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Lumity Updates from Phonak

Presenter: Aly Hoffman, ScD

- Hello, everybody. My name is Aly Hoffman, and I am a Clinical Trainer with Phonak. And today, we are going to talk about some exciting additions to the Lumity portfolio. So, after our session today, you will be able to list the Lumity portfolio in its entirety, you'll be able to describe when you might pick a specific Lumity product for certain patients, and you'll also be able to explain the importance of Roger technology. Now, back in 2022, we introduced Lumity to the world and we talked about how SmartSpeech Technology focuses on the number one reason patients are seeking hearing aids, and that's to improve speech understanding in noise, in quiet, everywhere. And SmartSpeech has been proven to improve speech understanding and reduce listening effort in a variety of different situations.

SmartSpeech Technology is driven by AutoSense OS 5.0. Now, this is the 5th generation of AutoSense OS, and it was developed and refined using machine learning and millions of real-world sound recordings. It's going to scan the environment 700 times per second so that it can adapt to the unique listening environment of your patients. And it provides over 200 unique setting combinations so that patients can go throughout their day easily. With universal connectivity, sound quality, and first fit acceptance being the reported favorite aspects of Lumity from providers like you, I found it very interesting that 86% of hearing care providers say that Lumity delivers a great first fit experience. But, of course, it's just not providers who are enjoying Lumity, we see that people who wear Lumity love Lumity and they talk about how comfortable they feel, what a difference it makes being able to hear normal conversations again, and how pleased they are with the sound quality of the hearing aids.

So, today, we're going to introduce how we can offer Lumity to even more people who need a hearing solution. Now, Phonak is dedicated to continuous improvement in many areas, and you're going to see in just a little bit as we introduce some of these new solutions. And as part of that promise, we look beyond just the product. So, these are four pillars where we really hold ourselves accountable to ensure that we can provide

excellence to you as our customers, and so that you can provide that to your patients. So, the first one is quality, and we are continuously improving our patients and our products for your patients. But it's beyond just product, we're looking at the quality of all of the solutions and the resources that we provide to you.

With the customer experience, again, this is listening to your feedback in an effort to make improvements and deliver solutions that you and your patients are looking for. Expertise goes beyond just evidence that we provide, although there's a lot of evidence to be found, but there's also audiology and product expertise, trainings, and business guidance. Innovation goes well beyond product because it's innovating the solutions and resources that we can provide to you. So, you'll see a little bit of all four of these pillars as we go throughout our session today. Now, we are always looking for feedback from providers, and we've heard you. At the end of the day, you need a solution that is going to satisfy your patients and deliver peace of mind knowing that it meets their needs.

We offer a broad range of durable IP68-rated solutions to meet all of these needs. And our products are very rigorously tested to ensure that they can withstand whatever throws your patient's way. And we're gonna go into some of those tests. We're also committed to constantly improving and delivering an even better product day after day. So, ultimately, our products are proven more reliable with each launch, including Lumity, which is actually 30%, has a 30% reduced service rate as compared to Audeo Paradise and a 60% reduced service rate as compared to Marvel. So, this is just one example of our constant drive for innovation. Now, I mentioned IP68 products, and we do offer a very broad range. One thing I think is unique within the spectrum we see here is that we have a custom device that has been rated IP68, and that is our Titanium.

Now, the standard for pretty much all of our products is this IP68, and it's to ensure that you have this proven solution for your patients. And remember, with IP68 rating, it takes submersion for up to three feet for an hour in fresh water to earn the rating. And, of course, the device has to keep working after that. So, with these ratings across the entire portfolio of solutions, you can really rest assured that our hearing aids are built to last. And, of course, when we think about that life model, we are going well beyond the standards of the traditional IP68 testing. Now, Phonak hearing aids undergo 128 individual test protocols to ensure reliability. So, this may go from immersion into pressurized salt water to maybe thousands of presses of the Push button.

There are comprehensive test batteries, including stress tests and electromagnetic tests and mechanical tests, opening and closing that battery door tons and tons of times. There are so many different ways that we are ensuring that we can really demonstrate our commitment to developing all of these products while still delivering the sound quality that you and your patients are used to so that you can enjoy peace of mind that you're fitting a great product and your patient can have peace of mind that the product is going to be reliable day in and day out. So, those are just a few of the different tests that you saw there. We've got even more that are listed out here because we know that your patients may step out into a rainstorm, they may go on vacation in a humid tropical paradise, they may go skiing in the Alps.

Your patients need to hear their best regardless of where they are, and we want to ensure that our devices can survive those harsh environments. So, as you can see, there are many, many different tests that are done. The goal, of course, is for your patients to use their hearing aids for as long as possible throughout the day and for the lifespan of the devices. And our mechanical tests are designed to ensure that your patients are going to have hearing aids that can withstand years of regular usage while still functioning normally. Now, we believe in pushing the boundaries when it comes to

durability and reliability. So, not only are we doing all of these tests, but we are actually pushing the limit to really see how long we can get them to last.

So, when we do things like the charging cycle testing, we are testing them out to what would be the equivalent of six years, seven years, to really see what the extensive usage could be of these devices. So, we want to ensure that we can provide this unmatched quality and reliability for years. So, we really do take pride in going beyond when it comes to ensuring longevity of our hearing aids. So, we've got all of these verification tests that are designed to meet different specifications. And, as I said, really to push those limits, we actually use what we call mean time to failure testing. So, pushing things to the limit and to really figure out how much longer will the hearing aid live kind of over what we'd expect from our hearing aids by default.

And this forward-thinking method really helps us to uncover weaknesses, drive innovation, and improve our hearing aids for your benefit. We don't just stop there, we're also benchmarking and internally comparing our previous platforms with the current one to ensure that our new hearing aids outperform the previous models. And we're also using this information to set new industry standards. Our goal is to exceed expectations and deliver unmatched longevity backed by this rigorous testing and continuous improvement. So, speaking of all these expectations, now it's time to introduce you to the additions to the Lumity platform. So, this launch comes in response to your feedback. We recognize that it was important for you to have additional models at your disposal to help as many patients as possible.

And as a result, we have updated the Lumity portfolio that is going to include the Audeo L-312, the Naida L-SP with a size 13 disposable zinc-air battery, the Sky L-M with a size 312 disposable zinc-air battery, and the Sky L-SP with a size 13 zinc-air disposable battery. And, of course, there are also updates to the apps as well. With these new additions, we give you more Lumity options to meet the varied needs of

your patients, plus the added convenience and flexibility for your new and existing patients. All of this in addition to the proven hearing performance of Lumity that has already helped so many of your patients. So, we'll start with the Audeo 312.

Now, Lumity has been a pretty massive success. There have been over 1.5 million Lumity devices fitted worldwide. And with this launch, we give you the additional flexibility that you are looking for with the new Audeo L-312. This is giving your patients that proven hearing performance with the zinc-air battery option for those that prefer a non-rechargeable solution or maybe just something that's a little bit smaller. Now, the biggest question that we've gotten is battery life. So, we anticipate that wear time is going to be at about 121 hours with that 312 zinc-air battery. And, of course, Audeo Lumity 312 is available in all of the standard colors and the fun colors for personalization and customization. Good news, there are no new receivers to think about, so you are going to have the option of either the SDS 4.

0 with CeruShield or SDS 5 with CeruStop when you place your order. Now, if not specified, the default is going to be SDS 5. You will no longer automatically receive those retention lines or three sizes of open domes with the new receivers, and this is all to reduce waste. We found that so many people took the receiver out of that packaging and tossed the rest in the garbage. So, now when you order the SCS 5 receivers, if you want the retention line, you add them to the order at no charge. And you can select any of the dome options that we have, and rather than getting three domes, you're going to receive a 10 pack of them at no charge. So, this is allowing for you to get what you really need and get more of it and just be a little bit more smart about those orders.

Now, what you'll notice here is that the Audeo L-312 is not compatible with ActiveVent receivers. We're going to talk about this a little bit more in depth shortly, but it's important to remember that the ActiveVent receiver is very quick acting and it needs to be able to kind of respond to the demand and receive a change in power voltage so

that that vent can open and close as AutoSense dictates. Only a rechargeable battery can supply that kind of demanding power, which is why we aren't going to see that compatibility with a zinc-air battery option. Now, just to take a little bit of a closer look, you're going to see slightly different labeling with the new receivers.

So, that little white bar on the side of the SDS 5 receivers right next to the length and strength of the receiver is an easy way to differentiate the two. Additionally, the end of the receiver is going to look a little bit different, and that's, of course, because there's different wax guards on the end. The diameter inside the receiver is actually what changed to allow to accommodate for that larger CeruStop system. So, the outside, kind of the housing of the receiver piece hasn't changed. So, it's the same domes, the same coupling, all of that is unchanged. What's different is just which wax system is going to be compatible. Now, remember, when we talk about SmartSpeech Technology, it applies to all Lumity hearing aids.

But by moving to a disposable zinc-air battery, we cannot leverage all of the features that require extra voltage or that quick burst of power that the rechargeable lithium ion batteries can offer. So, we discussed why ActiveVent isn't available, and it's also the same reason that motion sensor hearing is not available. And that's actually because we don't have that accelerometer or motion-sensor chip within the non-rechargeable devices. The accelerometer is what activates motion-sensor hearing and Tap Control. So, because of this, you aren't going to be seeing these features in the Audeo L-312. Additionally, because there is no accelerometer, you are limited when it comes to the health tracking data. So, there are no step tracking counts, no activity levels for these wears, but they can see wear time and the environments of use.

So, now let's move on to compatibility. Audeo L-312 is made for all. So, it connects to iOS, Android, and other Bluetooth-enabled devices so that patients can stream audio directly to their hearing aids. Lumity has the ability to store eight Bluetooth classic

pairings and six Bluetooth low energy pairings. Now, having this many slots just means that pairing is one and done, it's easy. Does that mean your patients have... Your patients, your patients have to pair that many devices? Absolutely not, and most of them probably won't. But again, it's for ease of use. We also have two active Bluetooth connections, which means that they're not gonna miss a call. If they're streaming maybe movies, a TV show, a podcast on one device, they don't have to turn off Bluetooth and turn on Bluetooth and toggle between more than one device, they'll get the notification that their phone is ringing.

With in-band ringtones and call announcements, your patients actually don't even have to look at their phone, they'll know who's calling, so it's very, very simple and easy to use. And, of course, with universal connectivity, they can also connect to things like the TV connector, the myPhonak app, PartnerMic, Roger microphones, and so much more. Now, in terms of compatibility, one thing that Audeo L-312 is not compatible with is CROS. So, for CROS compatibility, you're going to need to stick with a rechargeable hearing aid like the Audeo L-R, L-RT, or the PR models of Naida and Sky Lumity. I've said this before and I'll continue saying it. At Phonak, we are constantly looking for ways to deliver this additional value to you and your patients.

We achieve this by providing a very broad portfolio of solutions, and that includes a broad RIC portfolio. So, if your patient is looking for a more standard RIC experience, you've got those options. If they're looking for a little bit more peace of mind and the ability to kind of live life without limits, you've got a Life model. If they're looking for a little bit more focus on their health and wellness, you've got Audeo Fit. And if they're looking for something that just looks a little bit more different and unique, there's, of course, Slim. But now that we've seen a battery or zinc-air battery model on the Audeo platform, we've got a couple other models to talk about as well.

And again, if there are any questions, please don't hesitate to pop them in the Q&A box. First, we'll take a look at a new Naida model. So, you and your patients have trusted Naida since 2007, and I'm excited to introduce this much awaited addition to the Naida Lumity platform in the SP. So, Lumity technologies are now available in BTEs across three different models. We have the PR, the SP, and the UP. Our most powerful and robust hearing aids are designed with state-of-the-art SmartSpeech Technology, Roger compatibility, and universal Bluetooth connectivity, helping patients to navigate conversations with confidence and connect to the world around them. Naida Lumity acoustic coupling is going to include a few different options.

For your PR and SP wears, there is a slim tube option that can be used with either domes or custom slim tips. Then, all of the models are compatible with standard ear hooks and a standard custom ear mold. And do remember that Phonak does offer a full selection of custom ear molds in all different materials and styles and fun colors to best fit your patient's needs. Now, with there being a couple of different BTE models, I think it's important to help to differentiate kind of what they have and don't have so that you make the right selection for your patient. Both the Naida Lumity PR and SP models are going to give your patients that full range of Lumity technology.

We've got AutoSense 5.0, SmartSpeech Technology with StereoZoom 2.0, SpeechSensor, Speech Enhancer, Dynamic Noise Cancellation, and so much more. These patients are very reliant on their hearing aids, they have those more severe-to-profound losses, and universal connectivity is going to give them the access to the world around them regardless of what technology they're using. And, of course, Roger is going to provide that best understanding in the most challenging listening environments. But let's differentiate, and these... Oh, we're gonna go up one more. One thing to note is the different highlighted green differences are how you can kind of separate between the two. So, your SP model is going to have the T-Coil and, of course, the disposable size 13 zinc-air battery.

The PR is going to have motion sensor hearing, your optional Tap Control, and CROS compatibility. Both of the SP and UP models are going to have a T-Coil. So, the main differentiator is that the SP has our Tinnitus Balance feature, while the UP does not. We have a really great guide to fitting severe-to-profound patients, and that includes the basis of some research that showed that using our Tinnitus Balance feature or any tinnitus masking feature with more profound listeners may not provide as much benefit as you might see with other wearers. So, if you're interested in that type of information, that is available on our PhonakPro evidence section. Now, we do have some new data to share.

We are constantly looking not just to do different tests with our new features, but it's also extending that testing to different populations. Before Speech Enhancer was introduced, testing was done with your run-of-the-mill mild-to-moderately severe to patient who had kind of those normal listening difficulties. And I say normal because that's gonna be the majority of the patients that you see. But we are well aware that applying their data to other populations doesn't always add up. So, for patients with severe-to-profound hearing loss, we wanted to do testing specifically with these patients to make sure that they had the optimal default settings for features that may be differentiated from other populations. Now, with Speech Enhancer, spoiler alert, it defaults on because there's great evidence showing that there is benefit.

With features such as dynamic noise cancellation that will actually default off because there is a lot of variation when it comes to preference and noise reduction features with the severe-to-profound listener. So, with that, let's take a look at some of this new evidence. What was seen is that adults with severe-to-profound hearing loss will benefit in a quiet room when Speech Enhancer is activated. There is a 22% better speech understanding in a quiet room from about four meters distance. There is a 24.6% reduction in listening effort when speech is coming from a distance of two

meters. That increases to 34.6 reduction at four meters, and even more with 41.5% reduction at eight meters. So, for severe-to-profound hearing loss, the reduction in listening effort is increased when the speech is coming from further away when Speech Enhancer is activated, and that's pretty exciting.

Not only that, remember that Speech Enhancer is looking for that soft modulated signal, and that also includes the perception of footsteps. When someone with severe-to-profound hearing loss is maybe at home, they're reading a book, they're doing something and it's quiet, it is very important to perceive that someone is approaching them, and having access to this feature is going to provide better audibility and perception of those very soft modulated sounds. Now, there's another population that we have uniquely studied in terms of receiving benefits with Speech Enhancer, and that is also pediatrics. So, we've got some new products for these patients as well, and these are products that people have been asking for. But before you tune out because I fully recognize that there are definitely some people that don't fit kids, and that's okay because there's information in this section for you as well.

So, I want you to consider Sky products as devices that would be helpful for anyone that needs additional support. So, just like parents caring for children, Sky users may also be adults that need support from a caretaker. So, maybe that's going to be an LED indicator that lets someone know that the hearing aid is working or that there's a low battery, maybe it's tamperproofing to ensure safety. Sky can actually provide peace of mind for patients at any age. So, we have been saying for many years that children are not just little adults, they need hearing aids that can meet their needs, and they've got unique needs at every different stage of their journey, and Sky is way more than just a fun colored Naida.

Sky Lumity hearing aids are backed by pediatric research with options like tamperproof battery doors, LED indicator light patterns, and a selection of all these fun colors. Sky

is going to help children and their parents navigate the journey to better hearing with peace of mind. And now, we also have the myPhonak Junior app so that parents and caregivers and older tweens and teens can have an easy way to kind of be aware of what the hearing aids are doing, make sure that they're wearing those hearing aids consistently, and also offering convenient adjustments and remote support for additional personalization. But Sky, of course, isn't the only pediatric solution that we offer. We need to help children hear better, but it often it requires more than just hearing aids.

So, remember that we have this complete pediatric portfolio of products, and this includes Audeo Lumity in some fun colors for older kids and teens, CROS Lumity for those children with an unaidable hearing loss in one ear. And, of course, an array of Roger microphones to help children hear better in the classroom, at home, and on the go. With the products that you see here, your littlest patients can benefit from proven hearing performance of Lumity plus universal connectivity that is going to connect them to the digital world. And let's face it, whether we like it or not, that is becoming more and more important these days. Now, you see some badges here, and they highlight the products that have been awarded the Hearing Technology Innovator Award for various categories.

So, these awards highlight exceptional technology advancements in the hearing industry. Sky Lumity was awarded that BTE category and your myPhonak Junior app was awarded for Assistive Tech and Software in Mobile Apps for Hearing Devices category. There's one more that's not shown here, and that is Phonak Slim, which was awarded an innovation award for Hearing Aid Design Category. So, as you can see, we have two new models added to the portfolio. There's the Sky Lumity M with a 312 disposable zinc-air battery and the Sky Lumity SP with a 13 disposable zinc-air battery. Now, all of our devices are IP-68 rated these days. And what that means for Sky

patients is reliability and robustness that can stand up to the wet and wild world of active kids.

Of course, all Sky L models are going to come with tamperproof battery doors. And I do want to specify that your disposable battery models are going to come with battery doors. Why is that? Rechargeable models don't have a battery door. Now, all Sky models are going to come with your tamperproof ear hooks. And, of course, Sky is available in all the colors that kids and some adults love, including those colorful ear hooks for mix and match creations, allowing the wear to express their individuality so that they can rock their Sky Lumity proudly. Now, we need to take a look at battery life, and I'm going to start with your rechargeable and just give you a little bit of background on what we consider to be, quote, unquote, "Normal everyday average usage.

" So, what we kind of anticipate is that children are going to use about six hours of AutoSense Sky OS and then an additional 10 hours of Rogers streaming that gets them through their school day. So, with that average use case, we anticipate that the rechargeable model will have about 16 hours of use, the same as any of our RIC products. But, of course, we have a couple of new models to think about. So, the new Sky L-M will last about 107 hours. The SP will get about 143 hours, and the UP is going to get about 160 hours, or 10 days of use. Again, that's based on that same 16 hour day. And we say approximately because there is so much that can influence the battery life.

Maybe it's a different brand of battery, the degree of hearing loss, how much output is required, how much they're streaming. So, things to think about when fitting someone with that zinc-air type of battery. Now, let's differentiate some of these models. You've already been fitting Lumity devices, so a lot of this is going to be a review, but I do wanna highlight the differences. All of your devices are going to have AutoSense Sky OS, you're going to have SmartSpeech Technology, but, again, that differentiator is

going to be that your rechargeable model will be the only one that has access to motion sensor hearing. Additionally, that Sky L-PR will also be the only model that is compatible with CROS and the only model with the potential of using Tap Control.

Do note that the patient's age is going to determine whether Tap Control is available or not, and that is all controlled by Junior mode in Target. All devices are going to have universal Bluetooth connectivity, access to the myPhonak Junior app with the wear time and remote support compatibility. And, of course, all of the things we know and love about Sky, the robust reliable housing, the colors, the tamperproofing, and, of course, that pediatric workflow. Now, we know that for any patient, but children especially, Roger is extremely important. So, your Sky Lumity portfolio is fully compatible with Roger. So, whether the patient is maybe at home, out playing their favorite sport, socializing, playing in musical groups, or at school, there are Roger solutions that are going to help them to hear well in all of the environments.

For smaller children, toddlers, you've got the Clip-On Microphone or the Roger On that can be used at home, on walks, or at daycare. When children start going to school, we have that education portfolio that is going to be perfect for use at school while you've got you alternative microphones for use at home. So, remember Roger is going to put that teacher's voice or the parent's voice right there in the patient's ears. It's going to improve the signal-to-noise ratio, and have that noise cleaning that happens before the signal gets to the patient's ears. So, some great options to ensure that your patients are hearing what they need to hear. And remember that these Roger for Education solutions are perfect for teens at school and even at university.

So, many different options when it comes to ensuring that patients are getting the signal that they need. So, we know that children have different needs at different stages throughout their life. If they need a robust solution that is going to handle rapid growth, those rough and tumble years and expressing individuality, we have the Sky

Lumity portfolio. If they're then a little bit older and they'd like a more refined or cosmetically appealing solution, then we have Audeo Lumity as an option. We also have access to Roger Direct, and that will be compatible with all Lumity products. And again, we have the addition of CROS Lumity for those patients that have a little bit more of a unique listening need.

On top of all of that, you've got compatibility to the myPhonak Junior app so that when a family or teen would like the opportunity to maybe do remote support, it's hard to get a child into the office when we don't wanna take them out of the classroom. We've got some really great options with this. And then again, as they get a little bit older, they may be ready to personalize things like their noise reduction or their speech focus in those more challenging environments, and they can do this within the app. Now, speaking of apps and software in general, these are some updates that are actually available today. So, the good news is no drastic changes, we all like that.

The app updates are going to support the new Lumity devices. It will have even more accurate reporting of wear time and the myPhonak Junior app is going to introduce sound environments, which is something that had been done with your myPhonak app for adults already. And that really just broke down the percentage of time the patient was in calm, noise, Roger, or streaming. As always, Target 9.1 will look pretty much the same. It's a very familiar workflow, easy navigation that is going to make Target easy to update and continue to use. Of course, we want to continue to provide this preferred software. So, we'll look at some of those updates shortly, but know that even if you didn't know things were changing, you'd still be able to keep fitting those devices.

But we'll start with the adult version of the myPhonak app. So, this has been a journey of continuous improvement, focusing on usability and reliability. There are high ratings on both the Google and Apple app stores that actually are a bit over four stars so that you can feel confident to recommend this app to your patients. Now, I always think it's

funny when we think about these app ratings, because I've never rated an app in my life and most people that are gonna go in and do a rating, they're not very happy, right? But we can proudly say that there are 4.5 stars in both of these app stores. We continue to have some key improvements like reworking the design in response to the feedback from you and app end users.

We've improved multiple aspects of the app, including the home screen, remote support, and an optional dark mode theme. This is something that is changed through the phone, not through our app, but if they'd like to have something that's a little bit easier on the eyes, they can go into the phone's operating system and change the system theme. We've also added widgets, so this is for both iOS and Android users, although they will differ depending upon which type of phone they have. With Apple users, widgets were just introduced within the last 3-4 years, so they are still kind of in their infancy. So, it is a basic widget that is going to show the battery life and the program that they're in.

With your Android users, they have been doing widgets for over 10 years now, so they are way more advanced when it comes to these types of interfaces. And the widgets for Android are going to have some control so patients can make quick changes to volume and program right there from the home screen. Now, another change that we have added was our Stay Connected feature, which I think is very exciting because rather than having to open the app and then wait for that spinning wheel as the hearing aids had to reconnect, now it is much quicker and easier for patients to make immediate adjustments. Now, we did introduce compatibility with the CROS system, and I think it's important to really recognize what those changes are going to mean.

When you go into the app and make changes to gain, it makes sense that we're only making gain changes to the hearing aid because there are no gain changes happening for a CROS device. But what will impact the entire system are things like our speech

focus feature because when the hearing aid side has a narrowed band for performance in loud noise, the CROS side will as well. There will also be continuous regular updates that really just ensure that we have reliability as best as it can be, and that if there are any issues, they're resolved quickly. Now, another thing to think about is that sometimes our patients can't handle all this stuff in the myPhonak app.

It's a lot going on, right? So, with that, I want you to think about the myPhonak Junior app as something that is for more than just children. So, with the myPhonak Junior app, you have compatibility for all of our devices. There is an available user interface for older maybe teens and adults who aren't looking for a cartoony layout and Leo the Lion as their app mascot. We've also updated wearing time visibility and included those sound environments that I mentioned previously. Now, I think the easiest way to really compare the different apps is to put them head to head. So, here is a nice chart where you can see the features that are present, whether it's the myPhonak app or the myPhonak Junior app.

Each app is going to come with its own benefits for patients, caregivers, and family members. Now, let's jump over to Target to see what's new. If you haven't updated yet, you can update Target today. And I think it's kind of amazing, we've come a very long way since Target 1.0 was introduced, and we can continue to apply these improvements whether it's reducing visual noise, improving efficiency, cutting down on the number of clicks that you need to make within a fitting. It's giving you all the data that you need to customize your patient's fittings. And these days, connecting to the vast majority of our devices requires a Noahlink Wireless, and there is an update to discuss there as well.

So, there is a version 2 of the Noahlink Wireless that is now available. Does this mean that you need to go out and rush to replace all of your original Noahlink Wireless devices? No, because at this point there's actually no benefit to upgrading. There are

going to be benefits that we see in the future, but I bring this up because if you do order a Noahlink Wireless from Phonak, you will be receiving the new version. It will have updated ports for the plugs and updated Bluetooth versions. But just something to be available of, and if you're looking for further information, you can find it in the HIMSA release statement. Now, here's a little fun game that we're going to play, and I'm putting up a screenshot from Target 9.

0 and 9.1, and I wonder if anybody can point out what's different. Go ahead to your Q&A box if you can see where something is different. I'll give it just a moment before I highlight the difference. And I like to do this because, again, if you didn't know things changed, you would still be able to continue using Target software. I see, well, there's one correct answer already in the chat box or the Q&A, so I'm going to highlight it. And as you can see, we have made a difference within the Hearing aid tabs for improved hearing aid selection and easy viewing and selection within the software. So, you are able to view all hearing aids, the newest hearing aids, or you can apply filters.

When you apply filters, it gives you quick access to hearing aids based on size, style, performance level features, and you can truly customize that recommendation that you're making very easily within the software. Not only that, you can also view hearing aid compatibility for an even more efficient workflow. So, if you are fitting two aids that may differ on each ear, you want to ensure that they are compatible together. Now, this update is I think very exciting, at least to me. With Target 9.1, after running the feedback test, the use estimated vent and sound leakage from feedback test will be on as a default for all new fittings. Now, as I've lived as a trainer for the last eight plus years, I'm constantly telling people after you run the feedback test, you should check off this box, but that took time, you'd have to check it off and recalculate, so now is just a much more efficient way of doing things.

This is important because a good vent estimate is necessary for optimal hearing aid fitting, especially if the incorrect acoustic coupling was selected in Target or if maybe the patient is wearing a dome that is a little bit smaller than they really should be wearing. So, this is going to allow for the most accurate venting information. Now, this is only going to get applied for new fittings. So, if you have a wearer who you have already fit, but you didn't check off this use estimated vent and sound leakage box, it is not going to automatically get checked when they come back in and you connect them to Target, so just be aware of that. Another thing that we've made changes to is in DataLogging, and I think this is pretty exciting, we now store the data logging from previous sessions.

I know I can't be the only one that saw a patient in the past and did some adjusting, saved and closed their session and then realized I forgot to look at DataLogging. It's frustrating. So, now you can go back and take a look at that information. Another thing that I want to point out is a change that we have made, and that is when you click on this Program activity option, and the reason I point that out is because there are some people that didn't even know we had this. So, when you click on Program activity, what you're going to see is more you see a bolder and easier to visualize breakdown. This is showing the percentage of time the patient is maybe in AutoSense in the different programs within AutoSense or their manual programs.

It gives you a great idea as to what the hearing aids are doing. Not only that, you can now pull up up to the last five Target sessions, which allows for a much more kind of global view over a longer period of time to see what the hearing aids are really doing. Next up, this one is maybe something you haven't noticed or won't notice, but in the past there was some confusion with the wording regarding tamperproofing, and that's because it said that there would be a tamperproof battery door. Of course, with a PR model, there is no battery door, so you wouldn't be getting a tamperproof one. So,

we've just clarified, improved the wording so that it is appropriate based on the model that you are fitting.

Now, this next one is exciting as well. At the end of January this year, we launched a packaging pilot with the Lumity RT devices, and the goal was to improve the look and feel of our packaging. It was to reduce the overall weight, we wanted to reduce our CO2 emissions, but also give you less trash to throw away or recycle. So, this is what came with the packaging. It was nice and organized with little slots for different things. It also made for a really nice look with unboxing. And the results of this study were pretty clear that it was a hit, so much so that we have now started shipping all Audeo Lumity RT devices in this new packaging.

Why only the RT devices? We have to start somewhere, right? So, we start with the RTs and hopefully we continue on as time goes on. Now, there is one thing that all of the new Lumity family members have in common, which brings up another relevant topic, and that, of course, is batteries. So, because these new models all use zinc-air batteries, I thought it was appropriate to remember that Phonak offers private label batteries at three different levels so that you can order the customization and amount of batteries that you need for your clinic. I know keeping stock of zinc-air batteries is not something we maybe did as much of in the past couple of years because there was such a prevalence of the use of zinc, of rechargeable batteries, but you will need to have some.

So, if this is something that you need or would like a little bit more information on, definitely reach out to your account manager with Phonak. So, with all the great new additions to the Lumity portfolio, we have reviewed them all today, we see that we offer our most comprehensive portfolio of Lumity solutions, including features with SmartSpeech Technology. From mild hearing losses to profound, from seniors to precious little ears, we have solutions that can help everyone thrive. Every device that

you see here is powered by AutoSense OS 5.0 and is IP-68 rated. When we think holistically about the patient journey, we know it's not always just about hearing aids, which is why it is important for us to mention that we have solutions and offerings that start with prevention of hearing loss, that move on to the detection and treatment of hearing loss, to continued support that your patients can receive from you, there is a Phonak solution for every patient at every stage of their journey.

So, as we wrap up today, let's take a look at what we've reviewed. We have Phonak's dedication to delivering quality products, which means that you and your patients continue to receive improvements on our hardware, the hearing aids, and our software, the apps. And you can depend on Phonak's reliable solutions that are going to allow your patients to live a life without limitations with less repairs. When it comes to customer experience, you have seen quite a few developments that were all made based on feedback from providers like you around the world. You now have disposable zinc-air battery options for those patients that either need a battery or want a smaller device. We have new packaging to give you less waste to manage and an improved unboxing experience.

We have Target updates that are going to allow you to support your patients through finding the most appropriate solution and to viewing their DataLogging history. With expertise, we are consistently delivering new studies to give you the confidence in recommending a solution that is going to benefit your patient. For instance, Speech Enhancer has been studied now for three distinct populations: adult, pediatric, and severe-to-profound. After this session today, we have many more plans in the future, including live events and e-learning modules at Phonak Learning. We also have webinars on thought leadership topics like the association between hearing loss and cognition, so keep an eye out for that as well. Our sales and Inner Circle's teams will have you provided with all of these business solutions so that you can see patients efficiently and also do the thing that you love most, helping people hear.

And then, there's innovation. You've seen innovation today in a variety of spaces, whether it's creating water and sweat-proof life hearing aids, to developing SmartSpeech Technology features so that your patients can hear in the most challenging of noisy situations. We have innovative award-winning eSolutions like the myPhonak app and myPhonak Junior app that allow all of your patients to interact with their devices to empower them, and for them to be seen by you via remote support. And innovation is not just seen in the product space, we have innovated the ways that you do business with us from improving the e-store to reducing our carbon footprint. I thank you for spending your time with me today.

I truly appreciate your time, your confidence, your trust in our people and our products. As always, you can find more information on our website or reach out to your account manager or clinical trainer for any of your needs. With that, we've got just a few minutes left to go over any questions that you may have. If not, have a wonderful rest of your day, your week. And together, we change lives.