line of the best sounding, most durable, best-performing hearing aids in the industry, everything from the smallest of the small non-wireless IIC, all the way up through the family of receiver and the canal products and everything in between.

And just a few highlights, of course. I think everyone has become aware over the last year that with the Genesis AI product line, we have the industry-leading battery performance. The RIC RT offering your patients 51 hours of use on a single charge. The micro RIC, 41 hours on a single charge, and the custom rechargeables, the canal aid, the half shell through the full shell, 42 hours on a single charge. This is just unprecedented, and it truly is industry-leading. And, of course, with our zinc-air powered devices, really impressive battery life on the CIC wireless, the non-wireless IIC and CIC, as well as the 312 receiver-in-the-canal device. And while we were developing this product line, we wanted to make sure that these were devices that were the most reliable and robust for your patients that could really go with them anywhere, any place they needed, and they could rely that they would perform, and they would hear as best as they possibly can, and that's why, again, starting from the ground up, re-engineering from the inside out.

All of our lithium-ion rechargeable devices go well beyond the IP68 rating to be truly waterproof and, again, provide that durable, robust, reliable performance for your patients when they need them. Of course, we also introduced Starkey Pro Fit, a programming software that was designed by you, the professional, for you, the professional to allow you to have quick, simple programming personalized for your patients' listening preferences, but also give you the time that you need to really get into the important component of working with patients, and that is counseling, addressing issues, making sure they're having the best experience possible. And then lastly, the My Starkey mobile app. This is our most intuitive mobile app, allowing your patients to interact with their hearing devices however they desire.

It may be simply streaming. It may be creating custom programs. It really is designed around them and allowing them to interact in many, many different ways, or, again, just put their hearing aids in and forget about them throughout the rest of the day. However they wanna work and interact with their hearing aids, the My Starkey app allows them to do that. Now, with that quick recap, we know at Starkey that, you know, we wanna continue making sure that we're providing the best hearing and listening experience for your patients, and we're not gonna rest on our laurels in terms of the success and the industry-leading features of Genesis AI. We truly believe that there is no rest for the best, and we wanna make sure that we're always pushing forward with tools, features, products that you wanna offer your patients because you know they're going to get the best hearing and again, provide for overall health and well-being.

So let's dive into the details of the updates that we have to offer you and your patients with the Genesis AI product line. And with this introduction, definitely, better hearing has never been easier than before. It really is amazing what we're bringing to the table now with the Genesis AI product line. And I wanna introduce two very unique features for the Genesis AI products, and that is automatic Edge Mode+ and motion-based optimization. So we're gonna get into the details on these, but before, I wanna just

kinda step back and remind you of exactly what is Edge Mode+, and Edge Mode+ was introduced with Genesis AI. It's actually was an evolution of our first Edge Mode feature, and this is really putting the power of artificial intelligence and now even more advanced deep neural network signal processing into the hands of the patient.

So Edge Mode+ is an on-demand analysis of the environment. Essentially, with Genesis AI, in the 16, the 20, and the 24 level technology tiers, if a situation arises where the patient feels like they need a little bit more help, maybe it's a focus on comfort, maybe it's a focus on clarity, maybe it's a combination of both, they can engage Edge Mode+, and the system has been analyzing and kind of taking a scan of the acoustic environment and locks into place a whole new set of rules to really provide another level of performance, and this really just allows the patient to decide, hey, can I create a unique sound quality, a listening experience in the environment in the moment?

And then we also provide a level of what we refer to as listening intent features for the 20 and the 24 technology tier, so that within the mobile app, if they engage Edge Mode+, but they really wanna focus in on speech, or they really wanna focus in on maximum comfort, they can tell the DNN processor that that's their goal, and a different set of rules in terms of signal processing is put into place. Now, one of the things that we've been asked for since the introduction of Edge Mode+ is could we make it automatic? And the answer is yes. We have now enhanced Edge Mode+ in the 24 technology tier to be automatic, to provide automatic adaptation, which basically means that, again, if your patient gets into an environment where the default programming is not quite giving them exactly what they want, they can engage Edge Mode+, and Edge Mode+ will continue to scan the environment and put into place different approaches to signal processing if that acoustic environment changes around them.

So, you know, so, for instance, let's say you have a patient that goes into a coffee shop, it's loud, that, you know, it's maybe a little bit uncomfortable for them. They can engage Edge Mode+, be listening comfortably, get the benefit of that signal processing, but maybe they then leave the coffee shop and go walking down the street, and it's a noisy city street. The system recognizes that change to the listening environment and adapts and morphs to a different signal processing available to them. So it really does provide this continuous automatic scanning and adaptation if and when they need to go into Edge Mode+ and their environment changes around them. They also still have the ability to tell the system that it's speech that they want enhanced or that it's noise that they want to have maximum reduction for, so it really, really does provide another enhanced element of this unique tool in the industry.

On top of that, any Genesis AI product that's been fit previously, a level 24 technology tier, when you do the firmware update, those patients too will get automatic Edge Mode+, so you can bring this tool to your patients that you've already fit with a Genesis AI 2400 product. So just a quick recap in terms of the tiering and what's available in Edge Mode+ for your patients. The 16 and 20 level products get Edge Mode+. The 20 also gets that user intent personalization, and then the 24 gets the user intent personalization as well as the automatic Edge Mode+ performance once they've engaged it. So I think your patients are really, really going to be impressed with this new additional enhancement to Edge Mode+ in the 24 tiers.

I do wanna point out a little bit of research that's kind of hot off the press, and this, I think, really, really shows the benefits of Edge Mode+. We did a study comparing listening and speech understanding in noise to their default everyday setting and then engaging Edge Mode+ in these complex and difficult listening environments, and patients were able to get a better speech recognition of over 10% compared to their everyday default settings. So again, this really does illustrate the benefits of Edge Mode+ for your patients. So that's automatic Edge Mode+. Another element is

motion-based optimization. And again, at Starkey, we are really proud of the fact that we were the first manufacturer to introduce inertial measurement units into hearing aids, really taking a hearing aid from a single-purpose device to a multi-purpose device, allowing us to do things like activity tracking as well as, again, an industry exclusive, automatic fall detection and alerts, and we're utilizing these same IMU units, inertial measurement units, to also recognize physically what's happening to the patient and enhance their overall listening experience and sound quality.

So now, with the devices that have the IMU units in them, we're able to recognize the difference between small motions and more global body motions. So, for instance, for the 2400, sorry, the 24 level technology tiers, when the hearing aid recognizes very small motions, things that can occur from, you know, chewing, putting or taking your glasses on and off, putting on a hat, putting a scarf on, things that might ever so slightly move the hearing aids around could potentially cause a little bit of feedback. When these small motions are recognized by the inertial measurement units, the feedback cancellation system will automatically switch to its most aggressive setting to make sure that your patients don't experience those little chirps and whistles that can happen with these small types of motions of the ear and the hearing aid.

On top of that, we can also recognize in a full body motion, of course, so if the patient is doing something like walking, running, kind of moving around, and being more active, if the hearing aids had decided because of the listening environment to be in some form of directional modality, this physical movement will trigger the hearing aids to go into an omnidirectional mode to provide maximum spatial awareness, and this is available in both the 20 and the 24 technology tier. So, you know, what this does is it really allows the patient to be more aware of what's going on around them. Let's say they're, again, walking down a busy street. Perhaps the noise level would traditionally say let's go into a directional modality, but because they're in kind of a physical activity, physical motion, will go into an omnidirectional mode, making them more

aware of, you know, the car coming up behind them, the cyclist coming up and saying, you know, on your left, or simply just talking to a friend that's walking beside them.

It really does enhance, again, that awareness of their environment and provide a more personalized spatial situational awareness in that type of situation. So again, kind of in summary, with motion-based optimization, the 20 level technology tier gets this situational or spatial awareness component, whereas the 24 gets that as well as the more aggressive feedback cancellation when small motions are detected through chewing, head movement, and so forth to minimize and eliminate the potential for that little chirping that can occur. So another great utilization of our inertial measurement units, which again, we're really proud to be the first company to have even introduced those into hearing aids. We have also been promoting this concept that hearing care is brain care for many, many, many years, and, you know, we've been really excited to see outside research really validating this thought process that, you know, providing the best hearing possible to your patient also provides overall health and wellness benefits.

We know that there is a loneliness epidemic in the world right now, and anything that we can do through hearing to help provide greater social interaction, to provide more information for overall health and well-being, that's something that we wanna promote through the use of our hearing aids. So with this in mind, we've also made some updates to our overall personal health and wellness features within the Genesis AI product line and within the My Starkey mobile app, and the two that I really wanna point out here are what we're referring to as intelligent reminders, as well as updates to the social interaction information that's available to the patient and to the caregiver in both the My Starkey mobile app and the Hear Care mobile app.

So let's start with the social interaction component. Again, we know that having social interaction, conversing with other people, this is one of the best ways to combat the

side effects of hearing loss, the side effects of social isolation, and this is the number one thing that provides those benefits, and, of course, hearing aids is the way to do that. So now, within the devices, we're able to detect and differentiate between when the hearing aid wearer is speaking, the hearing aids can identify their own voice, and then also identify when the person is interacting or conversing with another person, and then this is broken down into the information provided via the different mobile apps. So the patient can see their interaction information under their Healthable and their Healthcare categories in the My Starkey mobile app.

The caregiver can also see this information and, you know, be able to check in using the Hear Share app and see. You know, their mother, their grandmother, their aunt, their uncle, whoever the loved one is that's sharing the data with them, they can actually check in and make sure that they are interacting with other people, that they're conversing, that they're socializing, and getting the maximal brain benefit of wearing their hearing aids. The other component of this are what we're referring to as intelligent reminders. Now, we've got two versions of reminders in the mobile app now, and this is exclusive for the 20 and 24 technology tiers. So when the patient goes into the More tab within the mobile app, that's on the lower menu bar to the far right, that icon on the far right, and they click into their reminders, they'll now see two different categories of reminders, a basic reminder and intelligent reminders.

The basic reminders we've had for some time now. This allows the patient to set a variety of different kinds of reminders that pop up as a notification on their phone but also stream to their hearing aids. So, for instance, they could remind themselves every day to take their medication, that they've got an appointment that week, that it's somebody's birthday. Any kind of reminder they want, they can set up in the My Starkey mobile app, have that pop up on their phone, as well as be streamed to their hearing aids. We've now also added intelligent reminders, which are essentially ways for the mobile app to remind the patient to do maintenance on their hearing aids, to

make sure they're working as best as they possibly can, as well as to remind them to put their hearing aids in if they've forgotten to do that during the day.

So when we look at these intelligent reminders, they can turn these on within the mobile app, and then the top category is hearing aid maintenance, and the patient can set this up to remind them either once a week, every other week, or once a month. And essentially, when the reminder is triggered, they'll be notified that they should run a self-check on their hearing aids so they can run a maintenance check on their devices and be verified that their hearing aids are performing in the manner that they're supposed to. If not, if the self-check shows a problem with, you know, say, the microphones or the receiver, they'll be prompted to clean those devices appropriately, run another self-check, and potentially they've solved that problem before they've even had to call you to set up an appointment to have you check their hearing aids out.

So it's a great way to just remind your patients that they should be doing regular maintenance on their hearing aids to make sure they're working the way they should. Then, you've got your insert your hearing aid reminder, and basically, the app knows the regular cadence of when they put their hearing aids in and connect to the My Starkey mobile app, and if that cadence is broken, they'll get a notification reminding them, hey, it's time to put your hearing aids in. So, you know, for whatever reason, maybe a patient's forgotten that day, they'll be reminded to do that through a pop-up notification on their phone, and then they'll put their hearing aids in and go about their daily business.

So here's an example of both of those types of intelligent reminders that could pop up on the phone. So you've got your run self-check notification there, and then you've got the wear your hearing aids notification to remind them to put in their devices. Just a quick summary on the reminders by tech tier. So again, your Genesis AI 24 and 20 have both the intelligent and basic reminder options. The Genesis AI 16 and 12 have

the basic reminder options only. Now, we know at Starkey that connectivity is an expectation from most of your patients today, and we are always striving to make that connected experience just better and better and better for your patients. So with this particular upgrade, we do have two new features available via the connected experience.

We've improved and enhanced the streaming sound quality, and we're really excited to be reintroducing asynchronous remote programming via our TeleHear remote programming system. So let's start with streaming. When your patients are streaming anything, whether it's phone calls, media from their smart device, once that stream begins in the My Starkey mobile app, that Edge Mode icon will change to an Adjust Sound icon. So essentially, this is an easy way for your patient to then go in and personalize the sound quality for streaming if they so desire. They don't need to be hunting through menus or anything. This automatic change of that icon on the home screen immediately happens once any type of streaming audio begins. If the patient wants to personalize, to fine-tune, to change the sound quality of their stream, they simply click on that Adjust Sound icon, and now they have access to some equalizer controls.

As you know, with Genesis AI, we introduced a whole new compression architecture, our additive compression, which allows us to really stream with the best sound quality possible into any program that your patient happens to be using. You know, there really isn't a need to have an automatic switch into a streaming program. We can stream straight into the program they happen to be using when they take that call or start playing music, but this allows them for even greater personalization of that sound quality. So once they click on that Adjust Sound icon, they now have access to three different equalizer controls. They can change the gain levels for the bass tones, the mid tones, and the treble frequencies, and they can turn these up or down as they desire.

What's also fantastic is, as you may be aware of, you may recall, you have the ability to set the default streaming sound quality both within the mobile app and the Pro Fit software by either adding a treble boost to the stream, a bass boost to the stream, or an overall boost to the stream. That remains, that feature is still in the app and the software, but the addition of the equalizer controls allows the patient to basically build upon this core sound quality that you've set up for them in the programming or in the mobile app. And with the equalizer, you've got basically five clicks up or five clicks down. Each step is two dB, so the patient could basically add an additional 10 dB to the sound quality if they wanted or reduce particular frequencies by up to 10 dB.

Another great feature of this particular update is these adjustments are what we refer to as sticky adjustments, and what that means is, you know, if I'm streaming in my everyday program, I take a phone call, and, you know, I like a little bit more treble and mid to really sharpen up the voices, so I go into that Adjust Sound icon, and I turn up the gain for the mids and the trebles. I hang up the call. The next time a phone call comes in, those same settings are still in there. As long as I'm in that everyday program where I made these adjustments, those adjustments will remain and be remembered by the mobile app. Same thing, maybe I'm in a music program that I've created, and then I go into the Adjust Sound when I'm streaming music, and I turn everything way up 'cause I like to listen to things a little bit more bassy or a little bit more aggressively.

If I happen to be in that music program and I start another stream, those settings will remain. So again, it makes things very simple for your patient. They can go in, they can personalize, they can set things up the way they want, and the next time they begin to stream in that particular program, those EQ settings will already be in there. A super simple efficient way to even maximize that personalization of sound quality while streaming. Now, I said we were extremely excited to be reintroducing our asynchronous remote programming. Some of you who have worked with Starkey for a while might have remembered that our first remote programming system was an

asynchronous approach, and, you know, it was very successful, but I do have to say that when the pandemic hit, and there was more and more calls for remote programming, at that time, the desire was really more for live, real-time synchronous approach.

So as we were updating our remote programming system, we went kind of all-in with the live synchronous approach, and we still have that, but you're going to see that our overall goal of our TeleHear system is improve patient outcomes in the manner that's appropriate for the patient and for the situation. I mean, that's really the benefit of having remote programming. Obviously, the best situation is a patient to be in your office, in front of you, so that you can counsel, you can ask questions, you can do discovery, make adjustments, whatever you need to do, but that's not always possible for a variety of reasons, and having this additional tool of TeleHear really provides another level of hearing healthcare to your patients.

So with remote programming, we now have both synchronous and asynchronous. So just another quick little reminder. Synchronous programming is essentially real-time. It's happening now, if you will. And I always think of this as it's just like having the patient in your office because you're seeing them and hearing them through the Pro Fit software. They're seeing you and hearing you through the My Starkey mobile app. You've set up an appointment time for this session, but the patient just happens to be somewhere else. You know, they're not in your office. They might be at home. They might be on vacation. They might be at work, wherever it might be, and you've got, essentially, almost the entire full feature set of Pro Fit available to you.

You make those changes. The patient hears them in real time and goes about their daily lives once you end the session. With asynchronous, this is a little different approach. Sometimes, this is referred to as store-and-forward programming. It's not real-time. You know, you're not sitting down in front of a camera and a microphone,

and the patient's in their mobile app with their camera turned on and interacting. Instead, they are sending a request to you through the mobile app, describing what kind of issues, adjustments they might need to have done, and you are then getting that request and making the adjustments, reacting, responding to that request whenever it's convenient for you. So again, you don't need to set up a dedicated appointment time.

You don't need to be sitting down in front of your computer with your camera on. It's very convenient for the patient, and it's very convenient for you. So I do wanna run through just kind of an overview of the process. I'm not gonna go into tons of detail here. And, in fact, this might be a good time. Just to let you know, in the coming weeks, we will be having more targeted courses here at AudiologyOnline that dive more into the details of many of the topics we're talking about today. This is a little bit more of a highlight reel in terms of the launch of this particular update. Today literally is the first day the world is hearing about this information, and I'm excited to be doing it here at AudiologyOnline with you.

So let's look at the process of asynchronous remote programming. So the patient, through the My Starkey mobile app, submits a help request. So they go into TeleHear in the app. They select, you know, the asynchronous approach, and they send a notification to you saying, "I need adjustments with X, Y, and Z." They're immediately notified in the app that, yep, they successfully sent a request to their hearing healthcare provider. The professional gets a notification via an email that their patient has sent them a request for adjustments via the mobile app. At that point, the professional can make adjustments and send them back to the patient via the cloud. And what's fantastic about this is this system is done entirely through a cloud-based programming component.

So you, as the professional, you don't need to log into your work computer, pull up Pro Fit, you know, pull up their patient file, and make adjustments. You can do this on any computer where you have the ability to log into your TeleHear account and your portal account. You could do it on your tablet, your iPad, and do it mobilely. You could do it from, you know, the kitchen table later that night if you so desire because we're using a cloud-based version of the programming software. So once you make those adjustments, you send them back to the patient. They get a notification in their mobile app that their professional has made the adjustments and sent them on to them via the cloud.

They can then pull those settings down from the cloud and compare and contrast them to their existing settings. And so maybe the patient was saying, "Well, I need a little adjustment, you know, because everything's a little tinny." You know, you can send them some new adjustments. They can be toggling between the current settings and the new settings. What's also fantastic about this is they can do that in the environment where they're may be having the issue. Maybe this tinniness thing is really only happening when they're at work, and so they can go to work, toggle between the two, and then they can either accept or decline those adjustments. Once that decision has been made, that TeleHear portal, that TeleHear dashboard that you have will update with the results, and then you go from there.

If they've accepted them, that might close out and end this whole session. Maybe they've said nope and sent back a request with a little bit more information, and you can start again and send them some new adjustments which they can then test out. So it really does allow the patient to send their request when they're in the environment where they're noticing the issue, but it also allows you to react and provide those settings, those changes at a time that is appropriate and convenient for your work schedule also. It's really a unique approach and a different approach to it. So with the asynchronous adjustments, again, this programming can be accomplished from

anywhere. Since it is a fully web-based version of the programming software, again, you don't have to have your work laptop or computer available when you wanna do this.

Maybe you set aside some time, you know, every late afternoon when you're having a cup of coffee sitting in your break room instead of sitting in your office. You simply log into your TeleHear portal, you make your adjustments, and send them to the patient. And again, this can be done on a computer or a tablet, so it adds another level of convenience to you as well. So now, when it comes to your programming tool belt, of course, you've got your in-office appointments that you do every day and see your patients every day, but you also have the ability to do live remote programming if that's the best way to do it in terms of TeleHear, and now the asynchronous remote programming whenever that's appropriate and the most efficient way to interact with your patients and the programming software.

Now, a few little kind of icing on the cake features that I wanna point out here, and I'm gonna run through these relatively quickly. We do have a brand new premium StarLink 2.0 charger. We've made some updates to what we used to call Auto On/Off. We're now referring it to Auto Sleep. We've done some improvements to our Multiflex Tinnitus Pro feature, and we will soon be introducing SCIF-compliant hearing aids. So let me just give you a few little details on these updates. Number one, updates to the chargers. So last fall, we introduced our 2.0 StarLink chargers for both custom and RIC devices, and we're excited to introduce the addition of the premium version. So by premium, I mean these now have onboard batteries for portable charging.

With a full charge on the onboard battery, your patient can charge their lithium-ion devices three full times on the go. These do also have built-in turbocharging and utilizes the standard USB-C charger cable. As you can see here, there is a little visual difference where the indicator lights are placed. So inside, you've got your dot lights for

the hearing aid charger status, and then you've got these LED bar lights to indicate the status of the onboard battery. We also have some identifying markers on the bottom of the chargers. So technically, we have three premium chargers, the micro RIC charger, the RIC RT, and the custom chargers. On the bottom, if you look, flip these over and look, you'll notice that the premium chargers have a little battery icon, so that's a quick way for anyone to just look at the chargers without even opening them up to show that, oh, yep, these have the onboard lithium-ion battery.

Updates to Multiflex Tinnitus Pro. With Multiflex Tinnitus Pro, we do have three different approaches to tinnitus management stimuli. You've got white noise, which is available in all technology tiers. You've got audiogram-shaped noise, which is available in the 16, 20, and 24. And then, you've got the custom noise generator in the 20 and the 24, which utilizes this kind of a tinnitus wizard, as we refer to it, where you measure minimum detection levels and minimum masking levels of the stimuli. Now, on top of this, we are now adding what we are referring to as a tilt control. Essentially, what this does is it allows you, the clinician, to utilize this, I kinda refer to it as teeter-totter control, which lets you shift the emphasis of the stimuli either towards the low frequencies while reducing the highs or the opposite, increasing the highs while reducing the lows, so it's a quick way to further personalize the sound quality of that tinnitus stimuli.

And then SCIF-compliant hearing aids. Now, these are coming here in the next three to four months. We are still in the process of getting, you know, verified and approval from the US government. If you're not familiar with SCIF-compliant hearing aids, SCIF stands for sensitive compartmented information facility. Essentially, high-security environments where government or private sector employees are not allowed to have two-way audio in their devices. So when you order a SCIF-compliant hearing aid, essentially, these hearing aids come with any type of two-way audio disabled, meaning

the microphones on the hearing aid are not allowed to send information to a smart device or mobile device. So two-way audio for Apple products is disabled.

You cannot use the smart assistant, the translate, or the transcribe feature. These will be available for government services audiologists through their ROES ordering system. They are also available in the eStore for those private sector professionals that work with customers, with patients that work in these types of high-security environments. When they're read out in the Pro Fit software, they will be identified there in the hearing aid and patient information card as SCIF devices. And again, these will be coming here in the next three to four months. And then auto sleep. We used to refer to this to Auto On/Off. And to really more represent truly what's happening with the hearing aids, we have updated the nomenclature.

So when you are programming the user controls, before, it used to say Power Off. It now says Sleep Mode 'cause that's essentially what the patients are doing. They're putting the hearing aids into a low-power mode, not turning them completely off. In the Fitting Summary, where the Auto On/Off ability was engaged, it now says Auto Sleep. The performance is the same. If there's resting, not moving for 15 minutes, they will go into that sleep mode. And then the indicators have also been updated in terms of their naming. Before, they would say Power-On Sound and Power-Off Sound. They now say Startup Sound and Sleep Sound. They sound the same, but the nomenclature is updated. This will be updated via firmware as well.

So that is a lotta new stuff for Genesis AI, things that we're really excited about, and I think is gonna bring a whole new level of listening experience and overall experience with hearing aids to your patients, but I've got one more thing. We're incredibly excited to introduce Starkey Signature Series. Starkey Signature Series is the industry's premier smallest of the small premium-level custom products. You know, truly nothing is smaller, and nothing sounds better. This is a full new line of 24 level technology tier

only tiny custom products. Starkey does custom products better than anybody else, and this Signature Series is kind of the culmination example of what we can do with custom technology, and we're really excited to be introducing the industry's first truly custom rechargeable CIC.

No one's been able to do this before. We're the first to do it. This is something that we get asked about every day, and we've brought it to fruition for you. Again, this is exclusively in a 24 technology tier. Lithium-ion rechargeable. 38 hours on a single charge. That's amazing with the size of this product. Uses the latest neuro processor signal technology. It's also waterproof, IP68+. It uses the same custom chargers with the intuitive and easy-to-use charging capacity. And even though this is listed as non-wireless, it does use a low-energy wireless system for wireless programming, making your life easy when it comes to programming these devices. We've come up with a new unique venting approach to make sure this face plate is as small as it physically can be, what we're calling a custom vent, where the vent goes through the shell and not through the face plate, which keeps the diameter of that face plate as small as possible.

And as I mentioned, like all of our lithium-ion devices, these two are tested well beyond IP68 to get into that waterproof category, engineered from the inside out. I mentioned the wireless programming. For best performance, we do recommend you use a Noahlink 1 or 2 wireless programmer. With the low-power component in the device, this is going to provide the best robust connectivity for programming, allow you to have a good distance away from the programmer. We are compatible with our proprietary StarLink 2.4 programmer, but the Noahlink is, I have to say, more up-to-date than the StarLink programmer. You may need to be a little closer to your programmer if you're using ours compared to the Noahlink. So if you haven't invested in a Noahlink programmer, I would go ahead and do so now because I know you're gonna wanna fit this product as effectively as possible.

We're also introducing a brand new 24 technology tier CIC non-wireless zinc-air device with a seven-day battery life. You do have the option to go up to a 312 battery, which will give your patient 10 days of battery life, but the face plate will be a little bit larger. Again, this is using the latest updates to our neuro processor signal processing and sound quality features. And to bring it to another level, both the CIC rechargeable non-wireless and CIC non-wireless zinc-air also now have Edge Mode+ available to your patients via the push button, and this is something that we've been asked for over the last year, and we're bringing it to you exclusively with the Signature Series 24 products.

You can program with the default push button on there. Program that push button to Edge Mode+, and the patient simply pushes the button to engage Edge Mode to get that extra oomph of sound quality, that unique signal processing in the moment when they need it. Just a tremendous new feature for the CIC non-wireless and rechargeable non-wireless devices. We're also introducing our 24 tier's Signature Series IIC non-wireless. This particular product, again, using the latest in our signal processing updates via the neuro processor. It is exclusively a 10A battery. This is the smallest of the small and is rated at IP68. I do wanna mention, obviously, the CIC non-wireless zinc-air and IIC non-wireless zinc-air, because they've got the battery door, we cannot seal them up quite the way we can with lithium-ion devices, and, therefore, they're not IP68+ and waterproof.

But, as with all of our zinc-air devices, we are at IP68, so these are the highest rating ingress protection for any hearing aid when it comes to zinc-air devices. And you could see with all of the Signature Series products, you've got a wide range of face plate colors, and then you do have different options for the shell color as well. When it comes to the CIC non-wireless and IIC non-wireless, these are programmed via cables, and so you can see the programmers that are compatible with these devices here.

We're compatible with the Hi-Pro 2 and Hi-Pro USB, the SpeedPort 2, and the Noahlink wired programmer. You'll be using the Starkey purple programming cables and the Starkey orange flex strips for programming of these devices.

So with the introduction of Signature Series, again, this is the industry's premier smallest of the small custom products. Again, nobody does custom products like Starkey. We do it better than anybody. No one can make small hearing aids powerful, best-sounding hearing aids the way we can, and that's what these products are. Premium level, 24 technology tier only. A full line now of tiny custom devices, bringing some firsts to the industry with the first true custom rechargeable CIC and that ability to have Edge Mode+ programmed on that push button in both the CIC zinc-air non-wireless and the CIC rechargeable non-wireless. Just another level of sound quality for your patients that want these small custom devices.

So I know that's a lot of information, but we are, again, really excited, and I'm really happy to be introducing this information to you here at AudiologyOnline really for the first time. Today is the official introduction of all of the Genesis AI updates in terms of signal processing, software updates, mobile app updates, and then the introduction to the world of Starkey Signature Series. These products will be available to order kind of over the next few weeks. Our network customers, our network partners will be able to order these products starting on March 5th and then open to the rest of our customers starting on March 19th. So I wanna thank everyone for joining me today. I think you can see how excited we are with this update to Genesis AI, really the industry's, you know, flagship product in terms of sound quality and hearing, and again, the introduction of Starkey Signature Series.

I'm going to take a quick look at the questions. "Can you explain what the automatic adaptation with Edge Mode+ is?" What I mean with Edge Mode+ and the automatic enhancement on the 24 level technology tier. So Edge Mode+, in its original inception,

if you will, is not a feature that changes with the environment, so when you engage Edge Mode+, it locks in the new signal processing and doesn't change. Essentially, the assumption is that the patient is in this listening environment. They need an enhancement for comfort or clarity or a combination of the two, and those rules around frequency response, adaptive features like directional mics, noise management, compression, anything that you think of, those rules are locked into place, and essentially, they don't change, and the patient would disengage when they leave that environment or if that environment were to change around them.

You know, the assumption is that that patient is in that situation until they tell the hearing aids otherwise. With the automatic enhancement, now in the level 24 product, if the patient feels the need to use Edge Mode+, they engage Edge Mode+. It sets a new set of rules for that acoustic scene, but if the scene changes, the signal processing of Edge Mode+ will change with it, so no longer will the patient need to disengage and then reengage if, let's say again that they're in a noisy restaurant, and they go into Edge Mode+, but then the environment changes. Maybe suddenly, music starts playing really loud versus a lotta people talking. Edge Mode+ is constantly scanning and saying, hey, we've had a change to the environment.

Let's change how we're processing that particular sound quality. So it provides another element of ease of use for the patient when they feel the need for Edge Mode+. And I do want to emphasize that this isn't a feature that people need to be turning on all the time. With those 80 million automatic adjustments and working with you, the professional, to program their hearing aids, for the majority of their everyday environments, most patients won't engage Edge Mode. Some may not even engage it every day. Some may engage it once a day, twice a day, so it's not like they need to turn on Edge Mode+ and leave it on all day long. When they need it, they engage it.

With the 24 and automatic, it'll adapt to that environment, but when they get back to a more typical listening environment, they should just disengage it again and let their normal automatic signal processing kick in. So, hopefully, that answered the question. "What does music mode do that personal mode with automatic Edge Mode+ doesn't?" So a music program is very unique in that we utilize a completely different fitting formula for music. We know that music has unique characteristics, and many patients, many listeners want the sound quality for music to be amplified differently than speech. So for your patients that are very particular for music listening, I always recommend giving them a dedicated music program because it will approach the dynamic range of the incoming music differently.

It'll approach, basically, the bandwidth differently, soft versus loud differently than speech. So it's a different thought process than Edge Mode+. You know, it really is for that situation where a person says, "I just wanna listen to music, and I want it to sound in a very specific way." That's what a dedicated manual music program is for. That's different from Edge Mode+, and you get into a noisy restaurant, and there's a lotta music playing, and it's a little overbearing. That's where Edge Mode+ would come in. "How is feedback reduction working with the motion-based optimization?" Basically, what this is doing is, you know, if, you know, they've got one of those very mobile ears, if you will, and they start eating, or again, you put on a scarf, and the hearing aids are moving a little bit with the head that's changing the feedback path, if there's a chance that feedback could occur because of these head movements, jaw movements, putting a hat on, whatnot, we're going to temporarily make the feedback cancellation more aggressive to reduce the chance for a little chirp to happen because the hearing aid's shifting around in the ear.

When that motion stops, the hearing aids go back to whatever the default feedback cancellation setting is because the ears aren't moving the hearing aids around and creating a change in the feedback cancellation pathway. It may or may not be needed,

but it's an added level of performance to make sure that feedback doesn't occur. One last question. I know we've gone over the hour mark here. I'm gonna answer this last question, "Are the hearing aids detecting the wearer's own voice for interaction?" And the answer is yes. So the hearing aids can tell when the wearer is speaking versus incoming conversation, and that makes the interaction information in the mobile app and the Hear Share app more accurate so that we know and the patient knows, more importantly, are they reaching their interaction goals, essentially, are they reaching those social interaction and auditory stimulation goals that they want to maximize the benefits of wearing hearing aids?

So, yes, that is exactly what happens. Let's see, one last question, "Does Edge Mode get engaged with a mode change?" I'm assuming that means with a program change, and the answer is no. The Edge Mode does not get engaged when you change the program. This is something that is a dedicated, specific request by the patient, either through the mobile app or the user control if they've been set up that way to engage or disengage Edge Mode+. So I'll make that the last question. Again, thank you, everyone, for joining me here today on AudiologyOnline. Look for more specific courses on all of these topics in the next few weeks, and have a great rest of your day, thank you.